

Business Improvement District #4 – Greater Mitchell Street

ANNUAL REPORT

2013 - 2014

OVERVIEW

Business Improvement District #4 was organized under Wisconsin State Statute 66.608, and was organized in 1989 for the purpose of the revitalization of Mitchell Street, between 5th and 15th Streets, on the south side of the City of Milwaukee. The purpose and mission of BID #4 is to continue the revitalization and improvements of its Historic Mitchell Street's retail district and commercial corridor, as well as taking a lead in business retention and recruitment activities. BID #4 continues to promote Mitchell Street businesses and provide support to maintain and expand those businesses. In addition, BID #4 continually informs all property and business owners regarding redevelopment activities and historic preservation guidelines.

2013 Accomplishments

- In order to continue a positive influence on Mitchell Street, BID #4 was instrumental in continuing to work with property owners and businesses to renovate retail store fronts and facades, utilizing the City's Sign and Façade Grant programs
- For the third consecutive year, after a previous 20+ year absence, BID #4 sponsored and operated another very successful Sun Fair, May 31-June 1-2, to again present the spirit of community to the neighborhood and to continue to attract destination shoppers to the retailers on the Street
- Continued the upkeep and maintenance of the treescaping and median landscaping that was installed in 2011 on Historic Mitchell Street, from 5th to 13th
- Continued the Street's regular environmental maintenance and cleaning program
- Continued on-going economic development activities and the promotion of the commercial corridor
- Continued efforts with a Neighborhood Block Watch program in coordination with MPD District #2 for the safety and security of the district
- Conducted the annual Open House for retailers, business owners and property owners
- Continued to monitor and maintain the graffiti removal program in the commercial district
- Working with WE Energies to continue a program of no-cost electrical assessments for businesses and property owners to insure electrical usage efficiency

- Held the 6th Annual Mitchell Street Car Show on September 8, in collaboration this year with the Kosciuszko Park Group and the County Supervisor, to continue promoting a greater interest for destination shopping on Mitchell Street and broadening the size of the Show
- Continued use of the BID's new informational marketing pamphlet for Mitchell Street's on-going promotion and economic development activities
- Introduced the Me2 (Milwaukee Energy Efficiency) program to property owners and businesses
- Scheduled another City of Milwaukee Resource Workshop for property owners and retailers, providing information on the City's grant programs and other available resource programs and services
- Conducted the second Long-Range/Short Range Planning Workshop for Board members, which is scheduled every six months
- Sponsored a holiday window-decorating contest for the third year, for retailers and businesses on Mitchell Street, with judging by Board members and the Alderman
- Installed for the second consecutive year LED holiday decorations on Historic Mitchell Street's harp light poles, and held another festive lighting ceremony, continuing to increase retail shopping activities for the merchants and businesses during the holiday period
- Continued working on the Zoning Overlay District project with the City
- Participated in Milwaukee Police Department District 2's annual Open House
- Informed business owners and merchants of the WWBIC loan program
- Contracted with UW-M's Community Design Solutions (CDS) for a new streetscape and development concepts design plan for Historic Mitchell Street. Held a public meeting for the district's property owners to familiarize them with the comprehensive plans
- Working with the new potential buyers of the old Juneau Theatre building who will complete the renovations of the apartment building for opening in 2014
- Monitored the lighting of the Street and public parking lots for any problems

2014 Goals and Objectives

- Assisting with the re-opening of Goldmann's Department Store to its original design
- Scheduling the 4th Annual Mitchell Street Sun Fair, May 30-31-June 1, to continue to present the spirit of community to the neighborhood, and promote destination shopping for the retailers on Mitchell Street
- Continuing to work with property owners and businesses to renovate retail store fronts, using the City's Sign and Façade Grant programs via scheduled informational Workshops
- Scheduling the 7th Annual Car Show on Historic Mitchell Street, in September, to continue to promote interest and shopping on Mitchell Street
- Continuing economic development activities to attract more, and a wider variety of, businesses to the Street, and to insure retention of present businesses

- Continuing to inform property owners and businesses of current activities and developments via quarterly Newsletters, mailings, flyers and letters, with continual updating of the Historic Mitchell Street Web Site, now including Facebook and Twitter
- Replacing the old City litter containers on Mitchell Street with new, attractive containers, thus continuing the improved esthetic look of the Street and to make it more shopper-friendly
- Begin the revitalization design project for the Street, using the UW-M/CED design concepts
- Continuing the Zoning Overlay District project to completion
- Continuing and increasing holiday street lighting, decorations and festivities, to broaden shopping activities and business during the holiday period
- Securing a family diner or restaurant for Mitchell Street for meeting the breakfast, lunch and dinner needs of shoppers and neighborhood businesses
- Re-establishing “Mitchell Street Days” to promote more shopping traffic to the street
- Conducting a “Brokers’ Fair” or regular contact program with commercial brokers to assist property owners in leasing their vacant commercial spaces
- Continuing plans for the renovation and opening of the White Eagle Hotel as a steak/chop house restaurant within the one-block historic expansion of Historic Mitchell Street
- Developing and implementing a Public Art Program for Mitchell Street, to promote greater interest in the Mitchell Street neighborhood, and to include “Listening to Mitchell,” a public art project to be installed in Spring 2014
- Again attempting to re-open discussions with the owners of the Modjeska Theatre (MSDOC) for the redevelopment and opening of the Theatre