

Brady Street Business Improvement District #11
1224LR E. Brady Street
Milwaukee, WI 53202

TO: Rhonda Manual, Business Improvement District Coordinator

FROM: Pat Suminski, Secretary/Treasurer BID #11

RE: BID Activity January – December 2012

The Brady Street Business Improvement District (BID #11) accomplished or participated in a number of projects/activities in 2012. Briefly, we:

- Improved / expanded events including:
 - Spring - Spring on Brady / Art Walk - We partnered with Art Milwaukee to change the focus of the spring event to include local artists featured in varied venues on the street, successfully bringing new visitors to it.
 - Summer – Brady Street Days / Cheesefest – We continue to improve the event, including family friendly activities during the day and varied musical and non-musical entertainment the length of Brady Street from Cambridge Avenue to Van Buren St..
 - Fall – Fall on Brady / Pet Parade Blessing– The BID collaborated with Brady Street Area Association to expand the one day fun event. A portion of Brady Street was closed for vendors and entertainment. Registrations for the event benefited Milwaukee Humane Society, and provided financial support to the Brady Street Association.
- Continued to address “green” maintenance issues by working with an independent contractor to weed, fertilize and clean tree grates and planters, keep sewer grates clear to allow efficient drainage, and main crosswalks clear of snow in commercial areas.
- Monitored the Prairie Garden on the Lift Station Path below the Brady St. Transit Plaza on the NE corner of Holton and Van Buren; updated the maintenance plan.
- Marketing Committee - Continues to develop promotional opportunities and marketing strategies to bring new folks to Brady Street; planning for a "music crawl" event in February 2013 and Harley 110th anniversary Labor Day weekend 2013.
- Property Committee - continues to work on more efficiently tracking available district property.
- Visit Milwaukee / International Downtown Association – continued developing our relationship with these organizations to benefit Brady St. Merchants
- We continue to investigate opportunities with Brady Street Website / Social media presence, leveraging cooperative marketing efforts.
- Expanded Executive Director to full-time position.
- Reviewing deferred maintenance projects, developing plan to address streetscape and street re-paving issues; including re-positioning and re-locating Kiosks.