

**TID 57 - Harley Davidson Museum**  
**Periodic Report**  
12/31/09

**District Created: 2005**

**Authorized expenditure (excluding interest): \$7,200,000**

**Authorizing resolution(s): File #040781**

**Projected TID dissolution: 2028**

**Maximum legal life: 2032**

**Base property value: \$0**

**Completion Status: Museum, archives, restaurant and gift shop opened on July 12, 2008.**

**Project description**

This district was created to provide funding for public costs associated with the development of the Harley-Davidson Museum.

After cancelling its plans to develop its museum in TID 41 (Time Warner/Manpower), Harley-Davidson selected a 20-acre property at 6<sup>th</sup> & Canal Streets as its new site. Overall, its investment will exceed its original plans and culminate in a \$95 million complex consisting of the museum, archives, restaurant and banquet space, and at least 100,000 square feet of supporting office or commercial space.

The district will fund up to \$7 million of extraordinary infrastructure costs on the property, including environmental remediation, dockwall construction, deep pile foundations for the buildings, and the need to elevate the site out of the flood plain. In connection with this project, the City agreed to relocate its Traser Yard maintenance facility to a site at the Tower Automotive complex. Development of that facility was completed in February 2006, at which time the museum's initial site work began.

Long-awaited plans for the museum were unveiled in March 2006 and depict the industrial muscle and open road adventure associated with Harley-Davidson throughout the world.

On July 12, 2008 the museum opened to thousands of guests, including past CEO's and numerous employees, the Mayor, the Governor and Harley enthusiasts from around the world. Rather than cutting a ribbon, a multiple length of "primary chain" was severed with an acetylene torch, opening 105 years of Harley-Davidson history to the public. The museum expects to draw 350,000 visitors annually.

The district is expected to close out in 23 years. Incremental value certified by the State is nearly \$10 million greater than the value reported by the City. The Wisconsin Department of Revenue has, in the past, adjusted its values to reflect those reported by the City. Consequently, the department expects incremental value to be reduced in the near future. All TID funding is being advanced by H-D Milwaukee, LLC, a subsidiary of the company.

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District incremental values have increased as follows:

Year	Incremental Value	Increase
2009	\$ 31,944,700	159%
2008	\$ 12,338,800	314%
2007	\$ 2,978,700	260%
2006	\$ 828,200	

**Expenditures - Life to Date (as of 12/31/09)**

	Project Plan Budget	Appropriations	Encumbrances	Expenditures	Remaining
Developer Increments	\$ 7,000,000	\$ 366,112		\$ 366,112	\$ -
Administration	200,000	15,000		4,159	10,841
Total	\$ 7,200,000	\$ 381,112	\$ -	\$ 370,271	\$ 10,841

*This is a developer-funded TID. As of 12/31/09, \$5,765,000 of TID costs had been certified. The amounts shown above in "appropriation" reflect only the actual TID revenue paid out to the project.*

**Revenue/Value Performance (as of 12/31/2009)**

	Projected	Actual
Property value	\$ 14,346,460	\$ 31,944,700
Incremental value	\$ 14,011,460	\$ 31,944,700
Incremental taxes	\$ 667,593	\$ 1,194,981

Is the project within budget?  Yes  No If no, explain:

Is the project on schedule?  Yes  No If no, explain:

Identify any significant concerns that might affect budget or schedule of this project in the future: None.