

Rickey L. Potts (RP)

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Vision

To continue to drive **economic** development within the BID 39 Center Street Marketplace district by using my skills, knowledge, and abilities to recruit new businesses and property owners and allow more **opportunities** to develop the business district.

My **goal** is to continue on our pathway of enlightening business owners regarding current laws, rules, policies, and processes to strengthen the position of Center Street; this has helped the creation of skilled jobs through the corridor. This has and continues to be accomplished by **sustaining** the current businesses, showcasing the opportunities within the commercial corridor, and offering tools to help small businesses and **entrepreneurs employ** individuals from within the **community**. I am proud of my track record within the City of Milwaukee, moreover on Center Street. Since I have been on the Board of Directors, I have provided guidance, leadership, and strategies to many of our current businesses; I have also successfully represented BID 39 and recruited businesses to locate in the area. I am a voice for the small business owners on Center Street not only on the block, but also at City Hall and throughout Milwaukee. I connect entrepreneurs to each other, **mentor** business owners, and provide visible **outreach** for our Commercial Corridor.

Experience & Ownership within the Center Street Marketplace BID 39 District

BID 39 Board Member (Chairperson 2017 - present)

Center Street Nail Bar – Owner (present 2020)

RPZ Clippers – Owner 2007-2013

RPZ Convenience Store – Owner 2011-2013

Dog N Go (Licensed Food Cart) – Owner 2009 -2012

Potts Family Rentals – 2005-2009

T-Shirts Galore – Owner 2004-2007

Other Experience

Coach and Mentor – Black Men at the Table (Current), Bartender – (Current), Total Gas Station – Manager 1984

Education & Skillset: Communication, Outreach, Legal Research, Business.

Owner and operator of many successful commercial businesses to include a residential and retail property Rental Company. I have invested heavily in my businesses, moreover, in the Center Street BID 39 District. A proven leader with a focus on Project Management, Communication, Outreach, Food Service Management, and have been a Semi-Pro football player for the Janesville Cavaliers in the 1980's (running back).