

ANNUAL REPORT

Uptown Crossing Business Improvement District #16 August 2009

The property owners and merchants within Business Improvement District #16, Uptown Crossing, have been involved with the following activities in the area bounded by West North Avenue from Sherman Boulevard to North 60th Street and West Lisbon Avenue from 45th Street to North 52nd Street.

The procurement, promotion and encouragement of new businesses in the area, including activities specifically designed to create in the Business Area a clean, attractive, safe commercial environment contributing to individuals wanting to visit and patronize businesses in the District.

The continuing distribution of a quarterly newsletter, informing member merchants of activities and events occurring within the District (copy accompanying).

The maintenance and upkeep of streetscape improvements including street and sidewalk maintenance, light pole banners, tree grates, refuse containers, landscaping amenities, specially painted pedestrian crossings and holiday decorations, all intended to make the District a more attractive area within which to locate a business or to conduct business.

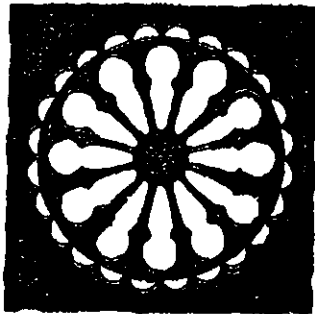
The creation of a web page for the District (www.UptownCrossing.com), allowing members and the general public easy and convenient access to information concerning property and people in the Uptown Crossing business community.

The provision of input to City of Milwaukee Departments pertaining to the location and creation of new businesses entering the area. New businesses located in BID #16 include Re-Booked, Skin by Tina and Taste of Art.

With the assistance of the Alderpersons' offices, investigating the possibility and practicality of creating an overlay district to better control what is occurring in the District from the standpoint of such things as property improvements, building construction and other changes to the physical makeup of the area.

Performing those activities necessary to the fabrication and placement of a piece of public art in the District; a piece of art that reflects the forward moving attitude of business owners and operators in the District and that provides an identity to the business area. The activities involved included the formation of appropriate committees involving artist and sculpture selection, fund raising, the coordination of work related to placement of the sculpture, and arranging for a subsequent dedication ceremony. On July 21, 2009, a sculpture fabricated by artist John Adduci, entitled "Uptown Triangles," was installed and dedicated at the intersection of West North Avenue and Lisbon Avenue (see accompanying photographs).

In addition to the above specific activities, the BID continues to act as a solidifying influence for property owners within its boundaries, providing to them an organization that attempts to maintain the commercial viability of the area and to promote it as a desirable area within which to do business.



UPTOWN CROSSING

February 2009

Volume 8

New Businesses Open in the District

Several new stores and businesses have recently opened in the West North Avenue BID district. These are retail and service-oriented businesses that contribute greatly by offering valuable products and services, and by attracting new clientele to the

Re-Booked

North Avenue now has an independent bookstore. Re-Booked opened its doors last October in 1750 square feet of space on the corner of 60th and North Avenue. The store and building is owned by Kelly Henrickson and his wife, Tracey Smith. Their combined talents made the dream of a neighborhood bookstore a reality.

Smith designed the store layout, focusing on organization and comfort for customers. The store features a vaulted ceiling in the main entrance, with tall shelves lining the west and north walls. Lower shelving units overflowing with books form wide aisles for browsing. The golden-colored walls bring a bit of Tuscan sun into the space.

The main reading room, however, is the true star of the show. It is located behind the entrance room and features 14-foot ceilings with original skylights, comfy, overstuffed chairs and plenty of tables to read at. This is the perfect spot for book club meetings, or just to hang out in and peruse the latest offerings in print.

"Our goal is to be a full-service neighborhood bookstore. We can get any title or author if we don't have it. We have tens of thousands more books in the basement," says Henrickson. Most books are new, but they stock an enormous selection of gently-used books as well. And they are not new to running a book store—

Henrickson had a comic book store in Oconomowoc and for years ran an online store selling books.

The true business model at Re-Booked is one of trade credit, in which customers bring books back in and receive credit towards new purchases. For example, if you bring in a \$7.99 paperback, you will receive a \$2.00 credit. Most used paperbacks are \$4.00, so you get half off your purchase. New books are always 15% off list price, and you can use some of your trade credit toward new books as well.

Re-Booked stocks all genres ranging from fiction and first editions to non-fiction and children's books. Because Henrickson has computerized the entire store, they can locate any in-stock book immediately. Everything is bar-coded so a quick scan is all it takes. Ordering a book is easy, and Re-Booked does not charge for shipping.



Re-Booked

5924 West North Avenue

(414) 476-7323

www.re-booked.com

M-F 2:00-8:00 Sat 10:00-6:00 Sun 1:00-5:00

With the loss of so many independent booksellers in recent years, it is wonderful to have a full-service book dealer within the BID district. Stop in and check out the new titles, and don't forget to bring your recently read books back in for trade credit!

Cricket Communications

Cricket Communications has opened a retail store in a converted space of the Mecca Furniture building on the northwest corner of 55th and North Avenue. Cricket is a relatively new cell phone and broadband company whose business model is based on plans that require no term contracts. The bright green color of their stores along with an easy-to-remember name draws customers.

Cricket, like dozens of other cell phone and broadband companies, is targeting the low-income market. In these economic times, people are looking for ways to cut costs at every turn. Cricket is one of the latest companies to offer low cost cell phones and internet access. They offer a flat-rate service without a credit check or a contract.

Cricket's plans range in price from \$30 to \$60 per month. The pricier plans include unlimited anytime minutes, unlimited U.S. long distance, unlimited text and picture messaging, unlimited text to Mexico, unlimited mobile Web service, unlimited directory assistance and nationwide roaming minutes.

(continued on page 2)

New Businesses Open in the District (cont. from page 1)

Cricket Communications

Broadband service for unlimited internet access in Cricket's coverage areas on pc's is advertised at just \$35 per month. This rate is available only when bundled with a Cricket unlimited voice plan, and there are certain other restrictions one should look at. Roaming charges can be 25-70 cents per minute, and there are lots of areas in the U.S. where roaming charges would apply.

There are other costs to consider as well. Cricket charges a \$3.00 fee for paying a bill with cash or a \$2.00 fee for paying it online. Even with these costs, the freedom from signing a long-term contract appeals to many.

Each Cricket store is independently owned, like a franchise. The owner of North Avenue's Cricket store is contemplating opening a second store within the BID district, depending on demand. Cricket's plans may be able to save people money as many have abandoned their home phone lines once Cricket broadband and voice plans are in place.

Cricket Communications

5520 West North Avenue

(414) 963-8647

M-Sat 9:00-7:00

Skin by Tina



Skin by Tina opened for business with a very successful open house last October. Located at 5115 West North Avenue inside Ski's Total Bodywork, Skin by Tina of-

fers a full menu of facial and body treatments. Together, the two businesses have created a complete spa environment within the BID district.

"My undergrad is in biology so I've always been interested in the body and holistic care.

I have for years (as a hobby) studied skin," says proprietor Tina Beckett. Beckett left her job as a Miller Brewing executive to pursue her life-long dream of helping people look better and feel better about themselves.

"Skincare is not hard you just have to understand some basics. The market is flooded with products, some good and some not. If an individual doesn't know what skin type they have, they can do a lot of damage by using the wrong product," she says.

Beckett begins by doing a complete skin analysis and a preliminary skin care discussion. Using only top-quality Bioelements Professional Skin Care products, she custom-blends ingredients tailored towards a client's particular needs. She says this is very different than picking out something from a retail shelf. "Skin analysis is especially important for men since they tend to grab and use whatever soap or product is close by," she says.

Beckett chose the Bioelements line because it is formulated for professional estheticians and is used in top spas worldwide. These quality products are hypoallergenic and are reasonably priced. The great variety allows for perfect customization for all skin needs.

Skin by Tina's menu of services includes at least nine facial treatments, five body treatments and aromatherapy. Her motto of "experience the difference" is literal; every facial she performs is customized and different. Her cozy space within the spa is welcoming and relaxing. Her facials are all priced at \$65—even if your skin has special needs. Hours are by appointment only, but typically Tuesdays and Wednesdays from 9:00-7:00 and Saturday from 9:00-3:00. Why not pamper yourself and learn how to make your skin as healthy as it can be? Give Tina a call.

Skin by Tina

5115 West North Avenue

(Inside Ski's Total Bodywork)

(414) 795-5402 By Appointment Only

www.skinbytina.com

Business Profile:

Aro Lock

Aro Lock has been a fixture at 58th and North Avenue for years. Neighborhood residents and business have come to rely on the prompt service and individualized customer care they receive. A second store in Waukesha offers the same quality services. Although many people turn to them when they need a key made, Aro Lock offers many more services to homeowners and businesses.



They are a full-service locksmith and can get you into your home, office or car should you get locked out. But they also offer the latest in high-technology security systems. Voice and video intercoms, covert and hidden CCTV and other cameras, door alarms and electronic access controls are a few of their other products.

They also repair and replace steel doors and frames, as well as commercial entry grade locks and handsets. For heavy doors, they offer continuous, maintenance-free hinges with a lifetime guarantee. Broken door closer? No problem. They can fix or replace that too. They offer a complete line of handicap hardware and door openers, too.

Aro Lock offers high security lock cylinders using proprietary keyways. These are not available at any hardware or home store, are almost impossible to pick, and only a specifically registered locksmith even has access to them. These factors add up to maximum security for your business or home. Give Aro Lock a try—they are your key to security.

Aro Lock

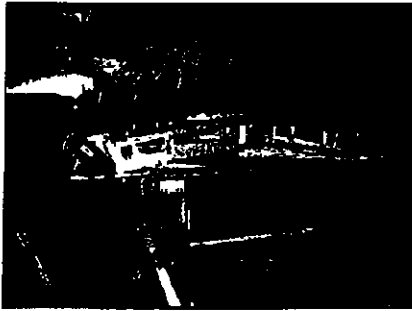
5801 West North Avenue

(414) 258-8010

8-5 daily 8-12 Saturday

Triangle Art Project Moves Forward

The public art project planned for the triangle at North and Lisbon avenues in front of the 3rd District Police Station is rapidly moving forward. Artist John Adduci's submission was chosen by the art selection committee last year, and he was commissioned to produce a large public sculpture in metal for the triangle.



His literal translation of the West Triangle is rendered in steel and is a series of interwoven triangles. "We are

moving along, all the materials are in and we've already framed out the two vertical elements (chopsticks), the lowest triangle and we are starting the next triangle up, said Adduci. "I plan to frame out all of the elements before starting assembly. I want access inside each piece to make connections directly to the structure and not just skin to skin."

The base for the sculpture will soon be formed on the site, leaving the installation date still projected for late spring.

There is existing landscaping at the triangle, and that will be preserved as much as possible during construction. The sculpture will be illuminated at night with spots or up-lighting, increasing its visibility and prominence in the neighborhood. Once installed, there will be a dedication ceremony with

elected officials. This will be a work of art in a highly visible spot that the community can embrace and be proud of.

There is an opportunity for groups or individuals to be a part of this project by making a financial donation. To make a contribution please go to the Uptown Crossing website at:

www.uptowncrossing.com/art-project-donations.html



Samara Studios Expands Line of Garden Items

Samara Studios, located at 5211 West North Avenue, is expanding its line of garden-related items just in time for spring. Opening last May, this antique shop, art gallery and garden shop found the demand last year was great for quality items for the yard and garden. This year's expanded inventory will offer something for everyone.

The kick-off to the gardening season will happen on March 27th and 28th at Samara Studios with a huge garden show in the back studio. Arbors, gazebos and trellises take center stage, while plants from Interiorscapes lend the feel of a

real garden to the space. Trickling fountains will animate the space, and local artists will have garden-related art available for purchase.

Bird baths, bird feeders and bird houses abound. Garden hooks and stands, planters and pots will round out the offerings at this festive show. When you need a break from shopping, take a seat on a garden bench—then take it home with you to your garden!

Samara Studio's Spring Garden Show:

Friday, March 27th

from 5-9:00 pm

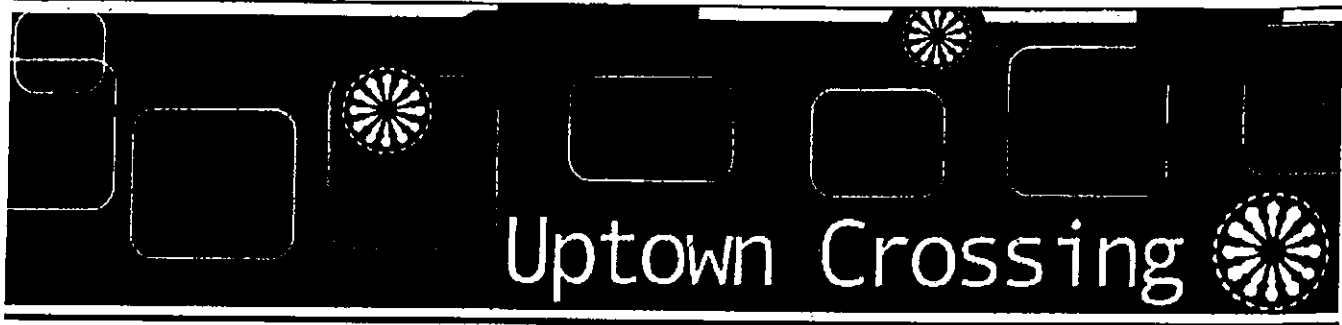
Saturday, March 28th

from 10:00-5:00.



Samara Studios
 5211 West North Avenue
 (414) 444-8100
www.samarastudiosonline.com
 W-F 1:00-5:00
 Sat 10:00-5:00





Uptown Crossing

How to Contact the BID

City of Milwaukee
Department of City Development
809 North Broadway
Milwaukee, WI 53202
414-286-5735

BID Board Meetings

The Uptown Crossing Business Improvement District's Board of Directors meets regularly on the second Monday of the month. Meetings are usually held at 5:30pm at McBob's, 4919 W. North Ave. If you want the Board to discuss an issue of concern, it must be placed on the agenda. To put a topic on the agenda or get information on upcoming meetings, contact a WNABA board member.

WNABA Board Members

- GORDON STEIMLE, PRESIDENT** 414-270-6364
Vice President, Ogden & Company, Inc.
- JILL SANDERS-TRACHTE, V.P.** 414-258-3540
Co-Owner, Samara Studios, 5211 W. North Ave.
- CHRIS MCROBERTS, SEC. & TREAS.** 414-871-5050
Owner, Proprietor, McBob's Pub, 4919 W. North Ave.
- CHRIS HAU** 414-265-9265
Principal, Quorum Architects, 3112 W. Highland Blvd
- SHELDON WALKER** 414-453-7135
Branch Manager, Associated Bank, 5900 W. North Ave.



Uptown Crossing Business Association
c/o Ogden & Co. Inc.
4919 W. North Ave.
Milwaukee, WI 53208

UPTOWN
CROSSING



UPTOWN TRIANGLES

John Adduci - Artist



**UPTOWN TRIANGLES
DEDICATION
JULY 21, 2009**

**Bid 16 President, Gordon Steimle, Mayor Tom Barrett, Artist John Adduci
and Common Council, President Willie Hines**