

Business Improvement District #10 - Near West Side Partners

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TO: City of Milwaukee
FROM: Keith Stanley, Executive Director
DATE: August 2016
RE: 2015-16 Activities, Business Improvement District No. 10

This year, 2015/2016 was a banner year for Business Improvement District (BID) #10. A number of historic and important steps were taken to grow and strengthen the organization.

Near West Side Partners, Inc. (NWSP) and BID #10 engaged in a contractual agreement allowing NWSP to provide the staffing and resources to perform the duties of the BID #10 on behalf of BID #10 starting at the beginning of 2016. This relationship has allowed NWSP and BID #10 to leverage resources this year totaling in the millions with more to come on behalf of both organizations.

At the beginning of 2015 the BID board approved and started the process of expanding the BID boundaries. September 2015 the full Common Council approved the new boundaries that reflects the all businesses in the near west side.

Another major step was the support given to the newly formed Near West Side BID No. 10 will continue to contract with NWSP for representation by the NWSP staff and for implementation of the BID's annual Operating Plan and goals.

BID #10 has several highlights that include the BID expansion, branding, the green space initiative, tobacco legislation, the Design Charette and more which are highlighted in the attached document, "Big Wins for the Near West Side".

The BID continues its efforts in safety in the following categories:

- Funding and support of Near West Side Safety Ambassadors
- Funding and support of Near West Side Landlord Compact
- Collaboration with the Milwaukee Police Department
- Collaboration with the Community Prosecution Unit
- Collaboration with institution and organizational stakeholders
- 27th Street Surveillance Initiative
- Collaboration and support of the "Promoting Assets and Reducing Crime (PARC) program of the near west side
- Funding and support of National Night Out
- Funding and support of the graffiti removal, free for all businesses in the BID boundaries
- Funding and support of the "Keep the Change" program
- Funding and support "Crime Prevention Through Environmental Design" CPTED surveys, free all businesses in the BID boundaries

BUSINESS IMPROVEMENT DISTRICT # 10

BID #10 in coordination with NWSP in the past year has focused on both business retention and recruitment by providing the following services for our current and potential businesses:

- Providing marketing and promotions for current businesses via print, radio, broadcast and online/social media and events like ribbon cutting ceremonies, grand openings, etc.
- Providing financial support for façade and signage grants
- Leveraging funds to expand additional programs and resources for potential businesses with organization like WWBIC, Harley-Davidson and Marquette University
- Partnering with funding agencies like our local banks who can provide additional resources
- Working closely with the City of Milwaukee, the Department of Public Works and the Wisconsin Department of Transportation to address issues important to local businesses

BID #10 board is working closely with the NWSP board to address the commercial corridor development opportunities and challenges. In the past 12 months, both organizations have worked together to support an improved economic climate in the near west side in the following ways:

- Funding and support for the near west side Design Charette focusing on 27th and 35th streets
- Support of the business competition, “Rev-Up MKE”
- Funding and support in key properties along 27th street and 35th that are important to the economic health of the near west side
- Funding and support of an extensive developer and development strategy by encouraging relationships with new and existing developer and funding partners
- Support of the \$5 million Economic Development Challenge Fund

Additional highlights of BID #10 include:

- Assisted officers of the Milwaukee Police Department, Third District, in funding of and conducting the 2016 National Night Out event and acted as fiscal agent. This will be continued in 2017
- 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, NWSP and the Avenues West Association
- 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.
- Newly developed NWSP Website, Facebook, and YouTube channel complimented by the NWSP e-newsletter, Twitter presence.
 - Website: www.nearwestsidemke.org
 - Facebook: <https://www.facebook.com/NearWestSidePartners/>
 - Twitter: @NearWestSideMKE
 - YouTube: <https://www.youtube.com/channel/UCQMEZpg4yNo55FkeK1jL3JA>

BUSINESS IMPROVEMENT DISTRICT # 10

- 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 Near West Side and its seven (7) communities

BID #10 continues to support the local community of the near west side in many ways. Residents and businesses have all shared the excitement about the increase in attention and momentum which is supported by BID #10.

NWSP and BID #10 will have a full annual report available by the end of the year and copies will be forwarded to the Department of City Development when available.

For any questions regarding these or other activities of Business Improvement District No. 10 please contact Keith K. Stanley, Executive Director.

Regards,

Keith Stanley

Enclosure



BIG WINS FOR NEAR WEST SIDE

2015 – 2016

NWS BID EXPANSION APPROVED

In Fall 2015, we successfully expanded BID #10 to include the entire Near West Side neighborhood, a 300% increase in resources to enhance the community. Members of the BID will have access to a variety of resources to reinvest in our commercial assets, such as façade improvements, increased safety and security, quality maintenance and management advising, neighborhood markets and a small business loan program.

NEW BRAND IDENTITY

We developed and launched a new brand identity to signify the Near West Side as a “Neighborhood of Neighborhoods.” We unveiled the logo as part of an event with our local elected officials and hundreds of employees from our anchor institutions and residents as part of one of Mayor Barrett’s Walks in summer 2015.

NWSP GREEN SPACE INITIATIVE

In Fall 2015, we launched a new green space initiative in collaboration with the City and MMSD, to bring life to vacant lots in the Near West Side. We kicked off the initiative with the development of a new community garden and gathering green in the Cold Spring Park Neighborhood, and completed beautification efforts on seven additional sights throughout the neighborhood.

27TH STREET TOBACCO SHOP / GOV. WALKER SIGNS AB 628

Through the collective efforts of NWSP, the City, residents and local businesses, the 27th Street Tobacco Shop voluntarily shut down operations after a court hearing in early 2016. In addition, in March, Near West Side Partners and its anchor institutions participated in an event at Aurora Sinai Medical Center where Governor Scott Walker signed Assembly Bill 628 into law, which will help save taxpayer resources, reduce crime and promote economic development in Milwaukee.



NEAR WEST SIDE DESIGN CHARETTE

In April 2016, NWSP collaborated with UWM's Community Design Solutions Center to host an all-day Design Charette to help create ideas for the redevelopment of six, key opportunity sites in the Near West Side. Preliminary results will be shared with the community at the next Neighborhood of Neighborhoods meeting on June 20, 2016.

HIRED COMMUNITY OUTREACH SPECIALIST

Near West Side Partners was proud to announce Darrian Davis as its new Community Outreach Specialist in January. Darrian has hit the ground running, meeting with dozens of individuals, neighborhood associations and other community partners and taking the lead on new outreach efforts.

AMBASSADOR PROGRAM

In November 2015, NWSP launched its Near West Side Ambassador Program to deepen engagement with area businesses and residents. In collaboration with Milwaukee Police Department and through a contract with G4S Secure Solutions, NWSP launched a 15-week pilot program. It's been a huge success and NWSP and BID #10 has extended the program for at least another 15 weeks into July 2016.

GOOD NEIGHBOR DESIGNATION

The Housing Working Team is working to improve the quality of tenant life by reducing risks and hazards, and encouraging property owners / managers and tenants to think proactively about safety, security and the aesthetic quality of our neighborhood. NWSP is providing enhanced training to landlords and a "Good Neighbor Designation" to help tenants identify high-quality residential options.

AROUND THE CORNER WITH JOHN MCGIVERN

Earlier this year, the eastern half of the Near West Side was featured as part of John McGivern's "Around the Corner" program on PBS. The episode was so successful that McGivern is coming back for another episode in the western half of the Near West Side.

GMC/CAM "WALK THE TALK" 2016

Last year, the Greater Milwaukee Committee's Innovation in Milwaukee (MiKE) program merged its annual "Flying Car" event with Creative Alliance Milwaukee's (CAM) annual "Creative Milwaukee @ Work Summit" to launch the first annual "Walk the Talk" Conference. They recently announced that the Near West Side will host this year's event in October 2016!

CHALLENGE FUND

At the Spring 2016 CEO Symposium, NWSP announced the launch of a Near West Side Challenge Fund, designed to raise \$5 million over the next three years to provide resources to make critical investments in the Near West Side. Already, \$2 million has been committed, which includes a \$800,000 grant from Milwaukee County and an additional \$1.2 million from Milwaukee Urban Strategic Investment Corp. (MUSIC) and the Harley-Davidson Foundation.

