

Business Improvement District No. 10 – Avenues West

624 North 24th Street, Milwaukee, Wisconsin 53233
Telephone 414-933-0640 Fax 414-933-0641

TO: City of Milwaukee
FROM: June R. Moberly, Executive Director
DATE: July 2009
RE: 2008 Annual Report, Business Improvement District No. 10

Business Improvement District (BID) No. 10 contracts with the Avenues West Association, Inc. (Association) for implementation of the BID's annual Operating Plan.

The Association continues to pursue the BID goals of improving safety and security and enhancing the neighborhood's image and appearance, thus making it a more desirable location for business and residents. The 2008 Annual Report of the Association is attached to provide a broader picture of the impact of BID No. 10.

In addition to the general programs and activities of the Avenues West Association, BID No. 10:

- approved resealing of the colored concrete improvements along Wisconsin Avenue for \$6,600.
- approved and paid \$5,000 for a Facade Grant on 27th Street, to supplement a grant previously approved by Milwaukee DCD
- assumed the sponsorship and housing of the SOHI Main Street Program and staff after West End Development Corp. closed
- paid \$10,000 toward the SOHI Main Street security camera project
- coordinated a meeting with representatives of the Milwaukee Rescue Mission, Marquette University, and local merchants to reach a mutually agreeable solution to problems encountered by employees
- continued joint funding with the City for graffiti removal from commercial properties in the Avenues West neighborhood
- assisted officers of the Milwaukee Police Department, Third District, in planning and conducting a National Night Out event. Pledged \$250 to event expenses and acted as fiscal agent for the event
- continued participation in the Milwaukee BID Council
- funded contributions to several family supporting agencies in the Avenues West neighborhood
- reduced the BID board size from nine members to a minimum of seven and a maximum of nine, with a maximum of three directors simultaneously serving on the Avenues West Association board
- assured sound organizational controls and management through annual audits of both BID No. 10 and the Association, thus showing not only where the direct BID revenues went but how they were spent.

The continued emphasis of BID No. 10 on enhanced neighborhood safety, including cooperation with the Milwaukee Police Department, Marquette University Public Safety, Aurora Sinai Loss Prevention, private security firms, plus local business and landlords has proven to be an effective mechanism for continuing the neighborhood's crime reduction momentum.

Progress directly attributable to this momentum is shown by the increase in values of BID assessable properties from \$38,378,790 in January 1993 to \$87,145,200 in January 2009. These increases have taken place in a neighborhood where numerous large properties are tax exempt and are not reflected in the total values despite their own millions of dollars of property reinvestment. The neighborhood's largest tax exempt properties include Marquette University, Aurora Sinai Medical Center, Blood Center of Wisconsin, Milwaukee Center for Independence, American Red Cross, Milwaukee Rescue Mission, A T & T, and Catholic Knights.

BIDs create value within the city and are an important economic development tool. Business property owners of all sizes are demonstrating their faith in their neighborhoods by paying additional taxes to accomplish changes they believe to be important. Some property owners live in the city and some don't, but they are making their neighborhoods a better place for all by enabling positive changes – for their own properties, for their neighbors and for visitors.

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For any questions regarding these or other activities of Business Improvement District No. 10, please contact June R. Moberly, Executive Director, at 933-0640.



Avenues West

ASSOCIATION

2008

ANNUAL REPORT



Avenues West Association

2008 Officers and Board of Directors

Officers:

President	Rana Altenburg, Marquette University
Vice President	Cheryl Johnson, Aurora Health Care
Secretary	Carol Schuster, Catholic Knights
Treasurer	Edward Alarupi, Resident

Directors:

Eugene Bass, Blankstein Enterprises
Marna Boyle, Pettibone Mansion
Nancy Bush, Villa Filomena
Jim Feldmann, American Red Cross in Southeastern Wisconsin
Cindy Krahenbuhl, Guest House of Milwaukee
Annette Washington, M & I Bank
Rick Wiegand, Wiegand Enterprises/Ambassador Hotel

Staff:

June R. Moberly, Executive Director
Yvonne Krupa, Administrative Assistant

Past Presidents of the Board of Directors

1987	Kenneth Jamron, Good Samaritan Medical Center
1988-1989	Richard Jungen, Mid-States Mortgage
1990-1994	Jane Wood, Sinai Samaritan Medical Center
1995	Thomas McGinnity, Grand Avenue Middle School
1996	Walt Buckhanan, M & I Bank
1997	Jeanne Pias, Catholic Knights Insurance Society
1998	Diana Finn, Campus Circle
1999-2000	Eugene Bass, Blankstein Enterprises
2001-2004	Marna Boyle, Pettibone Mansion
2005	Thomas E. Wiseman, Brett Funeral Home
2006-2008	Rana Altenburg, Marquette University

Avenues West Overview

Located just west of downtown, Avenues West serves a densely populated urban neighborhood. The 90 square blocks of the Avenues West neighborhood offer recreation, business, education and varied living opportunities to almost 30,000 people on a daily basis. Avenues West is bounded by I-43 on the east, 27th Street on the west, I-94 on the south and Highland on the north.

Prior to its incorporation, the Association was known as the Avenues West Neighborhood Association and was dedicated to the revitalization and development of the historic "Grand Avenue" district.

On June 25, 1987, the Avenues West Association, a not-for-profit membership association, was incorporated. It serves as an advocate for development and revitalization, aesthetic enhancements, cooperative marketing and planning, networking, and the promotion of safety throughout the neighborhood. The association and its partner the Avenues West Business Improvement District (BID No.10) provide leadership in promoting community stability, balance of land uses and economic development. The BID, with a separate nine member board of directors, was formed in late 1992 as authorized under Wisconsin Statutes and continues to contract with the Association for staffing and goal implementation. During the past 21 years, Avenues West staff size has fluctuated from one part time person to two and one half full time people and currently consists of one and one half full time people.

In addition to coordinating the neighborhood's Landlord Compact over the past fifteen years, the Avenues West Association currently coordinates meetings for business operators and property owners on Wisconsin Avenue and on 27th Street and is the host agency for SOHI Main Street, a part of the Milwaukee Main Street program. The Association also conducts four general meetings with informational speakers each year. The only fund raising event held by the Avenues West Association is the annual "Together We Can" Awards Luncheon and Auction, held in May, when the Community Investment Award and Impact Award are presented.

The Avenues West Association's eleven member board of directors represents a broad range of neighborhood stakeholders. The SOHI District is guided and supported by the Organization Committee, a steering committee with a diverse mix of residents, property and business owners. All staff is located at: 624 North 24th Street, Milwaukee, 53233. The Association contact information: telephone 414-933-0640; or by e-mail at avenueswest@sbcglobal.net. For more information regarding SOHI visit www.sohidistrict.org or call 414-933-9007.

President's Message

The Avenues West Association, having just completed its 21st year, continues to serve as a leader in the community, focusing its efforts on economic revitalization, enhanced safety initiatives, and stronger civic engagement.

Without a doubt, investors have confidence in Avenues West. The Marquette Interchange reconstruction project paved the way for improved vehicular access to and from Avenues West. Marquette University is in the midst of building two new signature buildings, a new Law School (Eckstein Hall) and a new student services center (Zilber Hall). 2040 Lofts is nearing completion of its second phase and the extensive Ambassador Hotel additions include a 300 car parking structure, hotel suites, and banquet facilities. A medical office is under construction on Wells Street and several commercial buildings have been totally redone on both 27th Street and State Street.

This past summer, the SOHI Main Street Program formally moved its base of operations to the Avenues West Association. This strengthened partnership will encourage even greater participation by Avenues West stakeholders in the redevelopment of 27th Street. Welcome SOHI!

As new developments continue to emerge to the east (The Brewery Project) and to the south (Menomonee Valley), Avenues West is working hard to help promote redevelopment by directly engaging business and institutional stakeholders who have a vested interest in the success of the Near West Side. In November, Avenues West helped convene the first-ever Near West Side Leadership Summit to address the challenges and opportunities facing the area. Overwhelmingly, business leaders agreed that there is even greater potential in the Near West Side, and it is time to leverage the momentum that has been built over the last decade. Area business leaders committed to working collectively in 2009 toward meaningful progress in further real estate development and enhanced investments in safety.

Avenues West is so fortunate to enjoy the strong support of its elected officials, local law enforcement agencies, business leadership, and area residents. The commitment to working in a collaborative manner for the benefit of the community has never been more present. We are also blessed by the outstanding work of our executive director, June Moberly, and administrative assistant, Yvonne Krupa, who truly embody the mission of Avenues West. The dedicated service of the Association and Business Improvement District (BID No. 10) board members provides phenomenal leadership to the community.

It is important to take a moment to celebrate the wonderful life and contributions of Carrie Ehlers, who passed away in July. Carrie, a member of the BID board since 2003 and its Secretary since 2006, was vice president of Bonded Transportation Solutions which has operated in Avenues West for many years. Under Carrie's leadership, Bonded took an active role in the redevelopment of 27th Street. She also was a dedicated wife, mother, and friend to many. Her leadership truly will be missed.

In the year ahead, your support will be more critical than ever before. Please continue to proudly help us carry forward the Avenues West spirit of "Together We Can" into 2009! Thank you!

Rana Alienburg, President
Board of Directors

Executive Director's Message

Briefly paraphrasing, the Avenues West Association's purpose is: to promote new development and encourage renovation of existing buildings; promote safety; improve the area's public appearance; encourage owner occupied housing purchases. These are the areas in which we tried to focus our efforts.

Avenues West and BID 10 provided a wide range of grants supporting safety and promotional projects as well as for façade improvements. Also, all of Wisconsin Avenue's colored concrete sidewalk corners were resealed. They look new again!

We continued to convene the regular meetings of the Wisconsin Avenue and 27th Street Business Watches, the Landlord Compact, and to assist the Milwaukee Police Department's 3rd District with National Night Out. We provide them with planning assistance and serve as the event's fiscal agent.

Graffiti removal proved a greater challenge than in previous years. It started earlier and the quantity increased, primarily along our perimeters. Fortunately, the city increased our cost-sharing contract to assist us in meeting this increased responsibility.

During 2008, we were able to present outstanding speakers with topics of interest to our members and guests. These topics included an update on development at Zilber Ltd.'s "The Brewery" project; the progress and challenges of our neighbor the American Red Cross; the Forest County Potawatomi Community perspective on the Near West Side; and, a "report card" on the progress to date on the Near West Side Comprehensive Plan's catalytic projects.

The Avenues West office relocated in April to its current location on 24th Street. At the city's request, the SOHI Main Street program and staff joined us there on August 1st. The SOHI staff does extensive outreach to prospective business operators and works closely with existing ones to accomplish physical and operational improvements. 27th Street is an important part of both BID 10 and Avenues West; sponsoring SOHI strengthens all three organizations and we're pleased to be able to do it.

We were very fortunate to have Milwaukee's new Chief of Police Edward Flynn as the keynote speaker at our 13th annual Awards Luncheon in May. The Association's Community Investment Award was presented at that meeting to Steve and Laurie Pevnick for their on-going work in turning the empty, former Clybourn Street School into an attractive building with arts related tenants. The Impact Award recipient was Marna Boyle and her philosophy of caring – about the Milwaukee community; about the city's historical past; and about her tenants in the Pettibone Mansion.

In November 2008 the Avenues West Association, working with Catholic Knights and the Ambassador Hotel, called together the first-ever Near West Side CEO-Leadership Summit. This was a collaborative effort by major stakeholders to identify correctable issues within the geographic area of the Near West Side Comprehensive Plan. All of the Plan's neighborhoods and businesses are affected by the existing conditions – good and bad. It was agreed that "out-of-the-box" thinking and collective efforts can result in substantive improvements on the Near West Side. Spearheading this pursuit will be an important, on-going project for the Association.

The end of year holiday season presented an opportunity for interested staff and board members to indulge our "softer" sides by, once again, decorating a room for the Pabst Mansion's Christmas show. The restoration progress visible each year is amazing! It's always a pleasure to be even a small part of this jewel in our midst.

Our membership numbers remained constant but the membership revenue increased 3%. We're gratified that our members continue to see value in the work we do on behalf of the Avenues West neighborhood. It was a full year – one with changes, challenges, improvements, and a firm belief in continued positive outcomes. I know we've said it before, but nothing is more certain than "Together We Can!"

June R. Moberly, Executive Director
Avenues West Association, Inc.
Business Improvement District No.10



SOHI District – Main Street

2008 was the fourth year for the SOHI District, a Main Street Milwaukee program funded by the City of Milwaukee and Local Initiatives Support Corporation. The SOHI District is centered along 27th Street from St. Paul Avenue to Highland Boulevard. In mid 2008 the SOHI District staff moved to the Avenues West Association office.

The District focused on strengthening relationships with businesses, organizing committees, and promoting SOHI as a place for new businesses. The Design, Promotion, Economic Restructuring, and Organization Committees were fully functional and met regularly for a total of 682 volunteer hours. Businesses were encouraged to participate by attending meetings and improving their facades and security. Five security cameras were purchased and installed with the assistance and cooperation of local property owners, Marquette University, and BID No. 10. Challenges for the program have been business recruitment and treatment of vacant store fronts.

Goals:

▪ Promotion

As part of the District's promotion there are over 40 videos presented on You Tube that promote local businesses, organizations, and SOHI District events, including Taste of SOHI. The SOHI District website was updated and an eight page, full color brochure was developed by the Organization Committee to present the District's vision.

▪ Business Development

In an effort to recruit and develop new businesses the SOHI District has provided over 120 hours of technical assistance, made over 325 telephone calls, and mailed 460 letters to businesses across the nation. These efforts have been focused on business categories such as artisans, bakeries, coffee shops, grocery stores, and other retail outlets.

▪ Job Creation

The SOHI District added 15 new jobs for the area, including China Taste, The World Famous Labrew's Pizzeria, and Pevnick Design Studios.

▪ Safety

In addition to installing security cameras the SOHI District has reported 243 city code violations on 63 properties in and near the SOHI District. SOHI has worked collaboratively with the Milwaukee Police Department, the Department of Neighborhood Services, property owners and other available resource providers to create a better place to live and work.

2008 SOHI Manager and Committee Chairs: District Manager – Keith Stanley

- Design Committee – Brian Scotty, chairman
- Promotion Committee – Eileen Hanley, chairman
- Economic Restructuring Committee – John Hennessy, chairman
- Organization Committee – June Moberly, chairman
- Numerous caring and generous volunteers

SAFETY and SECURITY TASK FORCE

The Safety & Security Task Force has broad representation from the public, private, and non-profit sectors and meets six times a year at member locations. The Task Force activities and goals undertaken in 2008 were as follows:

▪ Graffiti Identification and Removal

The Avenues West neighborhood has seen an increase in graffiti this year. Early reporting of graffiti and its quick removal is a strong deterrent to preventing new graffiti. Avenues West staff arranges for the removal of graffiti on commercial properties, at no cost to the property owner, via a cost sharing program with the City of Milwaukee and the Avenues West Business Improvement District. Residential graffiti is reported to the city for removal notification.

▪ Crime Statistics

Assembling statistics that are confined to the Avenues West neighborhood has proven more difficult than anticipated. Work continues on this goal.

▪ National Night Out

Avenues West continued to serve as fiscal agent for the Milwaukee Police Department (MPD) District 3 event and made a \$250 contribution towards the overall costs. MPD District 3 hosted and coordinated National Night Out activities this year. Community resources and anti-crime information were displayed and there was food and entertainment for all.

▪ Local Business Safety Training

For the first time, the Safety and Security Task Force organized security training for the SOHI (27th Street) businesses. Two separate training sessions covered topics such as physical security (cameras, alarms, and locks), employee safety and lighting. This training was possible with support from Penfield Children's Center, Sonitrol, the Milwaukee Police Department and Marquette University (MU) Public Safety. This training will continue in 2009.

▪ SOHI Camera Initiative

Five cameras with 180 degree scanning and zoom capability were installed along 27th Street. Signs have been put up informing people that there are cameras in the area. Penfield Children's Center is housing the digital video recorder. The Milwaukee Police Department has also been given access to this valuable resource.

The many member groups of the Avenues West Safety and Security Task Force are working together to continue the reduction of crime and to make the Avenues West neighborhood a safer place to live and work. The 2009 activity agenda and sub-committees will be determined at the January 2009 meeting.

2008 Task Force Members Include:

Chairman: Lt. Paul Mascari, Marquette University Department of Public Safety

- MPD 3rd District: Assistant Chief of Police James Harpole, Lt. Edith Hudson, Officer Ted Jansen
- 3rd District Community Prosecution Unit: Assistant District Attorney Carah Helwig, CPU Staff Assistant John Connelly, MPD Officers James McNichol, Misty Torres, Steve Witkowski, and Scott Lesniewski

- MU Department of Public Safety: Chief Larry Rickard, Lt. Paul Mascari, Sgt. Ruth Peterson, Barb Hennigan
- Aurora Health Care Loss Prevention: Arthur Smith, Natalie Giedt
- Avenues West Association: June Moberly
- WI Department of Corrections, Probation and Parole: Luann Anderson, Steven Boehm, Jaime Treutelaar
- Milwaukee Housing Authority Public Safety: Chief Allen Schoessow
- MU Office of Public Affairs: Rana Altenburg, Steve Schultz
- City on a Hill: Brian Schmid, Jeremiah Day
- Milwaukee Rescue Mission: Ronald Sloan
- Optimum Property Management: Jeff Jubelirer
- American Red Cross in Southeastern Wisconsin: Jim Feldmann
- Sonitrol: Dan Bielinski
- SOHI Main Street: Keith Stanley