

BUSINESS IMPROVEMENT DISTRICT #28

ANNUAL REPORT

2011

GLASS REPLACEMENT: The BID has set up a \$7,000.00 fund to provide glass replacement assistance to several local businesses, paying up to 50% up to a maximum of \$750 for replacing glass as a result of vandalism in the district. There have been several requests so far for glass replacement claims.

TRASH/CLEANUP: The BID continues to focus on keeping the area clean of trash, including some problem residential neighborhoods. The BID partnering with the Ambassadors Program provided resources through cleaning crews which began in January.

SECURITY: The BID has not yet determined that the installation of security cameras is necessary but will be looking to pursue the feasibility of this initiative in 2012.

LANDSCAPING: The BID focused on removing weeds, maintaining vacant lots, as part of the cleaning from NACDC and the Ambassadors Program resources.

NORTH AVENUE DAY: The BID in conjunction with NACDC and the Mainstreet Committee held the 1st annual North Avenue Day on August 21 2010 The event was designed to highlight all of the work done along the North Avenue Corridor to attract the existing businesses to the corridor as well as bring attention to the existing businesses who have already located in the area. The event included a Classic Car Club (Unique), a Corvette Club, and a number of local food merchants. The event attracted in excess of 300 residents and was covered by Channel 4 television and Majic 102.5 FM radio station. The BID has decided to pursue this event in 2012 and looks forward again working with NACDC to put on the event in 2012.

BUSINESS LOAN INITIATIVES: The District still has money available to provide short-term business loans but did not grant any in 2011.

NEW BUSINESSES ATTRACTED TO AREA: The BID has attracted a number of new businesses to the area, including; West Side Health Clinic Medical Records, The replacement owner for the CITGO Station on 36th and North, Hair Doctor's Salon. The Bid is still working with Emeralds Hall and events, New Covenant to open a new health foods store in the building on 42nd and North in the Boulevard Commons Building

NEIGHBORHOOD COMMUNITY AMBASSADORS: The Neighborhood Ambassador Program provides work crews that work along the corridor in clean ups, hot spot assessments; encourage business on keeping areas clean, litter free, and weed free landscaping; report on abandon cars, crime and prostitute loitering. Inform businesses on police department and aldermanic 15th district contacts. Pass out flyers and brochures of corridor businesses.

The Ambassadors placed participants in businesses to assist business owners and job shadowing; thus being exposed to the operation of a business. The ambassadors worked in BID 28 and Washington Park. This is the fifth year partnering with Maximus and the YWCA for community ambassador [W2 participants]. Job training on janitorial and environmental services. Worked on four (4) Tax credit projects providing janitorial services; also worked with Help Keep Milwaukee Green Program.