

# Welcome to The East Side BID 20



# Our Mission with BID 20

## Executive Director Ryan Laessig

- The East Side Business Improvement District provides services, information and resources to current and prospective property owners and business owners.
- These services include marketing and promotion, area management (litter maintenance, graffiti removal, beautification, and holiday lighting) and economic development activities.
- We are a hub for the Arts & Culture of Milwaukee and continue to provide placemaking and community activations within our new Ivanhoe Plaza.
  - The East Side brings in millions of visitors every year with events like Milwaukee Film Festival, Summer Soulstice Music Festival, Community Concerts along with Black Cat Alley.

# BID EXPANSION

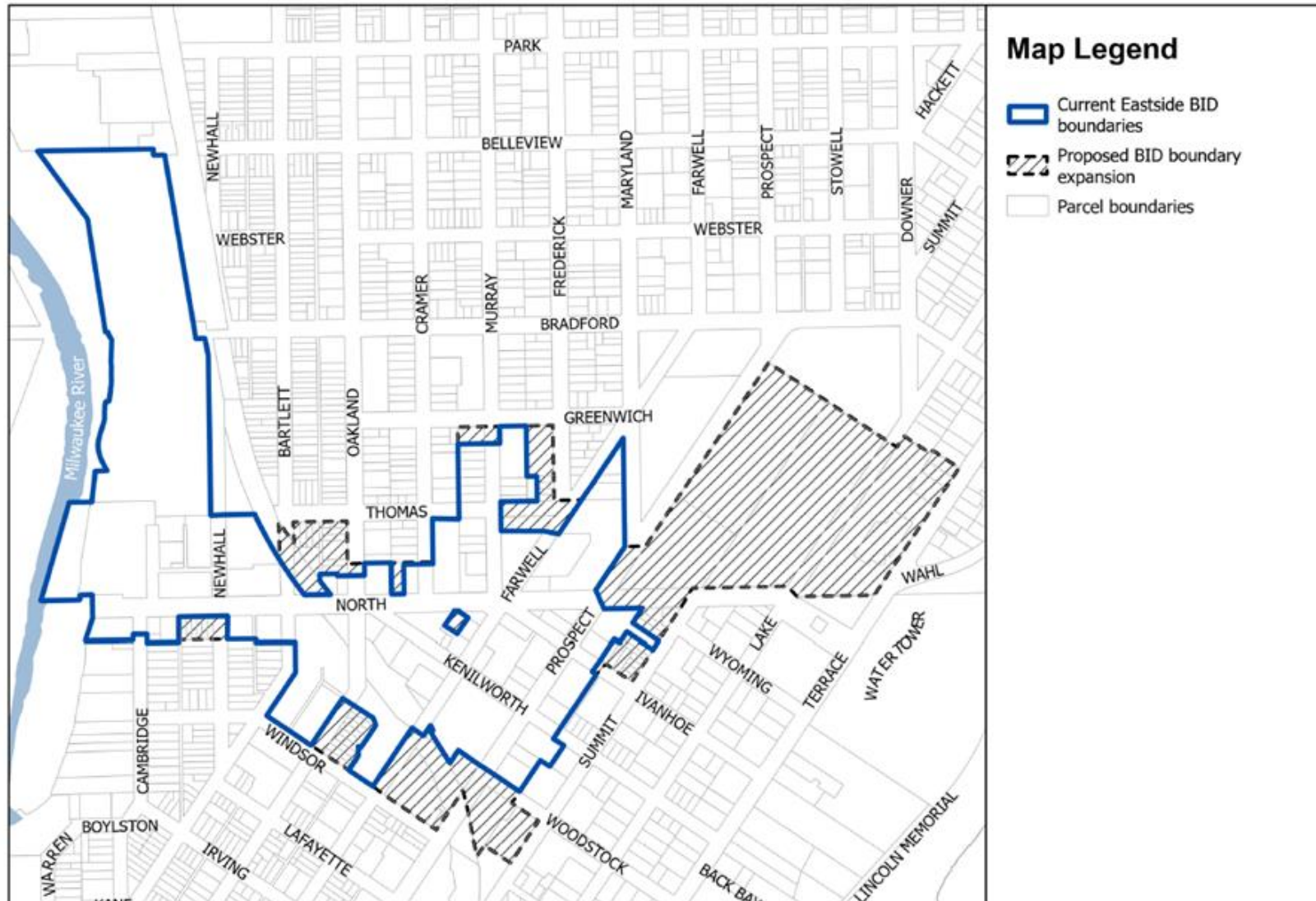
- The BID determines how much each property is assessed in its adopted operating plan.
- Right now, BID #20 assesses \$5 per \$1,000 in assessed value with a per property maximum of \$5,000.
  - For example, a 100% commercial property assessed at \$320,000 would pay a BID assessment of \$1,600.
- BID's 2024 total assessment was \$227,686.55
- Including properties proposed for expansion, total assessment would be \$261,919.90 (\$34,233.35)
- **Properties used for exclusively residential purposes will not be assessed by the BID**

# BID EXPANSION

## Eastside BID BID Boundary Expansion

Prepared by the Department of City Development Planning Division, 7/15/2025. Source: DCD Planning Division; Information Technology Management Division

0 0.03 0.06 0.11 0.17 0.22  
Miles



# Why Now?

- The East Side BID boundaries were set in the Mid-90's before much of the new life was brought in from UWM, The Hospital, long standing, and new businesses.
- The need for expanding was seen as a necessary discussion to include the Hospital Campus, widen our improvement efforts on the East Side, and complete neighborhood street boundary lines.
- The East Side is growing with new life and we want make sure we include existing neighborhood businesses and areas of possible new development on The East Side.

# Expansion Supporters

- The East Side BID has received requests from local businesses just outside of the BID 20 boundaries to be included in the BID area so they can feel a stronger connection to the community and receive BID Member Benefits.

(Marketing, Grants, Sanitation, Event Participation)

- Alderman Alex Brower (3<sup>rd</sup> District)
- Ascension Columbia St. Mary's Hospital
- John Stern 2100 N. Farwell Ave LLC
- Joan & Mike Doble - Owners of Explorium Brewpub)  
(New owners of Wayfinder MKE)

Wayfinder & The Rooftop  
Joan and Mike Doble  
2108 N. Farwell Avenue  
Milwaukee, WI 53202

June 27, 2025

Alderman Alex Brower  
200 E. Wells Street, Room 205  
Milwaukee, WI 53202

Dear Alderman Brower,

We are writing to formally express our interest in having our restaurant, Wayfinder, located at 2108 N. Farwell Avenue, included within the boundaries of the East Side Business Improvement District (BID).

As proud members of Milwaukee's vibrant East Side, we are eager to contribute to and benefit from the collaborative efforts of the BID. We believe strongly in the importance of supporting local initiatives, fostering neighborhood connections, and participating in the shared goal of maintaining a thriving, welcoming, and dynamic community for residents and visitors alike.

Wayfinder and The Rooftop are committed to being active partners in the continued growth and vitality of the East Side. We welcome the opportunity to be involved in BID programming, marketing, and events, and we look forward to working together to enhance the business environment of the neighborhood.

Thank you for your time and consideration. Please don't hesitate to reach out if there are any next steps we should be aware of to initiate this process.

Sincerely,



Joan and Mike Doble  
Co-Owners, Wayfinder  
The Explorium Brewpub Hospitality Group  
joan@exploriumbrew.com  
414-551-9104

# PETITION FOR ANNEXATION OF TERRITORY TO BUSINESS IMPROVEMENT DISTRICT#20

We, the undersigned owners of real property used for commercial purposes and located in the proposed annexation territory of Business Improvement District (BID) #20, hereby petition the City of Milwaukee, pursuant to the provisions of Wis. Stats. 66.1109(2m), for the annexation of territory to BID #20 as displayed on the attached map.

Name of Property Owner	Property Address	Signature	Date
1. <u>2108 N. Farwell Ave. LLC</u>	<u>2108-24 N. Farwell Ave</u>	<u>[Signature]</u>	<u>7-14-25</u>
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
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12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____

# Thank you for your time

- Any Questions for Matt Rejc (DCD) , Ryan Laessig (BID Director) , or Joey Wisniewski (BID 20 President)

For future questions please email:  
Ryan Laessig – [Director@TheEastSide.org](mailto:Director@TheEastSide.org)  
[www.TheEastSide.org](http://www.TheEastSide.org) / @EastSideMKE

