

BUSINESS IMPROVEMENT DISTRICT NO. 48

**Granville**  
**Business Improvement District**

2013-2014 Annual Report

August , 2013

## I. INTRODUCTION

The Granville Business Improvement District (BID 48) was created in 2013 and is roughly bounded by: 60th Street on the East, 95th Street on the West, Glenbrook Road on the North and Good Hope Road on the South.

### A. Plan Objectives

The objective of the Granville Business Improvement District is to: enhance the economic viability of local businesses, enhance property values, maximize business facilities (general commerce, dining, and entertainment), market and promote the friendliness and quality of services, enhance the community image through safety and beautification, and overall develop area growth.

### B. Proposed Activities – Year One

Principle activities to be engaged in by the district during its first year of operation will include:

- a. Enhance the area's image through beautification – maintenance and related activities
- b. Enhance communication with local police districts and establish business safety initiatives.
- c. Develop marketing and promotional programs to promote the district and foster collaborative partnerships

C. Proposed Expenditures – Approximately \$335,491 in 2013. The budget was:

### Proposed Budget

Category/Item	Budget
<b>Beautification and Identity</b>	
Neighborhood clean-ups, signage and boulevard enhancement (trees, perennials, etc.)	\$ 60,000
<b>Community Outreach Initiatives</b>	\$40,000
<b>Marketing and Promotion</b>	
Development and implementation of activities to increase awareness of the positive attributes and opportunities in the district. (public relations, advertising collaboration, marketing materials, newsletters, surveys and special events, website)	\$155,000
<b>Administration and Management</b>	
Management services: Oversight, member communication, administrative support, annual audit, office space/rental, liability insurance, memberships, office supplies, mailings, misc. etc.	\$70,000
<b>Total</b>	<b>\$ 325,000</b>
<b>Reserve</b>	<b>\$10,491</b>

Assessments	\$ 335,491

The Granville Business Improvement District was officially formed in March, 2013 and formed a seven-person board and appointed Mary Hoehne, executive director. Accomplishments during 2013 up to now include, but are not limited to:

- a. Establishment of collaborations with the Milwaukee Police Department Established email communication systems between area businesses and area properties (large rental properties) to notify each other and the police of crime, suspicious behavior, property violations, retail theft, pan-handling, car theft, dumpster diving, trash dumping, and drag/motorcycle racing. Identified four areas directly impacting safety issues and worked with police to establish landlord roundtables (ongoing). Purchased eight bicycles for the police to start up bike patrols in the four hot crime spots. Began to establish block watches and business watches. Hired a security company to address business park racing problems and dumpster diving. Contributed to National Night Out. Partnered with the Faith Base Initiative.
- b. Establishment of collaborations with the Department of Neighborhood Services. Accompanied DNS in neighborhood walk-throughs and identified problem properties to DNS.
- c. Worked with Woodlands organizer on selected projects.
- d. Began outreach with Vincent High School with objective to create an internship program with students and area businesses. Identified key players at the high school.
- e. Surveyed business owners and compiled a long list of what BID members want, what they envision for the area in one, three, five, and ten years, what challenges they have, what they like about the area, and what we need to do to retain the business and grow the business for 2020 and beyond.
- f. Created community among the businesses by hosting the first ever in the nation Manufacturing Employee Appreciation Week (to occur 10/2, 10/2, 10/3). Engaged the owners and the workers in this effort.
- g. Working with MATC to obtain grants to bring classes to Granville for retail partners and manufacturing partners.
- h. Working with LISC to obtain an Americorps member beginning in October to do community organizing in areas adjacent to the Woodlands Condo project.
- i. Changed the appearance of the area on 76<sup>th</sup> Street and Brown Deer Road by hiring Crawford Landscapers to keep the neighborhood looking cared for and attractive and not run down and forgotten.

- j. Developed web page, newsletter, e-letter, social media and other communications to begin to get information out about the Granville BID.
- k. Organizing food trucks to come to the area and address the number one complaint: lack of food for the 39,000 plus employees who work in the area daily.
- l. Identified partners for future economic activity.
- m. Worked with media to get information about the area (positive) out to the business and general community.
- n. Creating a women's manufacturing group to address the future of manufacturing to women. This is an area neglected. Collaborating.
- o. Continue to survey the needs of the business community in an ever-changing environment.
- p. Working with the City of Milwaukee on the Neighborhood Plan for both Brown Deer Road and the BID.
- q. Used a holistic approach to address concerns (education, residents, police, business, faith-based)

In 2014 the Granville BID will continue to work on the initiatives described above and other initiatives that develop. Overall, 2013 has been much more active and productive than anticipated and we embrace the challenge of 2014. 2014 should be astounding because BID 48 understands the issues, knows the challenges, and have met and will continue to meet the players in Granville. We anticipate a year with more awareness of the area and interest in developing business and creating jobs.