

Village of Brown Deer – Economic Development Efforts



Municipal Risk Spectrum - when private business and government interact. Here are some ways the Village has interacted with private sector. What level of involvement should the Village risk?

(Market sites in partnership with owners / brokers)

- Hired Colliers real estate brokers to help market privately held sites in the Village – Created a commercial site booklet listing all private properties in the village that are available for lease and sale, redevelopment, and land development. This is posted on Village website and has been distributed to multiple real estate brokers and developers.
- Hired Colliers real estate to conduct a market analysis of the Village - The study gave information on the demographic and economic profile of the Village, consumer demand, retail leakage analysis, proposed retail categories, and a survey on the community desires for retail.
- Hired Colliers real estate to help staff make contact with desired retail – Made contact with over 150 different retail business. Shared market analysis information and available sites in the Village.

Business had multiple reasons for declining to relocate to the Village.

- Not looking to expand due to the decline in retail.
- Insufficient funds to expand in the market.
- Insufficient space in the Village to relocate or build a location.
- Insufficient public traffic counts, sales in the area, and demographics.
- Inability to find a franchisee owner to invest.
- Lack of other retailers in the area.
- Not near a major interstate.
- Hired architecture firm to draw up plans for Market Place– directly solicited, initiated, and proposed a major redevelopment with DDR, the owners of the Market Place, to redevelop the center with possible assistance from the Village by creating a new Tax Increment District (TID). The owners were not interested in investing money into the center at this time.
- University Marketing class conducted a study – A university marketing class dedicated an entire semester to looking at marketing the Village and change the perception of the Village. The class presented the plan to the Village Board with recommendations to help promote development.
- Hired SB Friedman to conduct a workshop – Set priorities for economic development in Village. Village Board set areas where staff should focus attention. The number one area of concentration was the Original Village.
- Initiated contact with private land owners throughout the Village – Staff is in direct contact with all major sites that are available for redevelopment, development, or available lease opportunities.

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(Invest in infrastructure to enhance public realm)

- Created Tax Increment Districts (TID) – The Village has 3 TIDs. TID #2 has added \$26 million dollars to the tax base since being created. TID #3 has added \$16 million dollars to the tax base since being created. TID #4 the (Original Village) had major infrastructure issues and needs to be redeveloped. The Village invested over \$3 million dollars in the infrastructure to entice major redevelopment. TID #4 has not had any development yet but a proposal has been submitted.
- New Perspectives senior care facility – The Village helped replace a proposed low-income multifamily complex with a high-end senior care facility. New Perspectives built a \$20 million-dollar facility increasing the tax base to the Village.
- Abandoned Lowes building – Walmart wanted to purchase the abandoned building. Staff negotiated the terms to pay back the Village the remaining borrowed loans from Lowes. Walmart paid off the Lowes \$1.7 million-dollar loan given by the Village. Staff also negotiated a guaranteed minimum amount that Walmart would pay in taxes.

(Assemble land, guide development on publicly-owned land)

- Bankrupt American TV land – The Village purchased 10 acres and an abandoned 80 thousand square foot building for \$2.6 million dollars. In less than one year, the Village sold the land to Aldi's and the building to PAK Technologies for a distribution center. The money was returned back to the Village and increased a \$2.6 million-dollar property to a \$6 million-dollar property.
- 51st and Brown Deer abandoned building – Invested \$500,000 to help developer purchase the property. If developer does not develop the property by the end of 2018, then invested money reverts to the Village again.
- Celebrations property – purchased an old abandoned building and took it down to add three new single family residential homes and a future commercial development on Bradley Road.
- Village owned property – took land that was owned by the Village that was earning \$0 in taxes and sold the land with a guaranteed tax base of over \$300,000