



MILWAUKEE DOWNTOWN

Business Improvement District #21 600 East Wells Street Milwaukee, Wisconsin 53202
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ELIZABETH A. NICOLS

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CLEAN, SAFE, & FRIENDLY

Elizabeth A. Nicols
Executive Director
Milwaukee Downtown, BID #21

Elizabeth A. Nicols has served as head cheerleader and executive director of Milwaukee Downtown, Business Improvement District #21 since its inception just over a decade ago. With more than 20 years of management experience in the public, private and not-for-profit sectors, Nicols has been instrumental in the rebirth of downtown Milwaukee.

Currently, she is responsible for the Downtown Branding Campaign along with BID #21 sponsored events, including Downtown Dining Week, Downtown Open House and Housing Expo, Downtown Employee Appreciation Week, and the Milwaukee Holiday Lights Festival. In addition, she oversees district operations including clean, safe, and friendly initiatives such as the Public Service Ambassador and Clean Sweep Ambassador programs, Graffiti Removal Team and Landscape Crew.



As a spokeswoman for BID #21 and the downtown Milwaukee community, Nicols advocates on a variety of issues pertaining to business retention and recruitment, and public parking and transportation. Her most recent strides have included reviving downtown Milwaukee's trolley service along with other neighborhood organizations, driving NID legislation and coordinating a Milwaukee Downtown Business Retention & Recruitment study to benchmark the district's progress.

Before leading Milwaukee Downtown, BID #21, Nicols served as the Executive Director of the Westown Association. Prior to her post at Westown she held roles at the Milwaukee Common Council and Department of City Development in Economic Development.

A native of Milwaukee, Nicols' positive attitude, contagious spirit and strong work ethic have earned her an array of accolades. In 2004 the *Shepherd Express* named Nicols "Milwaukeean of the Year" and in 2005 she received the Paragon Communicator Award from the Southeastern Wisconsin Chapter of the Public Relations Society of America. Additionally, Nicols has been recognized as a "40 under 40" and a "Milwaukee Woman of Influence" by the *Milwaukee Business Journal*.



DOWNTOWN