

Military Avenue, Inc.
Business Improvement District (BID)
Annual BID Report

September, 2017

History

Military Avenue Business Association (MABA) 2005 – 2017

- MABA originally began in the 1960's when the business corridor was being developed with the first Shopko store and Beacon Center
- MABA was rejuvenated in 2005 to build a cohesive business group that would transform and promote Military Avenue and reverse declining property values in city's first retail corridor
- Activities from 2005 to 2010 were focused on promoting special events, building business and neighbor relationships, working with the city of Green Bay on infrastructure improvements, and adding visual appeal
- Activities and participants were voluntary with unequal participation but with all receiving the benefits of promotional activity and focus



History

Military Avenue Steering Committee – 2010 -2011

- The Steering Committee was charged with the mission of developing a master plan outlining a vision and future for the business corridor
- The Committee consisted of 30+ stakeholders who met bi-monthly for 1 ½ years to draft the master plan.
- The city of Green Bay funded the plan and hired Verbicher to assist the Green Bay Planning Department and the committee members in drafting the master plan
- The end result is known as the Verbicher Study and contains a list of twelve strategic initiative goals and twelve redevelopment sites



Military Avenue Steering Committee & Master Plan

History

Military Avenue Steering Committee – 2010 -2011



Summary of Strategic Initiative/Goals:

- Improve Corridor Aesthetics - park & green space
- Create brand identity - visual unity & gateway features
- Improve neighborhood connectivity to businesses
- Strengthen the business clusters with business retention and recruitment of new, stronger businesses & tenants
- Improve traffic flow for auto, bus, & pedestrians with major infrastructure improvements, sewer & road work
- Plan for business renovations including a façade improvement program
- 12 parcels for redevelopment identified
- Meet the needs of medical workers and services in the corridor
- Promote & market the businesses to the community with the formation of a Business Improvement District

Military Avenue BID

Military Avenue BID Accomplishments:

- Created a BID (2013) with taxation at minimal levels
- Hired Executive Director (2014) to actively promote the district and build opportunities
- Increased property valuations in the District with redevelopment of vacant Cub Foods site with new stores; Burlington, Michaels, Northshore Bank, and Cellcom
- Welcomed many new businesses to the District: Tuesday Morning, Aldi, Ross Dress for Less, Karaoke Mexican, etc.
- Developed annual signature marketing events
- Created and organized a weekly summer farmer's Market on Military and winter market



Music on Military, Market on Military, Eggstravengza, and business grand opening celebrations

Accomplishments



Median decorations/
flowers and banners

- Military Avenue website, social media promotions and creation of email shared customers
- Green Bay Police Department partnership for public safety and business security
- Coordinate and host a volunteer spring Earth Day clean up
- Overflowing beautiful, seasonal plantings in the median boxes
- Festive banners with seasonal inspiration and advertising for our signature market event



East High students Earth Day Clean Up - 2016



Accomplishments

- County wide promotion of military personnel and other discount programs offered by businesses in the district
- City wide opportunity for participation in Small Business Saturday
- Marketing and social media assistance and sharing for business events, grand openings and specials
- Business assistance with graphics and advertising materials
- Vacant space promotion and owner listing assistance



For rent or sale – ongoing assistance for business/property owners

Accomplishments

Military Avenue New Development/ Improvement Examples:



New Burlington & Michaels – 2014



Neighboring Associated Bank Renovation – 2015



New Fox Communities Credit Union - 2013



Broadway Auto Renovation – 2014



Aldi's Renovation and Expansion – 2017



St. Agnus Retail Strip Upgrade - 2013

Accomplishments

Military Avenue New Development/Improvement Examples:



Family Pet Food Center Expansion – 2016



New North Shore Bank and Cellcom – 2015



Westgate Façade improvements – 2015 + 2017



New Tuesday Morning – 2017



New Ross Dress for Less – 2017



TJ Maxx Lease Renewal - 2016

Accomplishments

Military Avenue New Development/Improvement Examples:



Marathon Gas upgrade & renovation – 2017



New Burger King – 2014



Keith's Haircenter new construction - 2012



BP upgrade & renovation – 2017

Accomplishments

Valuations

Military Avenue Property Valuations

	2014	2015	2016	2017	change	
BID 20	\$1,802,000	\$1,802,000		\$1,802,000		\$0
BID 21	\$10,023,900	\$10,276,400	\$10,276,400	\$10,276,400		\$252,500
BID 22	\$60,343,800	\$62,937,200	\$62,937,200	\$64,351,700		\$4,007,900
TOTALS	\$72,171,714	\$75,017,615	\$75,015,600	\$76,432,117		\$4,260,400

5.9 % increase

BID Assessments, w min/max applied

	2014	2015	2016	2017	change	
BID 20	\$450	\$450	\$450	\$450		\$0
BID 21	\$14,102	\$14,626	\$14,102	\$14,626		\$524
BID 22	\$83,448	\$83,842	\$83,448	\$83,634		\$186
TOTALS	\$98,000	\$98,918	\$98,000	\$98,710		\$710

7.2 % increase

Assessments in category, per \$1,000 value

BID 20	Industrial	\$0.25
BID 21	Office	\$2.00
BID 22	Retail	\$2.25

Accomplishments

Upcoming Military Avenue Projects



Future Sears Redevelopment Opportunity



Upcoming Tuffy Auto Redevelopment Project - 2018



Purchased small property in key development site – 2016
Continued assemblage of small inefficient parcels -2018 - 2025

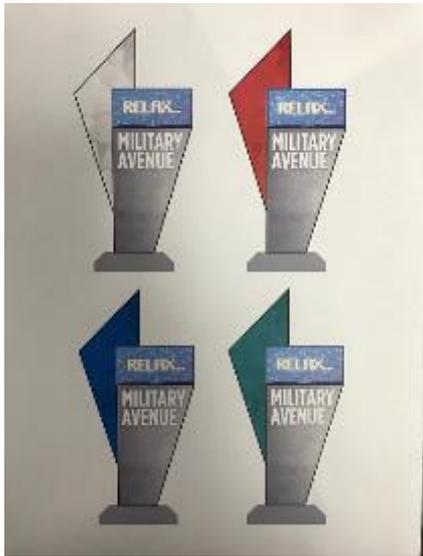


Potential redevelopment site for sale or lease - 2017

Future

Upcoming & Future Development Initiatives

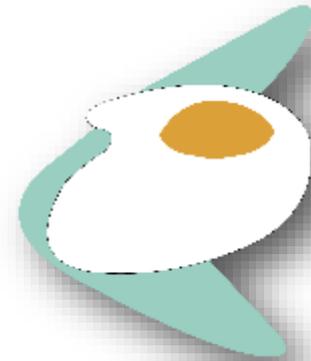
- Continue Gateway Initiative at Lombardi and S Military Avenue
- Upcoming Development Projects Include: Future Sears Redevelopment at Green Bay Plaza & Tuffy Auto Center
- Continue Efforts to assemble small Class C parcels and combine into large development parcel at front door position at Military & Mason Avenues
- Market for themes in the district, encouraging successful retail base



Gateway signage/placemaker – 2018

OFF
PRICE

Home to great off-price retail



Best All Day Breakfast on Military Avenue

Conclusion

- The Military Avenue, Inc.(BID) has accomplished many of its strategic initiatives since its inception in 2013
- More work is needed as outlined in the above slides
- The BID Board and MABA Board thanks its volunteers and members for their participation to assist in the ongoing transformation of Military Avenue
- We are on our way in preserving Military Avenue as a viable business corridor that serves the west-side residents and Green Bay taxpayers
- We continue to seek value-added opportunities to improve the business district for residents and taxpayers
- The neighborhood associations play a key roll in identifying business and service needs in the area.
- Military Avenue, Inc. serves as a vehicle for advancement and change.