

Business Improvement District No. 10 – Avenues West

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TO: City of Milwaukee
FROM: June R. Moberly, Executive Director
DATE: July 2013
RE: 2013-14 Activities, Business Improvement District No. 10

Business Improvement District (BID) No. 10 continues its collaborative efforts to enhance neighborhood safety, including cooperation with the Milwaukee Police Department, the Community Prosecution Unit, Marquette University Public Safety, Aurora Sinai Loss Prevention, private security firms, and local businesses. These, combined with sponsorship of the Avenues West Landlord Compact, have proven to be effective mechanisms for continuing the crime reduction momentum. A collaborative initiative is underway to apply the concepts of the Responsible Retailing Forum to the issue of chronic inebriants. If locally successful, this is a model program that could be applied city-wide.

The BID No. 10 board of directors believes that maintenance of the crime reduction momentum is an important component in building a strong community. Visual appeal is another essential component. Together, these provide a stable foundation to businesses and homeowners that will lead to a healthier neighborhood and city with resulting property value improvements. One anticipated step will be to develop a neighborhood marketing strategy.

New property development plans and existing reinvestment are continuing. The Avenues West neighborhood has numerous large properties which are tax exempt and their millions of dollars of investments are not reflected in the total property values. Yet, they are extremely important to the community and city. (Tax exempt properties include Marquette University, Aurora Sinai Medical Center, BloodCenter of Wisconsin, Milwaukee Center for Independence, Milwaukee Rescue Mission, AT&T, Catholic Financial Life, the Irish Cultural & Heritage Center, American Red Cross in Southeastern Wisconsin, the Captain Frederick Pabst Mansion, plus numerous churches.)

BID No. 10 continues to contract with the Avenues West Association, Inc. (AWA) for representation by the Association staff and for implementation of the BID's annual Operating Plan and goals.

2013 activities and those planned for 2014 include:

- Continued joint funding with the City for graffiti removal from commercial properties in the Avenues West neighborhood.
- Assisted officers of the Milwaukee Police Department, Third District, in funding of and conducting the 2013 National Night Out event and acted as fiscal agent. This will be continued in 2014.

- Provided for maintenance and improvements to the five SOHI security cameras on 27th Street.
- Assured sound organizational controls and management through annual audits of both BID No. 10 and AWA.
- An update of the entire AWA Employee Handbook is completed as well as an update to the Policies and Procedures Guidelines for the AWA staff and board of directors. This work is to assure that “best practices” are being followed and that there is compliance with all appropriate laws.
- Continued collaborations with elected officials, city departments, neighboring associations, and local stakeholders.
- Coordinated meetings of the Near West Side Stakeholders to identify and address both perceived and real economic development issues with a future emphasis on increased home ownership.
- Web site improvements and e-newsletter development are underway.
- Continuing participation in the Wisconsin Department of Transportation planning process for I-94.
- Assisting the city’s efforts to maximize the positive impacts of the current reconstruction of 27 Street and Wisconsin Avenue.
- Develop a “branding” strategy and promotional plan for the Avenues West neighborhood.
- A new Executive Director, Keith K. Stanley, has been hired to oversee and lead the future activities and growth of BID No. 10 and AWA.

Business Improvement Districts create value within the city and are an important economic development tool. Business property owners of all sizes are demonstrating their faith in their neighborhoods by paying additional taxes to accomplish changes they believe to be important. Some property owners live in the city and some don’t, but they are making their neighborhoods a better place for all by enabling positive changes – for their own properties, for their neighbors and for visitors.

For any questions regarding these or other activities of Business Improvement District No. 10 please contact Keith K. Stanley, Executive Director, at 414-933-0640 or avenueswest@sbcglobal.net .