

## Director's Corner (Dan Perron)



Photo Courtesy of Green Bay Press Gazette

The Military Avenue Business Association (MABA) distributes this quarterly Newsletter for the Military Avenue Business Improvement District (BID) to help keep local businesses, property owners, and neighbors informed of issues and developments in the BID. We welcome any input or suggestions you may have on format or content. We also invite you to “like” and follow us on Facebook “Military Avenue Business Association” to keep up to date on district information.

<https://www.facebook.com/pages/Military-Avenue-Business-Association/116998168326209>

## Fall Update

Hello again to members and friends of the Military Avenue Business District. It has been a very busy summer for MABA as we have got up and running for our first year as a BID. Since our last newsletter in June, we have updated and improved our business contact lists, social media pages, and website. We completed the first phase of our median street planter project, developed outreach contacts and products for new business recruitment efforts, planned and hosted our first BID event, set up a new district marketing program for military veterans, and ordered new holiday decorations for the Military Avenue business corridor. As we move into fall and the holiday season, we will be electing new MABA board members and submitting our 2015 Operating Plan for approval by the City Council. Throughout these last few months we have really enjoyed the cooperation, feedback, advice, and volunteer service of many businesses and residents in and around the district. Thanks for all your efforts and support. I think we are off to a good start but there is still a lot of work to do and we have learned some valuable lessons that will support future efforts to increase development throughout the Military Avenue corridor. We will continue to work hard to support you and your interests. If there is anything we can do better

## UPCOMING EVENTS

Sep 25: MABA Annual Meeting

Sep 30: St Norbert Intern Hiring Fair

Oct 1: UWGB Intern Hiring Fair

Oct 1: Submit 2015 BID Operating Plan to City Plan Commission

Oct 11: Rock n Roll Land 3-year Anniversary Sale

Oct 21: Northeast Wisconsin Small Business Expo 11am-7pm, at Stadium View (1963 Holmgren Way, Green Bay, WI).

Oct 15 BID Update to Fireman's Park Neighborhood Association

Nov 6: BID update to Green Bay Optimists Club

Early Nov: District Holiday Street Median Lighting Installation

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or if you have ideas for improving the district, please let us know. It has been great working with you so far and we look forward to continued success. Sincerely, Dan Perron, Executive Director, Military Avenue Business Association (920-544-9503); [danperron@militaryave.org](mailto:danperron@militaryave.org)

## Business Outreach

Your ideas and concerns have been very helpful in helping MABA formulate plans and priorities for the BID. As we move into the fall, we'd like to continue our business outreach efforts. This effort involves meeting BID Business owners and managers to get to know you in order to better serve your interests. We work for you and our jobs are to balance the needs of all the businesses in the corridor with a vision that will increase property values, decrease vacancies, and increase your profits. I'd be happy to schedule 20-30 minutes at your convenience to meet with you and discuss your business as well as what you would like to see done by the BID. If you have a time/date that works for you, please contact Dan at 920-544-9503 or email to [danperron@militaryave.org](mailto:danperron@militaryave.org).

## New Businesses:

MABA would like to welcome the following businesses to their new locations in the BID:

### Bellin Home Health Care Equipment

Bellin Health Home Care Equipment opened a new store in August at 508 S. Military Ave in Westgate Plaza. Bellin Health Home Care Equipment caters to consumers in need of medical equipment — wheelchairs, mobility scooters, lift chairs, bathroom safety equipment, compression garments, pain management items, and more.

### Sunrise Spa

Sunrise Spa opened in August in the Beacon Center at 503 S. Military and offers a full range of therapeutic massages.

## Opening Soon:

The following businesses are expected to open in the coming months in or near the BID:

### Center for Childhood Safety

The Center for Childhood Safety, Inc. (CCS) is expected to open a new office at 842 S. Military Ave in October. Founded in 1991, CCS began as an agency committed to preventing traumatic injuries to children. Today, CCS is the only 501(c)3 nonprofit agency in the region focused on the unintentional injuries of children. CCS' mission is to be the leading source of safety education in Northeastern Wisconsin, dedicated to preventing and eliminating childhood injuries that lead to disability or death. As the lead agency for Safe Kids Greater Green Bay, CCS coordinates monthly free car seat events at local businesses.

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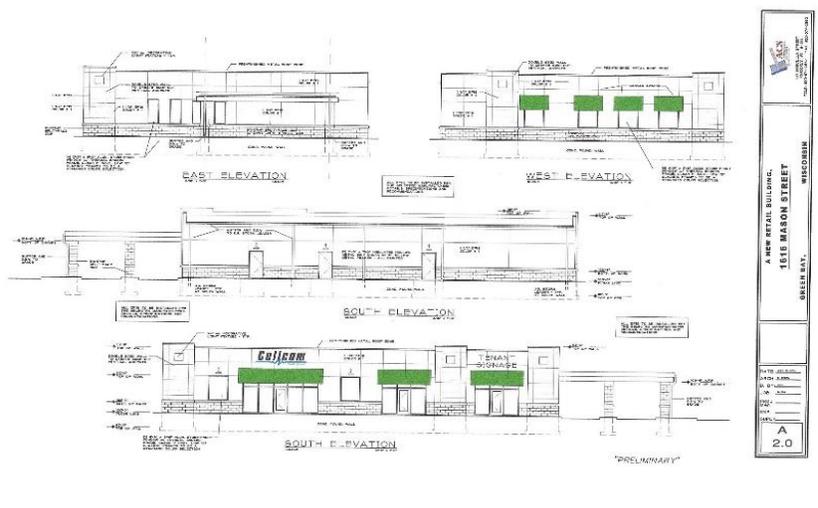
## Lebakkens Rent to Own

Lebakkens Rent to Own is expected to open a new store late September just north of the Military Avenue BID boundary at 318 N Military Ave. Lebakkens has over 11 stores in the state and offers a full range of rent to own furniture and appliances.

## Badger Ladder & Scaffold

Badger Ladder & Scaffold LLC is expected to open a location at 633 N Military Ave in October just outside the official boundaries of the Military BID. Badger Ladder & Scaffold is a leading seller & rental provider of scaffolding, ladders, scaffold planks and pump jack systems.

## New Construction



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### 1616-1620 W. Mason St.

Construction began in mid-September on a new 5700 SF Retail/Office project in the Michaels/Burlington out-lot at 1620 W. Mason St. Construction is expected to be complete by December and the building will be occupied by two tenants: **Cellcom and Northshore Bank.**

## Street Median Planter Update

MABA completed our 2014 planter project (phase I) on July 15. Martell construction installed 11 permanent concrete planters (three 5'x20' and eight 5'x10') in the Military Ave. medians between Langlade Ave. and Leo St. Schroeder Flowers commenced planting immediately upon completion and with less than two months in the ground they have begun to fill in very nicely. We intend to increase the density of the plantings and fill gaps over the next several years to increase the impact of greenery and color in the district. We will remove the plantings after the first frost in late October/early November and replant them in early May of next year. We are still researching the possibility of some winter fill options (boughs, trees, etc.) but this will depend on cost. We have budgeted funds for 2015 Phase II that includes construction of three additional planters (one 5'x10' and two 5'x20') in gaps along the Military Ave. medians between 6<sup>th</sup> and 9<sup>th</sup> streets. MABA has also budgeted to contract professional landscapers to weed and feed the grass in the medians during 2015. Hopefully this will cut down on the weeds, and allow the planters to have the maximum visual impact when in bloom. MABA would like to thank Bay Area Diamond Co. and Fox Communities Credit Union for their very generous three-year sponsorship of planters near their buildings. If other businesses would like to sponsor or donate to the planter fund, please contact us.



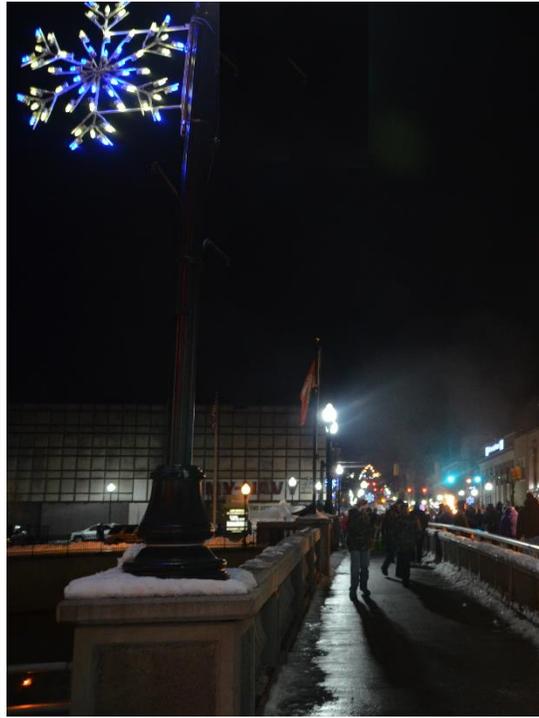
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## Holiday Decorations

Despite a tight budget, MABA is pleased to announce that we have been able to contract a lease for holiday light pole decorations this year with Landscape Associates of De Pere. We chose a blue and white lighted snowflake design (see below) to complement the winter snowflake banners we already have in stock. Our plan is to install the lighted snowflakes on every other light pole in the Military Avenue median. Banners are due to arrive in October, and will be installed in November along with winter street banners. We intend to keep the snowflakes up throughout the winter months as they will provide some festive lighting even after the holidays.



## Event Update

### Music on Military

MABA held our debut event in the new Military Avenue Business Improvement District (BID) on Saturday, September 13, 2014 in the north end of the Beacon Center parking lot. Music on Military was a free Americana-themed music concert that featured five singer/songwriter acts with ties to the Green Bay area. Our lineup included Brandin Tolman, Eddie Biebel, Jeff Berken, Dave Perron, and The Gordon Brothers (Ben & Jeremy Gordon). Chili John's, Cameleon Food Truck, and Dog Haus served food at the

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concert while MABA manned beverage tents with volunteers from businesses and local neighborhood associations. We had several hundred guests attend over the course of the day and received a lot of positive feedback about the quality of entertainment and food. We also laid the groundwork for planning and hosting follow-up events in the district. In addition, MABA collected \$200 in charity donations for the Wisconsin Desert Veterans charity at the event.

MABA would like to thank all the businesses that sponsored the event with cash, in kind donations, and volunteers. We'd especially like to thank our major sponsors for their generosity: Fox Communities Credit Union, Fox World Travel, Parkside Animal Care Center, Smet Construction, Jim's Music, and Rock n' Roll Land. Thanks also to H. J. Martin & Son, Chili Johns, Quick Signs, Elite Tent Rental, Stitch n' Time, Regis Salon, Bay Area Diamond, The Book Stop, Advance America, Team Apparel, BMO and Northshore Bank. John Muir Park Neighborhood Association also did a great job manning the event. There was definitely some great music played by all our performers. Thanks for coming out to our first event and we look forward to future good times in the District.



Presented By Military Avenue Business Association

**MUSIC ON MILITARY**  
SEPTEMBER 13TH  
BEACON CENTER  
501 S. MILITARY AVE.  
12PM-8PM  
FREE ADMISSION  
FOOD! BEER!

The Gordon Brothers 6pm  
Dave Perron 4:30pm  
Jeff Berken 3pm  
Brandin Tolman 12pm  
EDDIE BIEBEL 1:30PM

**Sponsors:** Fox Communities Credit Union, Smet Construction Services, Fox World Travel, Jim's Music, Parkside Animal Care Center, Rock n' Roll Land, Chili Johns, Quick Signs, Elite Tent Rental, Stitch n' Time, Regis Salon, Bay Area Diamond, The Book Stop, Advance America, Team Apparel, BMO, Northshore Bank, H. J. Martin & Son, John Muir Park Neighborhood Association.

Parking Available at Burlington / Michaels Parking Lot. Like US on FB [www.facebook.com/musiconmilitaryave](http://www.facebook.com/musiconmilitaryave)



## Social Media Update

MABA is actively using social media to provide information to BID members and friends as well as promote businesses and activities in the BID. We encourage all BID members to "like" and follow us on Facebook (see link below). Remember—Facebook is free and is used by thousands of people in the local area. We can "like" and "share" your business information on a daily basis. In order to be more

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effective, we need to increase our MABA Facebook friends list. **If you have not already liked our page please do so and please invite your friends to like us too! Also, if your business does not have a Facebook Page and you would like one created, please contact us. Our interns would be happy to help make one for you free of charge.**

<https://www.facebook.com/pages/Military-Avenue-Business-Association/116998168326209>

In addition, our IT interns have done a great job over the summer to update the MABA website and remove/edit outdated information. MABA is also actively researching several social media programs including the possible contract purchase of a Military Avenue Business District ‘App’ that would increase visibility of local businesses. We will keep you updated on the results.

## BID Military Discount Program Update



MILITARY AVENUE

WE  
SUPPORT  
OUR  
TROOPS!

ASK ABOUT OUR  
SPECIAL OFFERS  
FOR  
ACTIVE DUTY,  
RESERVES,  
GUARD,  
AND VETERANS!

\*SEE INSIDE FOR DETAILS

BUSINESS ASSOCIATION

Over the summer MABA began an effort to market a “Military Friendly” business atmosphere throughout the Military Avenue BID. As of September we have over 30 BID businesses participating in the program! We are aware that many local businesses already provide special discounts and other incentives for military personnel and veterans. This initiative is an attempt to formalize this support and actively market the BID corridor as a “go to” destination for veterans in the region. We encourage local businesses to develop individualized incentives for military personnel (e.g., discounts on goods or services) and actively promote this campaign both individually and as a BID. You can tailor any type of discount or special offer you would like to your particular business—just let us know and we will add you to the list.

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The program offers active duty, reserve, and retired military members/veterans discounts at multiple locations on Military Avenue (appropriate valid military ID or DD214 is required to claim a discount). Please share these locations with your friends and family and make sure they know that Military Avenue is the Military-friendly district of Green Bay! MABA has Military Veteran Discount/Special Offer door stickers (see above) available for your business. If you are already participating in our program and would like door stickers, please let us know (stickers are free of charge). Example of current offers are below, we will continue to update and post additional offers on our webpage [www.militaryave.org](http://www.militaryave.org). Thanks to all veterans for your service!

1. Bay Area Diamond Co. – 10% Discount
2. Book Stop – Buy 5 books, get 1 free
3. Cyndi’s Rejuvenation – 10% Discount
4. Dubois – 10% Discount
5. Fish Unlimited LLC – 10% Discount
6. Golden Basket Restaurant – 10% Discount
7. Great Army Navy Surplus – 10% Discount
8. Green Bay Chiropractic – Cash Discounts: Exam - \$50, X-Rays (2 Spinal) - \$50, Spinal Adjustment - \$36, Therapy (Interferential, Ultrasound, and Cold Laser Therapies) - \$21 \*\*Discounts may NOT be combined with insurance, Price is cost AFTER discount\*\*
9. Green Bay Vacuums and Sewing Express – case-by-case offers (inquire at business)
10. Green Bay Stamp Shop – 20% Discount
11. Healthy Home Heating and Cooling - \$200 off furnace/air conditioner
12. HJ Martin & Son - 10% off standard floor care rates and front counter sundry items such as cleaners, floor protectors, etc., 10% off material purchases (when there is not a promotion)
13. Kersten Realty – First month free on 12 month lease
14. Liberty Tax – 50% Discount
15. Martinizing Dry Cleaning Service – Uniforms Cleaned
16. Military Express Gas Station- 1/2 off on any car wash. No other purchase needed, not valid with other discounts.
17. Old Country Buffet – 50% Discount
18. Once Upon a Child – 15% Discount
19. Parkside Animal Care Center – 10% Discount
20. Party City – 10% Discount
21. Perkin’s – 20% Discount
22. Regis Salon 4830 – 20% Discount
23. Rock ‘N Roll Land-10% Discount
24. Sears-10% discount in the Parts and Services Department
25. Shear Sports – \$3 off
26. Stitch ‘N Time – 10% Discount

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27. Surroundings Home Furnishings Gallery – 10% Discount
28. Tattoos by Rick – various offers (inquire at business)
29. The Pancake Place – 10% off meal, also eat & drink for free on Veteran's Day
30. Tie the Knot Bridal Boutique – 10% Discount on Bridal Gown and Accessories
31. Wisconsin Hearing Service – 10% Discount
32. Stitch N Time – 10% Discount

## 2015 Bid Budget update

MABA has conducted a review of our draft 2015 budget with the MABA Board and Military Avenue BID Board. Based on projected assessment revenue, our budget for 2015 is project at approximately \$109,000 will be similar in size to our 2014 budget. In addition to continue work on aesthetic improvements such as additional street planters, we have also set aside revenue to build funds in order to establish a façade improvement program, as well as increase our district marketing, advertising, and event programs. Our draft budget will be forwarded to the Green Bay City Council on 1 October for approval.

## Military Avenue Tax Increment Finance District (TID-16)

### Revaluation Update

As some of you may have heard, last month the City of Green Bay submitted a request to the State to revalue the Military Avenue Tax Increment Finance District (known as TID 16). It is important to note that the TID is different from the Military Avenue Business Improvement District (BID). The TID predates the creation of the BID and covers more area than the Military Avenue BID. The Military Avenue Business Association/BID does not manage or administer the TID but we are impacted by the TID as the TID has been used to help finance development projects in the BID. The City's decision to request a revaluation of TID 16 will not impact local BID City assessments. The following summary of City TID 16 revaluation request is provided for information purposes:

TID 16, also known as the Military Avenue TID, was created in 2007 in order to 'support revitalization of aging commercial areas along Military Avenue'. Funds from the TID were used to support the reconstruction of Military Avenue in 2010-11.

As a result of the 2008 economic downturn, assessed property values did not yield the projected increment of the TID. The State of Wisconsin recently passed legislation (Act 183) that allows municipalities to request a one-time value re-determination for TID's that are in a decrement situation.

The original base value of TID # 16 established in 2007 was \$101,988,800, however, pursuant to Department of Revenue's change in valuing TID's in 2010, Wisconsin DOR gave the City a revised tax incremental base value of \$95,240,600 as of January 1, 2010 and this is the value set forth in Table 1 below and used in this calculation.

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Table 1

	2012	2013
Base Value 2007	95,240,600	95,240,600
Current Value as of 1/1	79,805,400	82,363,200
Increment (Decrement)	(15,435,200)	(12,877,400)
% Increase / (Decrease)	-16.2%	-13.5%

The most recent DOR certified value for TID # 16 is January 1, 2013 which set its value at \$82,363,200 and represents a decrease of \$12,877,400 or a drop of 13.5% from the base value established by DOR. In the immediate preceding year (January 1, 2012), the DOR's certified value was \$79,805,400 which represents a decline in value of \$15,435,200 or 16.2% from its base value. The decrease in value for two consecutive years exceeds the 10% minimum value required to qualify for base value reset under the Statue.

Without revaluation, any new development first must generate new taxable value of at least \$12,877,400 before a single dollar of tax increment would be allocated to this District. This tax decrement has served as a significant obstacle in attracting new development to the District. Revaluation would allow this TID to begin creating increment immediately, and thus enable the District to pay for the improvements made in the district and implement the projects outlined in the original TIF plan.

Submitting a redetermination request to the State is a benefit to the City because it re-establishes the base value to current market conditions, which will allow the TID to maintain a stronger financial position. As part of the application to the State, the City RDA, Council, and Joint Review Board approved a new project plan, financial analysis, and resolution. The City also invoked the expectation that the district will require only 90% of the remaining TID life to pay its project costs.

Please direct any specific questions on TID 16 revaluation to the Green Bay City Website.

## MABA Annual Meeting

MABA will hold our annual meeting on Thursday, September 25 at 7:30 am in the Bay Motel Conference room. All BID businesses and property owners are invited to attend. MABA will hold elections for new board members at this meeting.

## Business Improvement District (BID) Committees

MABA maintains four permanent committees to provide consulting and planning for the execution of BID funds. **\*\*\*Please note: We have recent vacancies on all of our Committees. If you would like to volunteer, please contact Dan Perron at [danperron@militaryave.org](mailto:danperron@militaryave.org) or 920.544.9503**

## **Design Committee (includes façade improvement, streetscaping, street banners, holiday lighting, etc.)**

- **(Chair)** Dan Burich, Bay Motel (920-494-3441), [dburich@baymotelgreenbay.com](mailto:dburich@baymotelgreenbay.com)
- Brian Rouse, Bay Area Diamond Co.
- Russ VanDenElzen, Healthy Home Heating & Cooling
- Bryan Boettcher, Quick Signs
- Garritt Bader, GB Real Estate Investments LLC
- Dean Flagstad, Green Bay Nursery
- Sue Nelson, Surroundings

## **Organization Committee (includes marketing, newsletter, business directory, website, social media maintenance, communications, consulting, etc.)**

- **(Chair)** Adam Kersten, Kersten Realty (920-499-2283); [kerstenrealty@yahoo.com](mailto:kerstenrealty@yahoo.com)
- Anna Lautenbach
- Keith Zimmerman, Keith's Haircenter

## **Events Committee (organizing and leading events in the Military Avenue Corridor)**

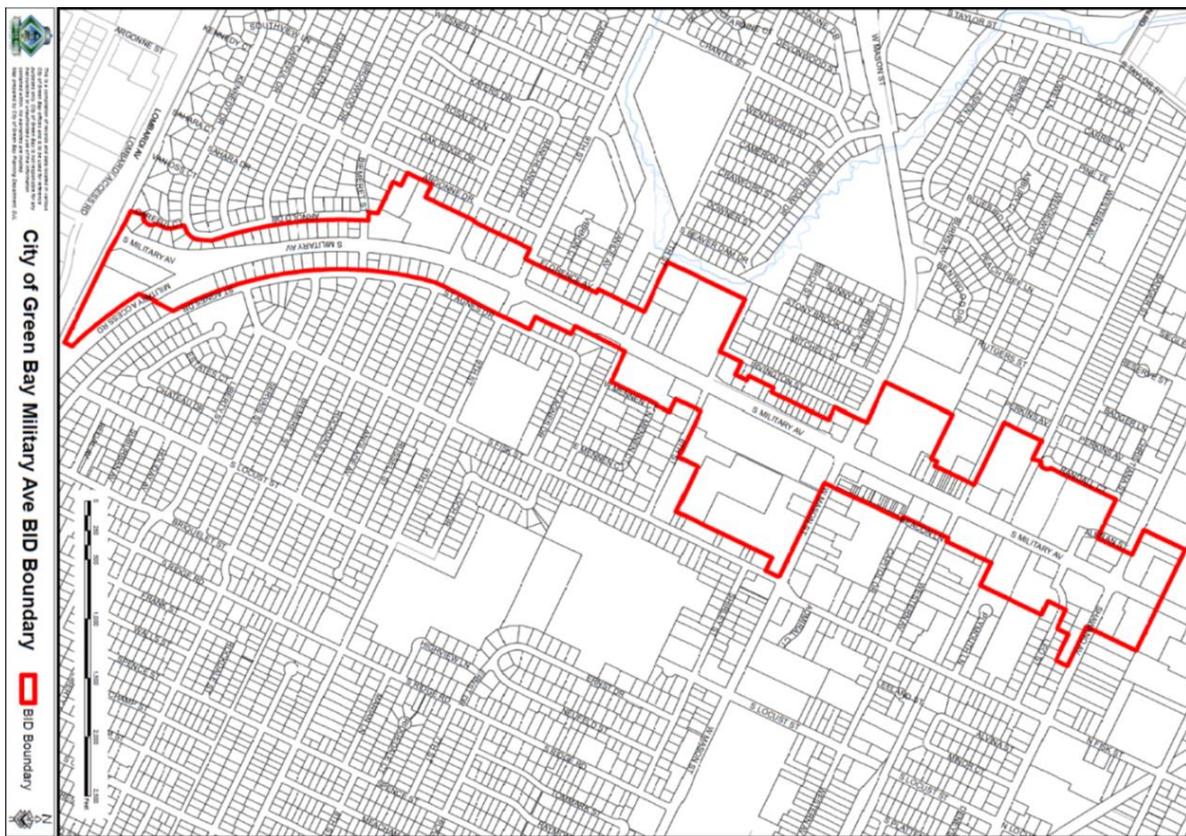
- **(Chair)** Phil Doran, Rock n Roll Land (920-713-4534), [rocknrollland@yahoo.com](mailto:rocknrollland@yahoo.com)
- Susan Nagel, FCCU
- Vicki Perron, Great Lakes Training and Development Co.

## **Economic Development (business recruitment, business support, business retention)**

- **(Chair)** Greg Polacheck, Smet Construction (920-606-3305), [gpolacheck@smet.com](mailto:gpolacheck@smet.com)
- Ken Davister, Bester Development/AMA Heating
- James Wheeler, VanderZanden Properties
- Judd Gehl, Bay Area Diamond Co.

**MABA Interns:** For those of you who had an opportunity to meet and/or view the work of our four summer interns, you realize that we had some really great young people supporting our office and the district. Our first set of MABA summer interns performed a variety of marketing, PR, and social media support and even did some pro-bono mowing and landscaping work for us during construction of our street median planters. I'd like to personally thank these great folks on behalf of the BID: Missy Rebek (St. Norbert College), Alex Warner (NWTC), Lynn Wendricks (NWTC), and Eric Weidner (NWTC). As of September, Missy, Alex, and Lynn have returned to school while Eric recently accepted a great full-time IT position with a company in Sheboygan. Thanks again for all your efforts—you will be missed.

As we say goodbye to our summer interns, we recently hired our first fall intern, Josh Dahlke from UWGB, will be taking Eric's position as our IT intern and manage day-to-day operations of our social media and website. If you see Josh, please take a moment to welcome and thank him for his work. We will also be attending St. Norbert and UWGB fall intern hiring fairs in the next couple weeks to find some additional fall/winter interns. If you know someone at St. Norbert, UWGB, or NWTC who may be interesting in a PR/Marketing or IT internship, please let them know that the positions are posted on the job websites at these institutions. We will also be recruiting a new crop of summer interns in the spring.



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