

BUSINESS IMPROVEMENT DISTRICT No. 2



January 8, 2025

Zoning, Neighborhoods and Development Committee
City of Milwaukee
200 East Wells Street
Milwaukee, WI 53202

Dear Members of the Zoning, Neighborhoods and Development Committee,

On behalf of the Historic Third Ward Business Improvement District #2 (BID #2), I am writing to express our strong support for the proposed Seventh Amendment to the Project Plan for Tax Incremental Financing District No. 56. This amendment represents a critical investment in our neighborhood, with \$30 million allocated for infrastructure and public space improvements that will significantly enhance the safety, accessibility, and vibrancy of the Historic Third Ward.

BID #2 has been deeply involved in laying the groundwork for many of these transformative projects. In partnership with the Historic Third Ward Association and other stakeholders, we spearheaded initial outreach efforts to gather community input and hired a consulting firm to develop conceptual alternatives, specifically for the proposed improvements along N. Water Street. These efforts align closely with the City's objectives under its Complete Streets and Vision Zero initiatives, emphasizing improved pedestrian-friendly enhancements and traffic-calming measures.

Additional infrastructure upgrades outlined in the amendment—including protected bikeways, street improvements, and public space enhancements—will not only improve mobility but also reinforce the Third Ward's reputation as one of Milwaukee's most dynamic and desirable neighborhoods. These investments are intended to stimulate economic development and improve the quality of life for everyone who visits the neighborhood.

We commend the City for its commitment to advancing these projects within and beyond the boundaries of TID 56. This amendment reflects a shared vision for sustainable growth and a dedication to creating a more inclusive and connected urban environment.

BID #2 is proud to support this important resolution and respectfully requests its approval by the Zoning, Neighborhoods and Development Committee and the Common Council. We stand ready to continue our collaboration with the City and other stakeholders to ensure the successful implementation of these initiatives.

Thank you for your consideration of this vital investment in the future of the Historic Third Ward. Please do not hesitate to contact me if you have any questions or require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Schwartz".

Paul Schwartz; Executive Director
Business Improvement District #2; Milwaukee Public Market; 414-336-1111
paul@milwaukeepublicmarket.org