



2009 Annual Report

Since 2005, when the BID's Main Street Approach was adopted, the BID has seen the addition of more than a dozen net new businesses, and over \$150,000,000 in development. This dramatic growth has resulted in new challenges: namely bringing the infrastructure, events and other elements of the drive up to the high standards that commerce demands. In difficult economic times, these tasks are even more important. The BID's Board, Staff, Volunteers and Partners have risen to the challenge in dramatic fashion.

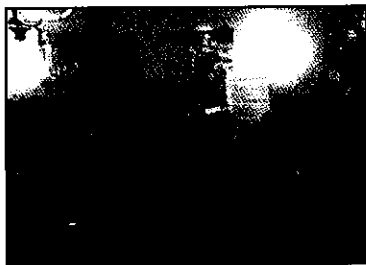
The Main Street Committees

The *Organization Committee* brought the first annual MLK Street Jam & BBQ to the District in 2008. The festival brought in nearly 20 competitors from across the county and nearly 10,000 attendees. The 2009 event will bring even more family oriented activities, including an adventure rock climbing wall, and more competitors with the addition of the People's Choice Award. This year's event is also sponsored by the Wisconsin Department of Commerce that has allowed for a much more extensive Public Relations and Advertising Campaign. For more information visit mlkbbq.com. Committee volunteers also played key roles in the other volunteer activities of the BID, including the Earth Day Clean-Up of Victory Park, the Annual BID Breakfast and several Business Mixers.



Nearly 10,000 people celebrated bbq and bikes as part of the MLK Street Jam & BBQ

As the economy has shifted, the *Economic Restructuring Committee* has turned its attention to revising the 1996 Redevelopment Plan for the area, with the assistance of consultants and talented volunteers. The revised plan will identify opportunities for growth and diversification of the King Drive economy.



Nearly 75 property owners, neighbors and business owners participated in Community Input Sessions regarding streetscape and traffic.

The *Design Committee*, in 2009 installed 10 additional planters, and our volunteers planted more than 1,000 plants. More importantly, the committee held five community input sessions on its streetscape plan and has been working with the Department of City Development and the Department of Public works to move the plan forward.

The *Marketing Committee* continues to be a major sponsor of summer events like Juneteenth Day and Garfield Ave Blues and Jazz festival. The committee also launched a new web page for the MLK Street Jam & BBQ.

The *Maintenance & Public Safety Committee* continues to provide trash clean-up, gum removal and graffiti removal for the entire district. The Committee has also had several Public Safety brain storming sessions to strategize with key stakeholders on how to address all safety issues that commerce demands.

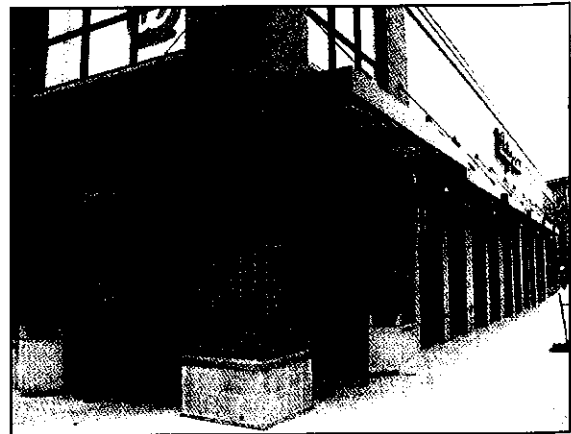
Planning for the Future

Throughout 2009, the King Drive BID maintained its status as the district to watch. The Board of Directors for the King Drive Business Improvement District is looking forward to 2010, its Eighteenth anniversary.

Sincerely,



Teig Whaley-Smith, Executive Director,
Historic King Drive BID #8



Despite a slow national economy, King Drive continues to grow, including the development of the new Walgreen's at MLK & Hadley (pictured above).