

BUSINESS IMPROVEMENT DISTRICT # 32

NORTH AVENUE MARKETPLACE  
BUSINESS IMPROVEMENT DISTRICT

PROPOSED 2009 OPERATING PLAN

August 2008

## **INTRODUCTION**

### **BACKGROUND**

The North Avenue Marketplace----Business Improvement District # 32 became a formal business improvement district in 2004 as a result of a petition from property owners within the Target Area for the purposes of revitalizing and improving the Fond du Lac / North Avenue Marketplace area. The Target Area is located on North Avenue, between 27<sup>th</sup> Street Hwy I-43, and Fond du Lac Avenue, between 17<sup>th</sup> and 27<sup>th</sup> Streets. The BID # 32 proponents prepared the Original Plan with technical assistance from the City of Milwaukee Department of City Development.

### **STRATEGIC GOALS**

- Improve the image of the Target Area
- Improve the negative perceptions of crime / safety in the target area
- Increase the number and variety of businesses in the target area
- Coordinate public improvements in the North Avenue Marketplace District
- Protect and preserve the historical significance and integrity of structures in the target area

GOAL #1: Reversal of the public image of safety and crime in the area

- a. Get out the “real facts” of the area
  - i. Develop a tool to disseminate criminal and safety information
- b. Focus on the positives of the area (gateways and adjacent to major economic development)
- c. Improve safety of 10 businesses through police safety assessments and grant programs each year
- d. Collaborate with the police dept to combat crime, improve safety of businesses and eliminate graffiti
- e. Public relations campaign
- f. Increase visibility and lighting around businesses
- g. Work with Milwaukee Police Dept to increase patrolling on commercial strips

GOAL #2: The North Ave marketplace will be a diverse mix of businesses that meets the needs of the residents

- a. Provide more financial incentives
  - i. Put together list of existing mechanisms
  - ii. Take the risk and make it worth their investment

- b. Add 5 new businesses to the area each year. Make a wish list of stores that are needed within the area
  - i. Conduct major outreach campaign to attract new businesses
- c. Build relationships with resource organizations that address barriers such as financing, available real estate & business
  - i. planning
- d. Add 5 new public art/landscaping projects each year
- e. Marketing program in place to promote businesses and area
  - i. Use all funds set aside for safety and security incentive
  - ii. Make sure businesses know and understand the program
- f. Connect with larger economic development efforts, i.e. 30<sup>th</sup> St. Corridor

GOAL #3: Facades of existing businesses will be attractive and well-maintained

- a. Implement a façade improvement grant program
  - i. Obtain listing by type of business
  - ii. Obtain listing of owners of vacant buildings and lots
  - iii. Research other successful façade improvement programs. Many sample applications are on the web.
  - iv. Develop committee to monitor and manage program requirements, design elements, eligibility, funding, etc.
  - v. Make sure businesses know and understand campaign
- b. Implement team to clean-up streets, repair vandalism, etc
- c. Flower pots and the works of local artist will permeate public spaces

GOAL #4: There will be “anchor” businesses for the area

- a. Obtain purchasing power data for the area
- b. Have meetings with potential candidates
- c. Focus on new businesses and expand existing presence
  - i. Develop a mechanism which provides funding for new and expanding companies
- d. Build business-to-business relationships

GOAL #5: BID 32 will be a fully operational organization

- a. Hire manager
- b. Obtain office, phone, email, website, etc
- c. Bring on more board members
  - i. Actively recruit and vote on new members
  - ii. More business representation on BID 32 Board
- d. Involvement in other city-wide BID-related mechanisms (i.e. The BID Council)

- e. Hold annual event for businesses supporting resident-related aspects each year
  - i.

### **KEY STRATEGIC FOCUS AREAS**

- Façade Improvement
- Commercial Corridor Clean-up
- Streetscaping and Lighting Project
- Support Business Development
- Safety / Security Initiatives

### **FOCUS AREAS FOR 2009**

Begin to incorporate Mani Street Operational Approach in organizational development and planning

Planning and materials preparation for monthly BID meetings and designated committee aspects

Conduct follow-up on various basic administrative functions needed to operate effectively as an organization to plan and implement the key projects for the Target Area

Conduct board and organizational activities as outlined in Action Plan to strengthen the BID to better serve businesses and promote the Target Area

Resolve existing and future issues concerning public improvements and safety related aspects taken on by the BID # 32 to the most advantageous solution to all parties involved

Develop relationship with various governmental and community based organizations that serve the target area

Plan and implement project related and grant incentive programs that support area businesses and promote a positive business climate for the area, based on Survey conducted in 2007

## **BID 32 MARKETING PLAN**

### **Short-Term Plan**

*Crime Reduction*

- Quarterly meetings with Community Liaison Officer of Seventh District
- Anti-Graffiti and Litter Removal Initiative
- Monthly communication with DPW regarding street and sidewalk sweeping
- 1st Time Homebuyers Workshops

Long-Term Plan

*Building Relationships with Residents*

- Immunization and Dental Day for Kids
- Healthy Cooking and Healthy Eating classes at the Farmer's Market
- Poster and Essay Contest for the Kids
- Art Fair
- Continue to partner with Walnut Way in teaching families how to garden

Business Capacity Ideas

- Wine Talk and Tasting
- Customer Appreciation Day
- Sidewalk Sales
- Walking Tours

Ongoing BID Marketing Plan

- Promote BID quarterly via radio and print media
- Develop a Website
- Develop a community newsletter - BID32 Review
- Façade upgrade of businesses along the corridor
- Security improvements and lighting enhancement incentives

**PROJECTS AND GRANTS ALLOCATIONS FOR 2008**

**Budget Worksheet**

**Revenue**

City of Milwaukee

Other

**Total Revenue**

68,684
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**68,684.00**

**Expenses**

Safety & Security Grants	12,000
Board Designated Project Expenses	
Contract Services	
Accounting Fees	4,500.00
Audit Fees	1,800.00
Ambassador Contract Services	9,500.00
Administrative Contract Services	6,000.00
Other Contract Services	25,000.00
Total Contract Services	46,800.00
Office Supplies	300.00
Telephone	1,500.00
Postage	500.00
Equipment	300.00
Printing & Publications	900.00
Rent Expense	3,600.00
Insurance - D&O	1,800.00
Conference & Meetings	584.00
Membership Dues	400.00
Miscellaneous Expense	68,684.00

**Total Expenses**