



NATIONAL MAIN STREET









2022 STRATEGIC FRAMEWORK



Main Street Alignment:

Goals:

Promotion Social

Increase visibility and engagement for the collective success of BID members and stakeholders.

Design Built

Increase & enhance attractiveness of BID 8

Economic Vitality

Broker and liaison critical resources to BID members while assisting in reducing financial burden and increasing commercial affordability

Organization Service

Strengthen
organizational capacity
for effective execution
and long-term
sustainability

Priorities:



Implement Comprehensive Communications Plan



Convene Key
Stakeholders for
Alignment and
Collective Impact



Optimize Resources THE STATE OF THE S

Inclusively Grow & Retain Owners & Tenants

Invest in Leadership Development and Data Measurement



2024 BY THE NUMBERS





Volunteer Hours

315 dedicated to district



Over 1 Million Dollars Invested through the city of Milwaukee TID and King Drive BID partnerships (Brew City Match with LISC Milwaukee) to infrastructure and businesses.



Over 30 Properties/Businesses impacted



Removed **24,980 Gallons of Trash Corridor Cares Program**



14 EVENTS, 614 attendees

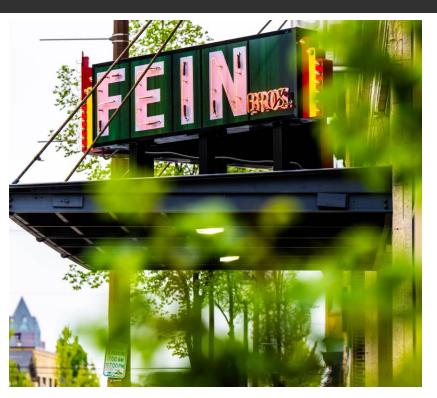








SIGNAGE













INSTALL ATION

















RESILIENCE



SOLIDARITY

BRONZEVILLE MANAGEMENT OF THE PROPERTY OF THE

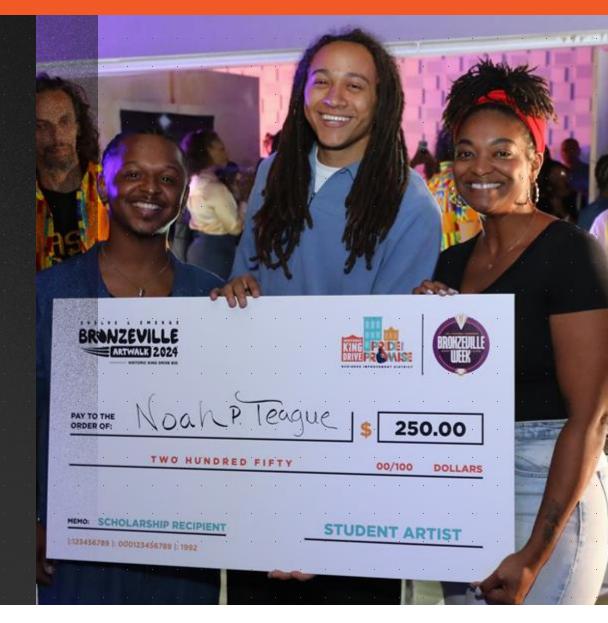
BUSINESS BREAKFAST NETWORKING EVENT THAT ENGAGES ALL KING DRIVE BID BUSINESSES WITH STAKEHOLDERS





ART WALK CAPSTONE EVENT

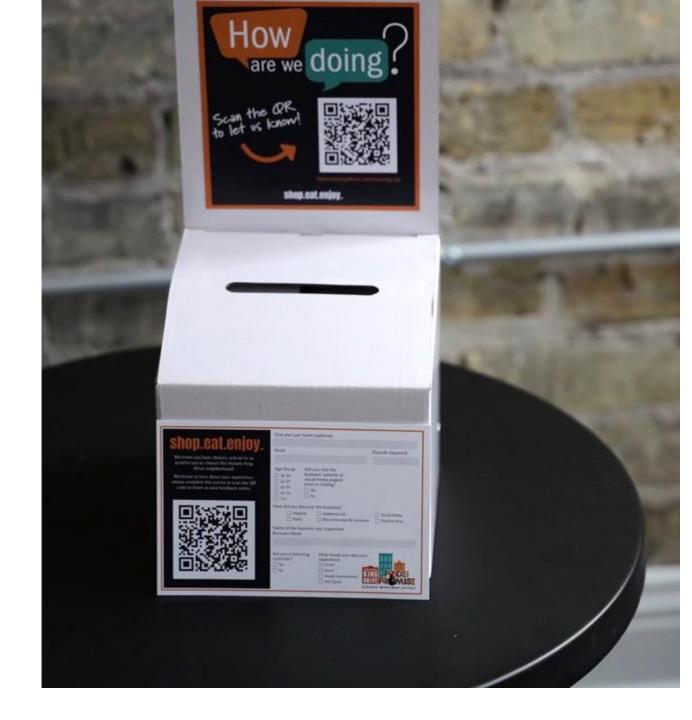
Over 200K has been invested in creatives and artist in the district since 2021.





EXPERIENCE SURVEY

Stop at our hospitality businesses and fill out a feedback card there, scan the QR code or leave your comments after your visit on our website historickingdrive.com **Experience Survey** #letusknowhowweredoing and you could be selected to win a gift card.



THANK YOU



