



TERRY L. WITKOWSKI
ALDERMAN, 13TH DISTRICT

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WHAT'S NEW FOR S. 27TH STREET BUSINESSES ?

- ***A BID or Business Improvement District has been approved for both Greenfield and Milwaukee!***
- ***\$1.5 Million in street-scaping will be in place on S.27th Street from the KK River Parkway to College Avenue by next fall!***
- ***S.27th Street to be resurfaced from W. Howard to W. College next summer.***
- ***Milwaukee and Greenfield both declared 27th Street to be "Historic US Route 41". State Representative Josh Zepnick seeks the same designation on a state level.***
- ***Milwaukee draws a TIF boundary (Tax Incremental Financing District) from Foster Pontiac to CVS Pharmacy. Greenfield also working on TIF boundaries.***
- ***Milwaukee's 13th District including S. 27th Street is declared Milwaukee's Garden District***
- ***Oklahoma Avenue approach to S. 27th receives safety and beautification island, Pulaski High School students to help provide plantings***
- ***13 Neighborhood Associations are established in the Garden District to help keep the area healthy.***
- ***The Airport/Gateway Business Association (AGBA) forms The Gateway to the Milwaukee BID and begins area promotion, beautification and security***
- ***The Airport Area Economic Development Task Force looks to become a legal entity to form an aerotropolis involving Milwaukee, Greenfield, Greendale, Franklin, Oak Creek, South Milwaukee, Cudahy, St. Francis, Milwaukee County, the State and Federal Governments and business leaders***
- ***Safety improves on S.27th as the number of intersections with 15 or more crashes drops from 10 to 3 after five years work.***

South 27th Street has been set up for greater success! The ingredients needed now are your involvement, creativity and enthusiasm to make it happen! How? Become involved in the BID and bring your ideas. The BIDs (3 were formed) will be coordinated by the 27th Street Business Association headed by Tara Cavoza of US Bank at S. 27th & Cold Spring, phone number 282-3300.

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At this time, the BID board is being created. The group will tackle promotion, beautification and security for the future of the street. Watch for correspondence from the Association and become involved. Make suggestions and implement joint efforts at your business. Make your business look like it is located in the Garden District. Think about how Historic US Route 41 can be used to draw business to the street. Think about ways for working with neighboring businesses, schools, neighborhood associations and business associations for your mutual benefit.

What can bring more business to 27th Street? Perhaps, a "Fun on 41" version of the "Woodward Dream Cruise" that draws 1million people and 40,000 classic cars each year to Detroit? (see www.woodwarddreamcruise.com) A Historic 41 Christmas with retro decorations? A Garden District Spring Sale and Show? Historic 41 history days or retro days with throw back sale prices? Maybe a Historic 41 Harley event? Can a relationship be forged between AGBA, the 21 hotels in their area with an additional 4 more on the drawing boards, and Historic US 41? The street is only limited by our imagination!

I look forward to working with the association to grow South 27th Street and the surrounding area!

Sincerely,



Terry L. Witkowski
Alderman, 13th District