

HISTORIC KING DRIVE

DID YOU KNOW?
LAWRENCE V. HILL, OWNER OF LARRY'S CHICKEN SHACK IN 1946, WAS ONE OF THE EARLIEST AFRICAN-AMERICAN RESTAURANT OWNERS IN MILWAUKEE

BRONZEVILLE MILWAUKEE

A city within a city full of leadership, sense of community, and a focus on entrepreneurship

Bronzeville, pejoratively known as "Little Africa," was the historic core of African-American Milwaukee on the city's Near North Side. Racial segregation roughly defined its boundaries along State Street, North Avenue, North 3rd Street (now MLK Drive) and North 12th Street. Bronzeville was one of the oldest parts of the city where early-to-mid twentieth century African-Americans lived and spent their time upon their arrival to Milwaukee.

Although 3rd, 12th, and Winnebago streets were important neighborhood commercial areas, Walnut Street was the heart of Bronzeville. It was lined with a variety of African-American businesses in hospitality, health and beauty, food, entertainment, and public service. Bronzeville residents enjoyed a vibrant array of social and community engagement opportunities organized by the Booker T Washington YMCA, Lapham Park and Fourth Street social centers, Near North Side Businessmen's Advancement Association, and others.

DID YOU KNOW?
BRONZEVILLE PRODUCED MANY NOTABLE PROFESSIONALS, SUCH AS CIVIL RIGHTS ACTIVIST AND EDUCATOR DR. HOWARD FULLER AND ALDERWOMAN AND JUDGE VEL R. PHILLIPS

THE INTERSECTION OF THIRD AND NORTH, CIRCA 1940.
Courtesy of Reuben Harpole, Joseph B. Walzer

Near North Side Businessmen Advancement Association, 1951.
Courtesy of Reuben Harpole, Joseph B. Walzer

SCAN THE QR TO LEARN MORE ABOUT THIS HISTORY



2024 Milwaukee Improvement Districts Trends Report



Prepared by:
Sally Svetic,



Neighborhood Business Development Specialist

ABOUT THIS REPORT

The 2024 Milwaukee Improvement Districts Trends Report contains data reported to the Commercial Corridor Team (CCT) from each Business and Neighborhood Improvement District (BID/NID)'s Annual Documents including their Financial Statements, Operating Plans and Annual Reports (most current data available).

This report organizes BIDs and NIDs by assessment revenue, average assessed property value and common area characteristics to illustrate basic comparisons among Milwaukee improvement districts.



COMMERCIAL CORRIDOR TEAM

The Department of City Development’s Commercial Corridor Team (CCT) provides support, technical assistance, and business development resources to commercial and retail businesses, and designated commercial districts such as the BIDs and NIDs.

Additionally, CCT is responsible for the management of the City’s Façade, Signage, Storefront Activation and Retail Investment Fund Grants.

CCT’s work expands to collaborating with City Real Estate and Planning to further support projects that help improve the City’s neighborhoods and commercial corridors’ quality of life.



Neighborhood Business Development Specialists:
Sally Svetic, Jessica Sanchez, Terrence Moore Sr.

Matthew Rejc
Neighborhood Business
Development Administrator

2024 TEAM GRANTMAKING ACTIVITY

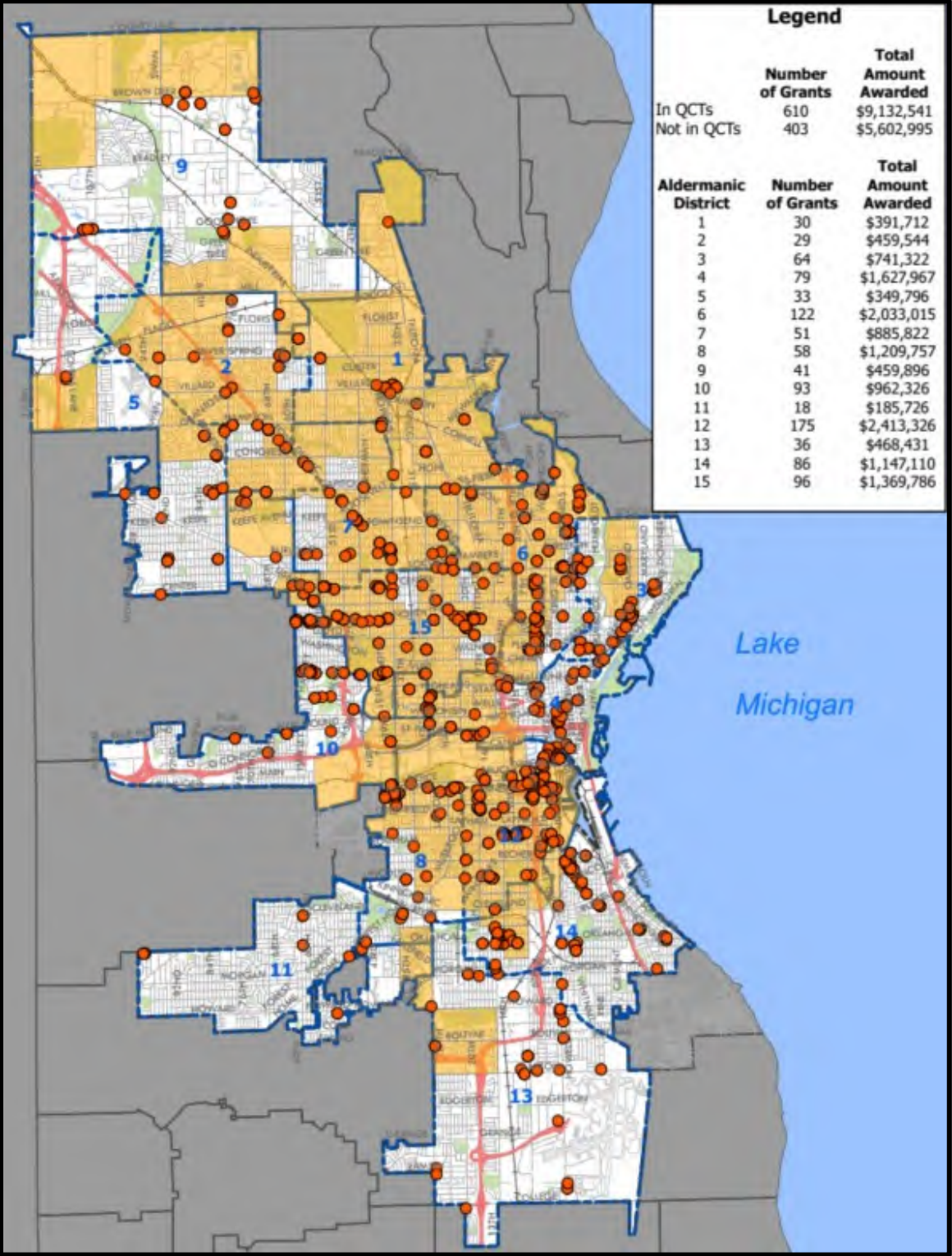
As of September 26, 2024, the Commercial Corridor Team awarded 90 grants for a total of \$1,643,149.07, assisting business and property owners to invest an estimated \$4,033,037.64 in their properties or commercial spaces.



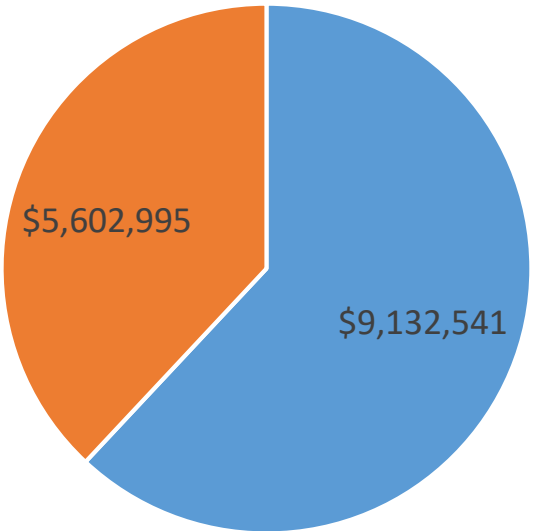
The locations of Commercial Revitalization Grants awarded in 2024

CCT GRANTS WITHIN Qualified Census Tracts*

*areas where 50% or more of the households have incomes below 60% of the area median income, or where the poverty rate is 25% or higher.

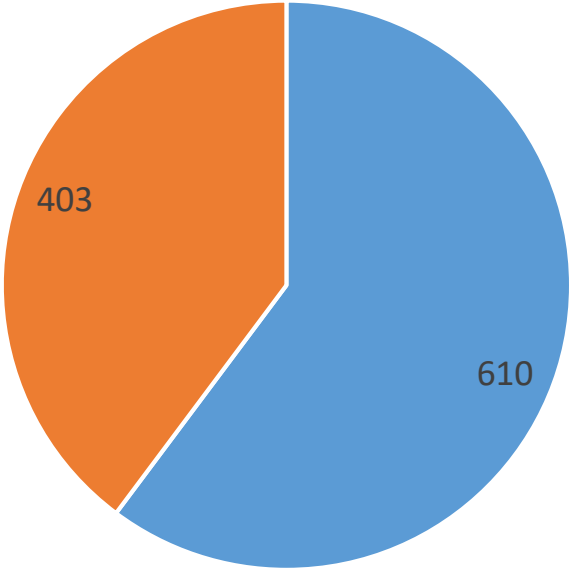


Dollars awarded



Number of grants

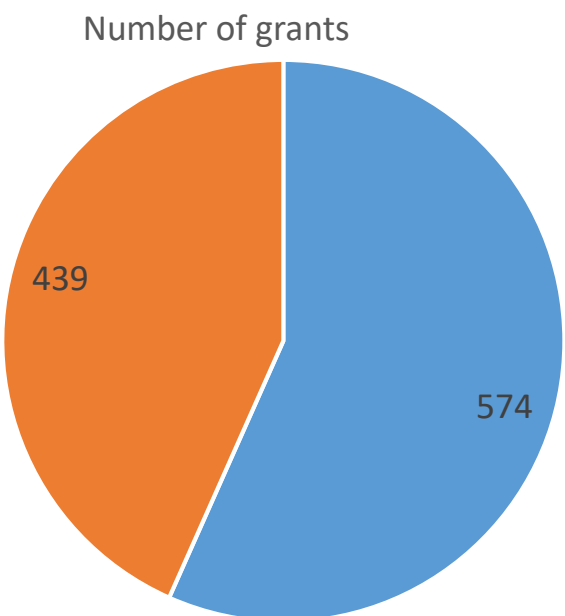
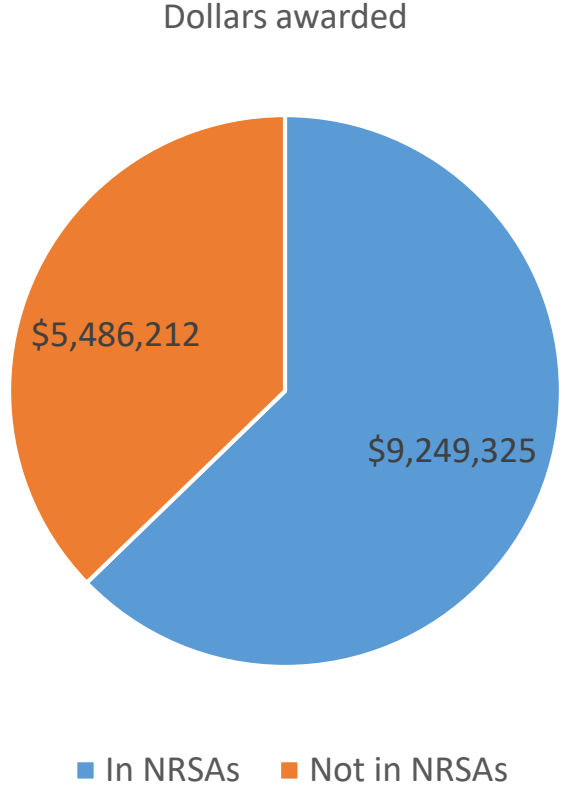
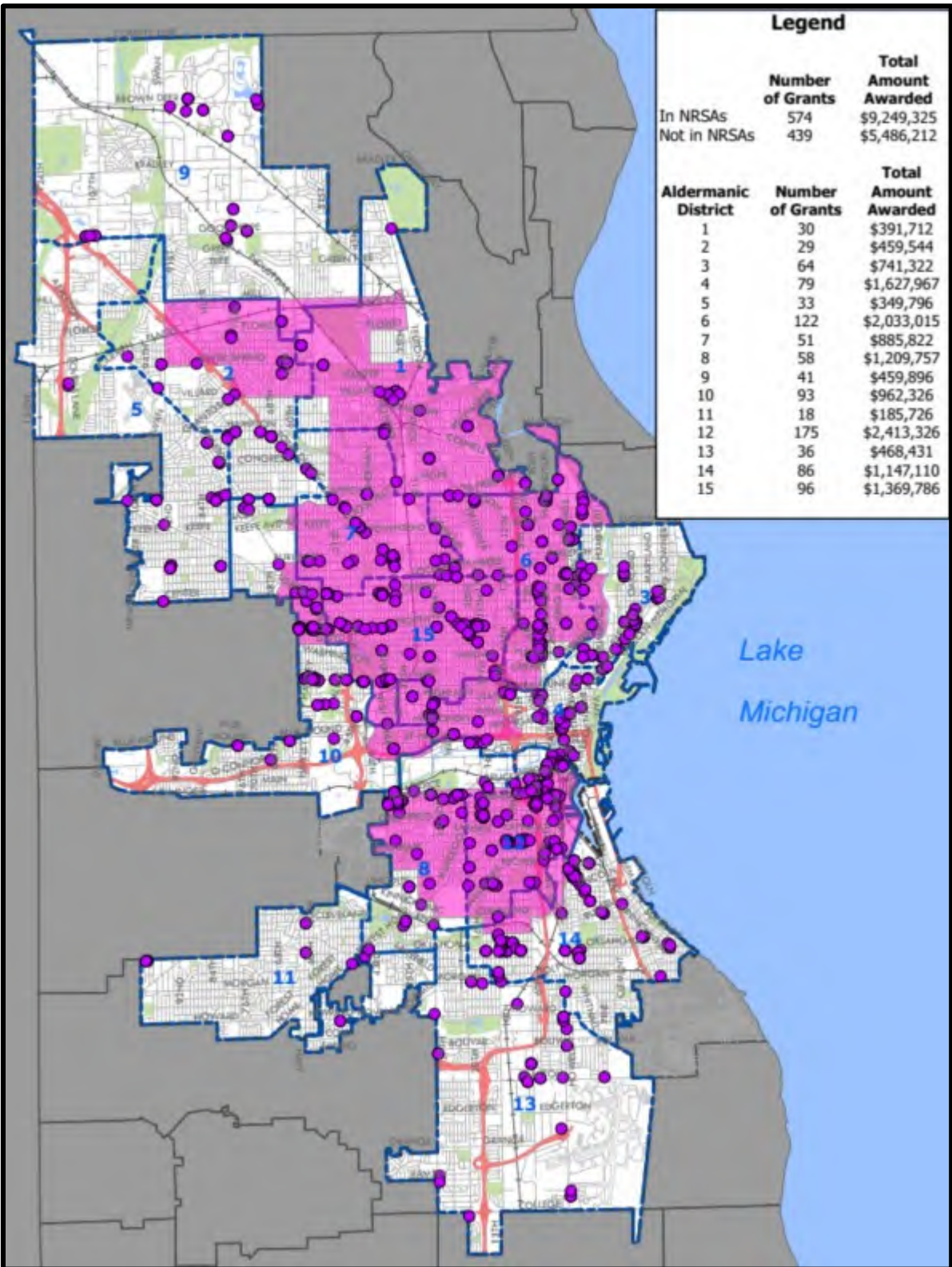
■ In QCTs ■ Not in QCTs



*Data is cumulative from 2015-August 2024 and includes the Commercial Revitalization Grants, Fresh Food Access Fund and WEDC grants

CCT GRANTS WITHIN CDBG NRSA*

*a Neighborhood Revitalization Strategy Area is a neighborhood that is primarily residential and contains a percentage of low- and moderate-income residents that is 70% or equal to the community's "upper quartile percentage"



*Data is cumulative from 2015-August 2024 and includes the Commercial Revitalization Grants, Fresh Food Access Fund and WEDC grants

NID OVERVIEW

NIDs in Milwaukee

In 2006, the State of Wisconsin signed into law, the 2005 Wisconsin ACT 186, which gave Wisconsin Municipalities the power to establish one or more Neighborhood Improvement Districts (NID).

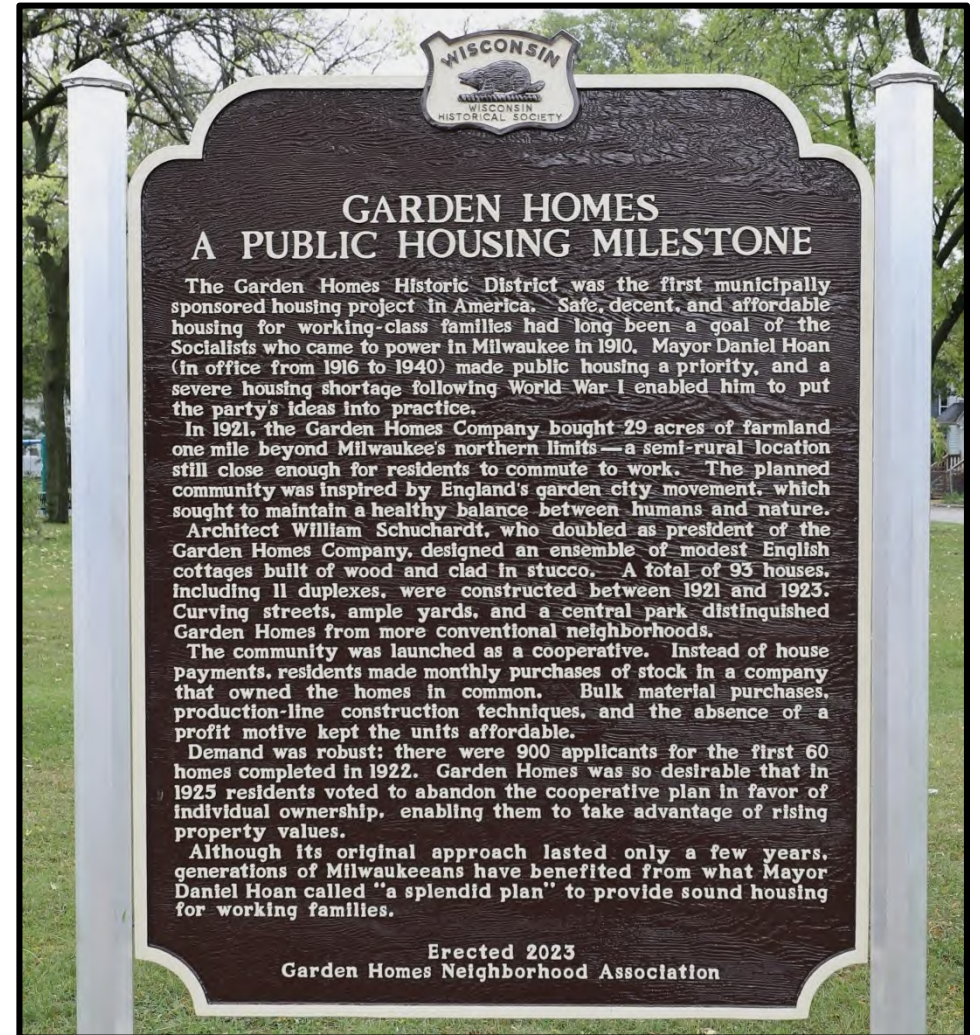
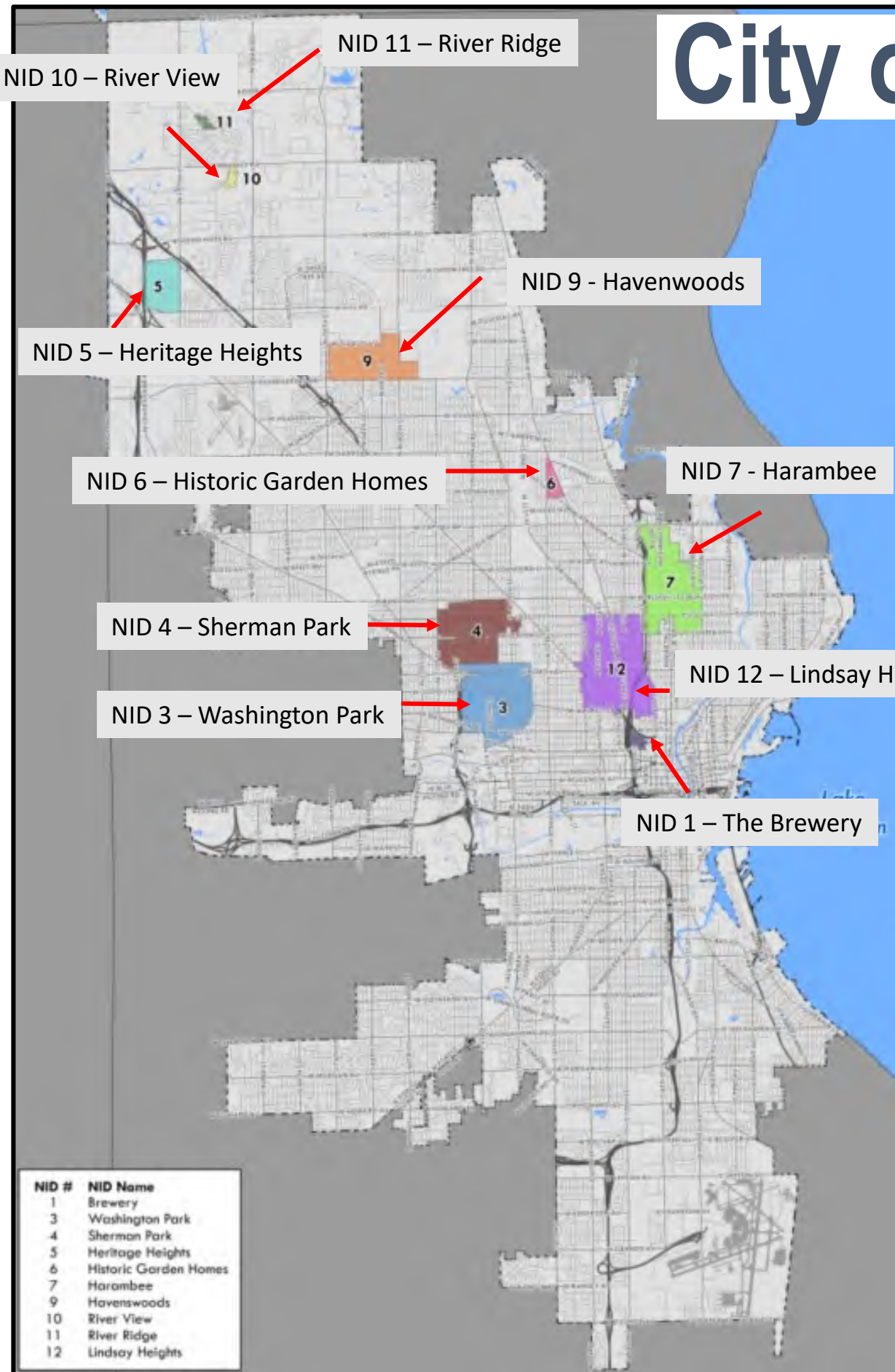
NIDs allow assessable residential and commercial properties within the district boundary to contribute to programs and investments as approved by the NID Board. The NID Board is elected by NID occupants and property owners every year at the NID annual meeting. Any individual who owns or occupies property within the District is eligible to serve on the Board and vote.

NIDs help by...

- Implementing public safety activities
- Offering home improvement and repair resources to support owner occupancy and maintain housing stock
- Improving neighborhood identity and sense of community among neighbors
- Maintaining public areas to create an active and welcoming neighborhood



City of Milwaukee NID Map



*As of September 2023

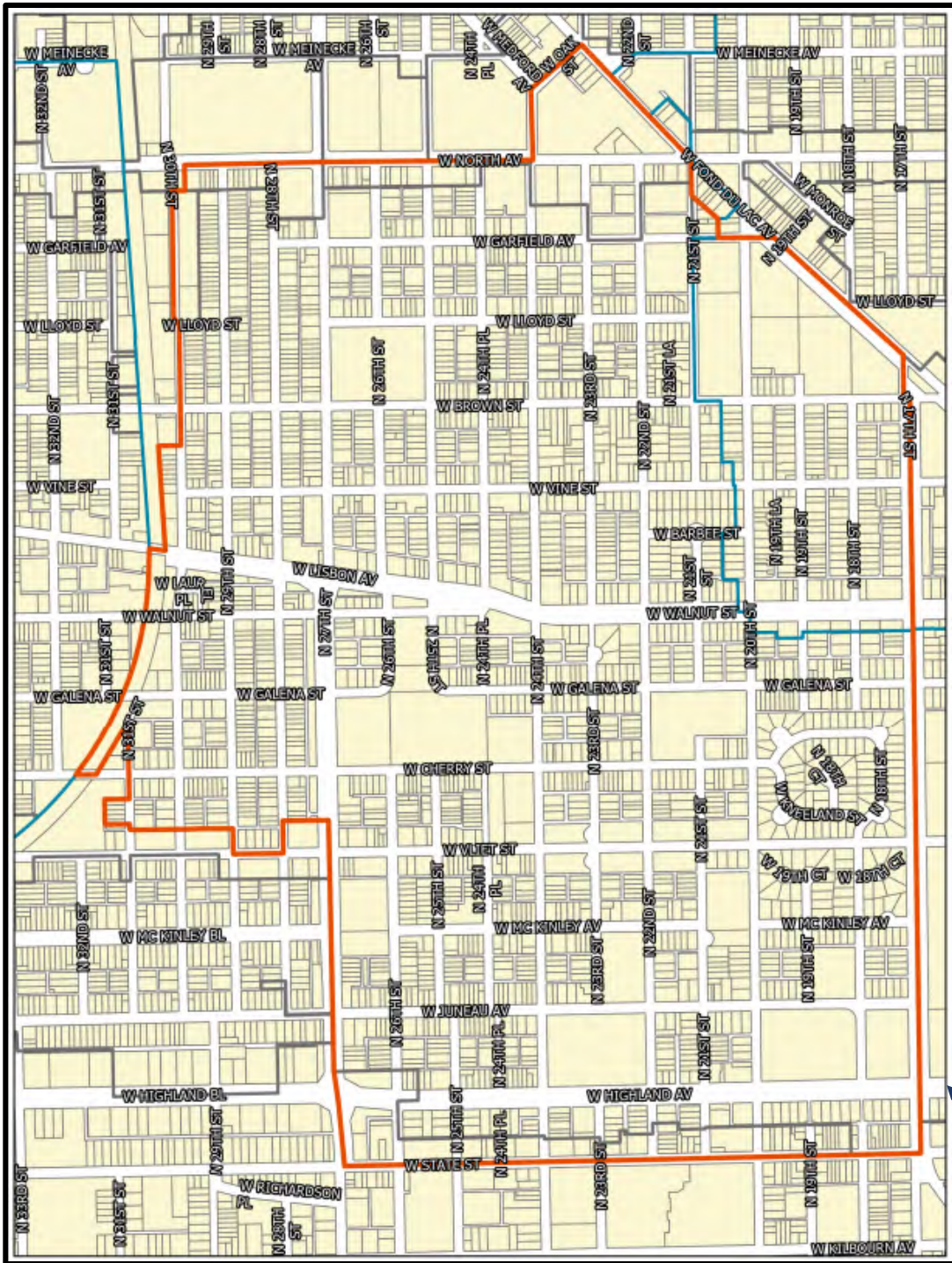
NID INDEXS

NIDS BY ALDERMANIC DISTRICTS		
Aldermanic District	NID Name	NID #
1	Historic Garden Homes	6
2	Havenwoods	9
4	The Brewery	1
5	Heritage Heights	5
6	Harambee	7
7	Sherman Park	4
9	Havenwoods	9
	Riverview	10
	River Ridge	11
15	Washington Park	3
	Sherman Park	4
	Lindsay Heights	12

*Districts 3, 8, 10, 11, 12, 13, 14 do not have a NID presence

NIDs BY COMMON AREA CHARACTERISTICS		
Mixed Use	Community Focused Residential	Home Owner Association
The Brewery	Washington Park	Heritage Heights
	Sherman Park	Riverview
	Harambee	River Ridge
	Havenwoods	
	Historic Garden Homes	
	Lindsay Heights	

NID Creation

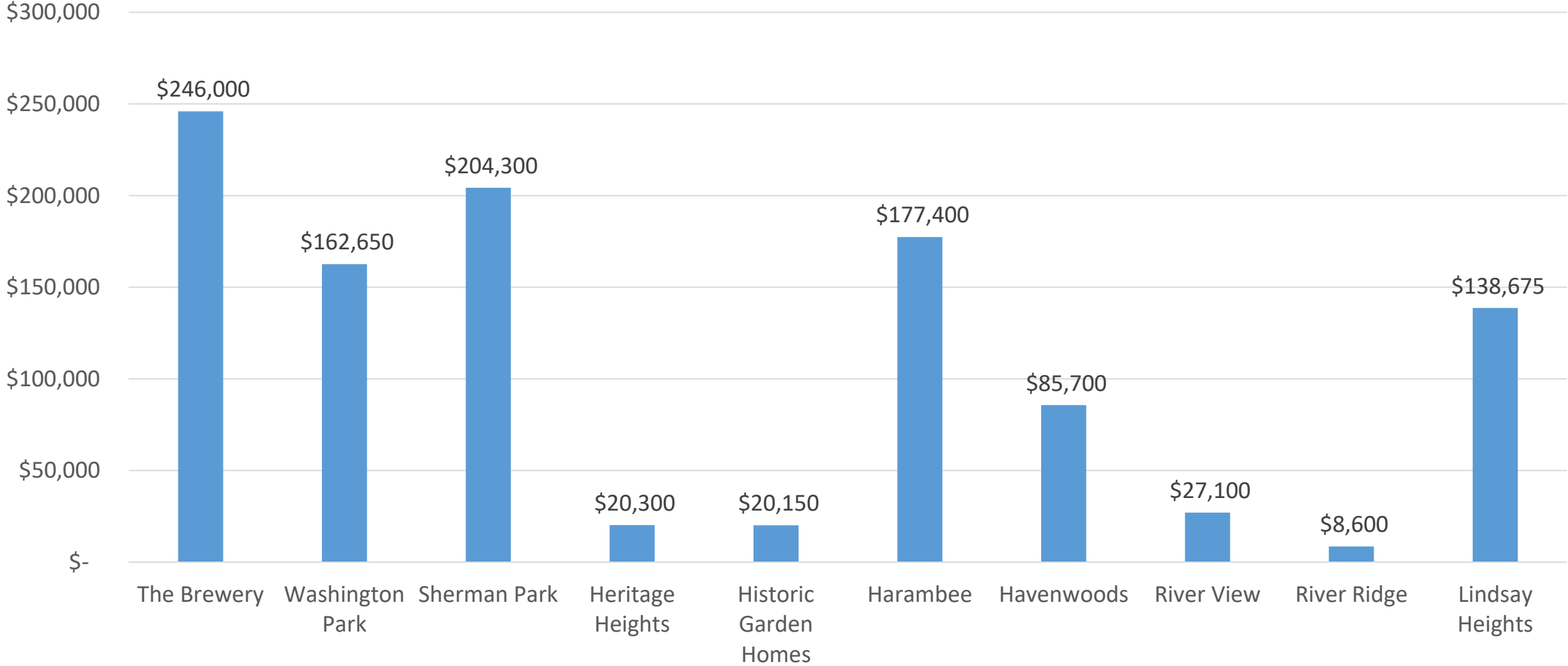


Proposed Tannery Row NID:
 Boundaries are below, organizers are in the process of engaging residents and the NID creation process may be scheduled in 2025

Proposed Midtown NID:
 Boundaries are above, organizers are in the process of drafting the proposed initial operating plan and the NID creation process may be scheduled in 2025

TOTAL NID ASSESSMENTS COLLECTED

2024 NID Assessment Totals



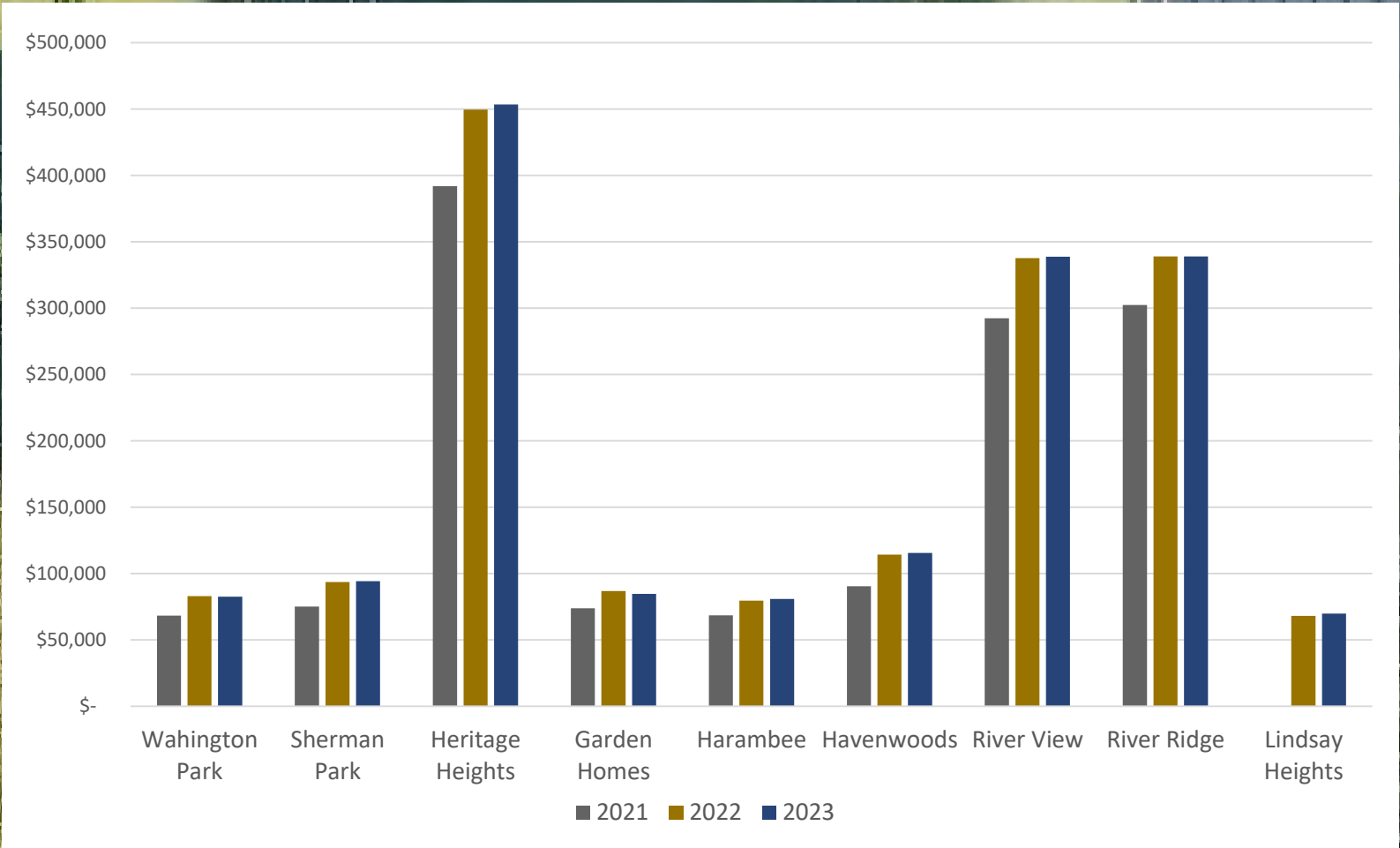
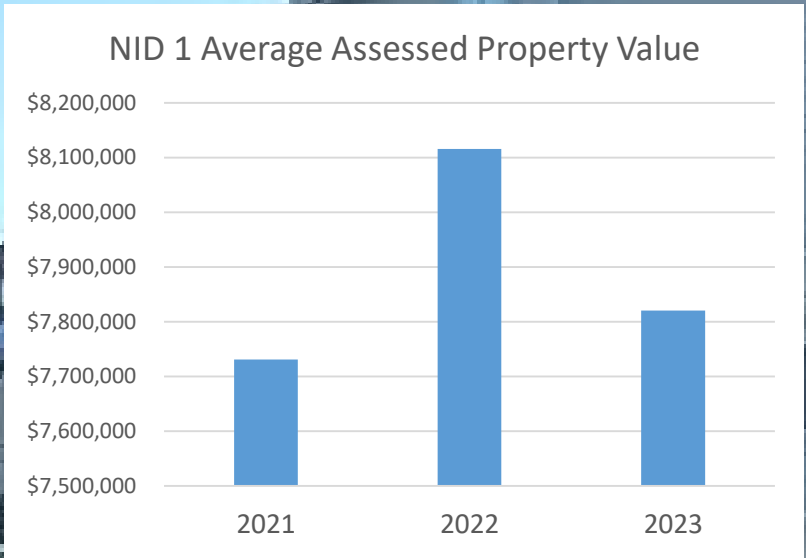
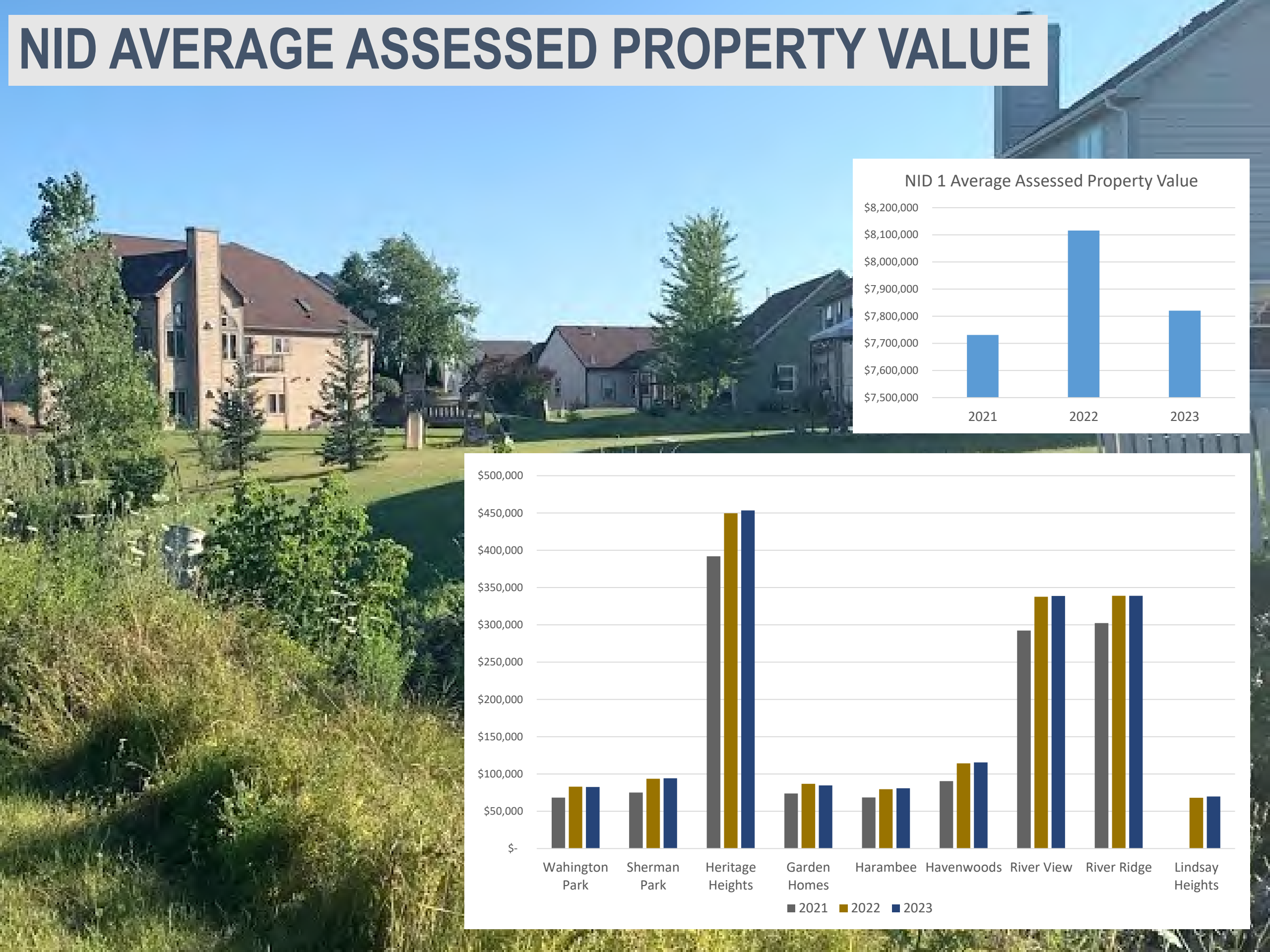
2022: \$899,000.00
in NID Assessments

2023: \$1,060,587.00
in NID Assessments*

2024: \$1,090,875.00
in NID Assessments*

*Includes Lindsay Heights NID assessment.

NID AVERAGE ASSESSED PROPERTY VALUE



BID OVERVIEW

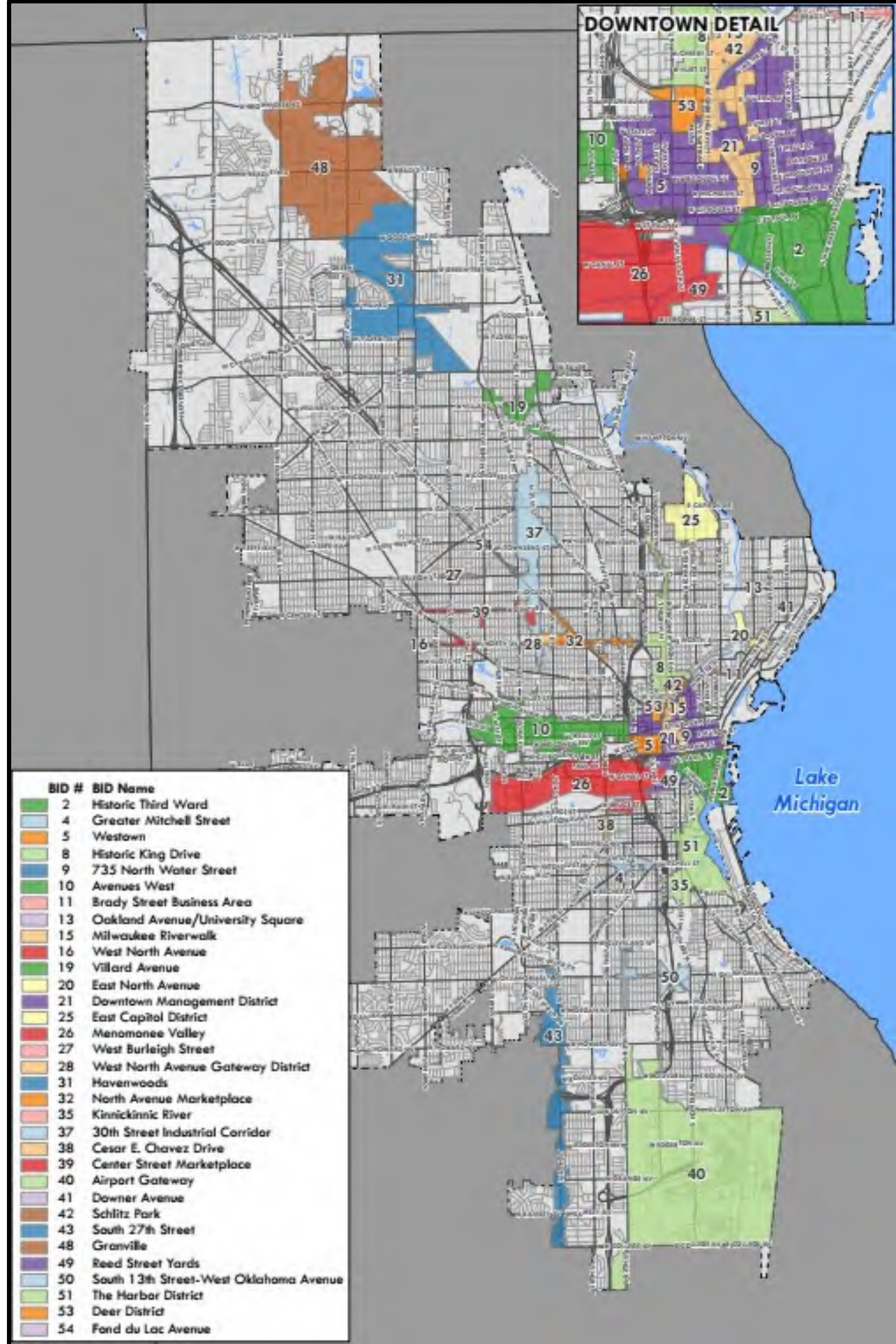
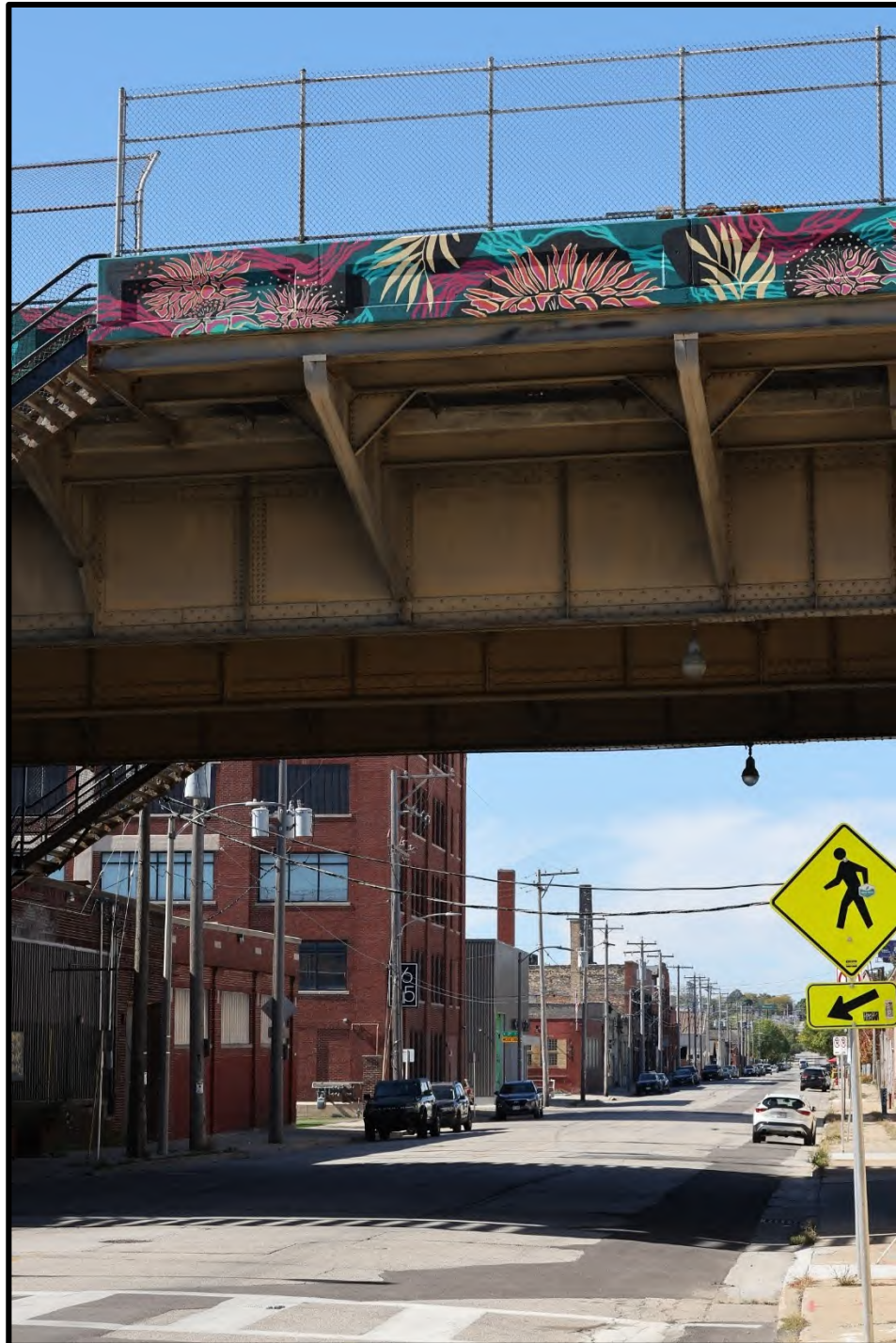
31 active BIDs

In 1984, the Wisconsin State legislature created the statute enabling cities to establish BIDs. **Milwaukee has been a model** for all of Wisconsin on how BIDs enliven, grow, and sustain quality business environments. More than **\$15 million** pass through Milwaukee's BIDs each year to the communities they serve. Each BID determines how to best allocate its funds to directly impact property and business owners.

Business Improvement Districts (BIDs) are quasi-public organizations comprised of private sector property owners, residents, and business operators tasked with the maintenance, business development and marketing of their district.

- Two-thirds of BID funds come from property assessments on commercial properties
- BIDs are governed by their boards which are made up of commercial property owners & representatives of businesses and residents
- The Commercial Corridor Team (CCT) oversees BID compliance with the state statute

City of Milwaukee BID Map



INDEX OF BIDs BY ALDERMANIC DISTRICTS

Aldermanic District	BID Name	BID #
1	Villard Avenue	19
	30th Street Corridor	37
2	Havenwoods	31
3	Brady Street	11
	Oakland Avenue	13
	East North Avenue	20
	Downtown	21
	East Capitol District	25
	Downer Avenue	41
4	Historic Third Ward	2
	Westtown	5
	Near West Side	10
	Milwaukee Riverwalk	15
	Downtown	21
	Menomonee Valley	26
	Deer District	53
6	Historic King Drive	8
	Milwaukee Riverwalk	15
	Downtown	21
	East Capitol District	25
	Deer District	53
7	Burleigh Street	27
	30th Street Corridor	37
	Center Street Marketplace	39
	Fond Du Lac	54
8	Menomonee Valley	26

Aldermanic District	BID Name	BID #
9	Havenwoods	31
	Granville	48
10	Near West Side	10
	Uptown Crossings	16
	Burleigh Street	27
	Center Street Marketplace	39
11	South 27th Street	43
12	Greater Mitchell Street	4
	Menomonee Valley	26
	Kinnickinnic River	35
	Cesar Chavez Drive	38
	Reed Street Yards	49
	Harbor District	51
13	Airport Gateway	40
	South 27th Street	43
	Crisol Corridor	50
14	Kinnickinnic River	35
	Crisol Corridor	50
	Harbor District	51
15	Near West Side	10
	Uptown Crossings	16
	North Avenue Gateway	28
	North Avenue Marketplace	32
	30th Street Corridor	37
	Center Street Marketplace	39

*District 5 does not have a BID presence

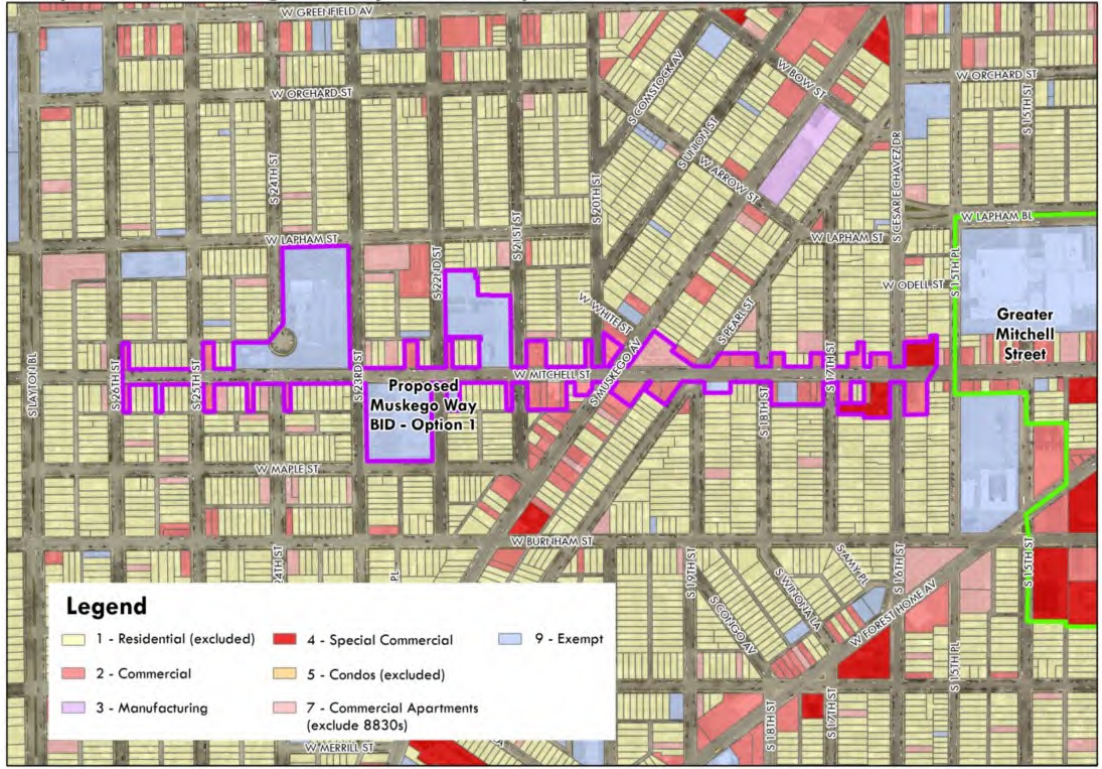
BIDs BY COMMON AREA CHARACTERISTICS

Retail & Mainstreet	Industrial	Special Project	Downtown
Historic Mitchell Street	East Capitol District	Milwaukee Riverwalk	Historic Third Ward
Historic King Drive	Menomonee Valley	Kinnickinnic River	Westtown
Near West Side	Havenwoods		Downtown
Brady Street	30th Street Corridor		The Deer District
Oakland Avenue	Airport Gateway		The Brewery (NID 1)
Uptown Crossings	Granville	*City Center Building - Inactive	
Villard Avenue	Reed Street Yards		
The East Side	Harbor District		
West Burleigh Street			
North Avenue Gateway			
North Avenue Marketplace			
Cesar Chavez Drive			
Center Street Marketplace			
Downer Avenue			
South 27th Street			
Crisol Corridor			
Fond Du Lac Avenue			

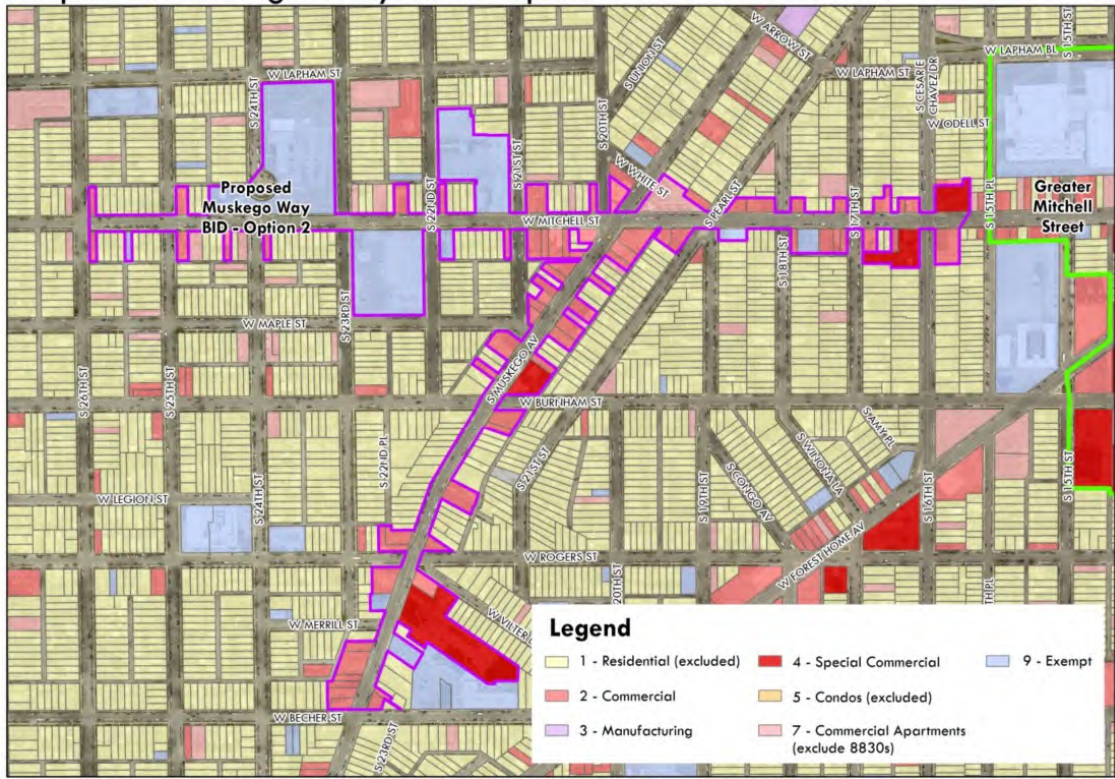


BID Creation, Expansion And Termination

Proposed Muskego Way BID - Option 1



Proposed Muskego Way BID - Option 2



Proposed Muskego Way BID:
 Two boundary options are below, organizers are in the process of engaging residents and the BID creation process may be scheduled in 2025

TOTAL 2024 BID ASSESSMENTS COLLECTED

2021 BID Assessment Total: \$9,377,904.19

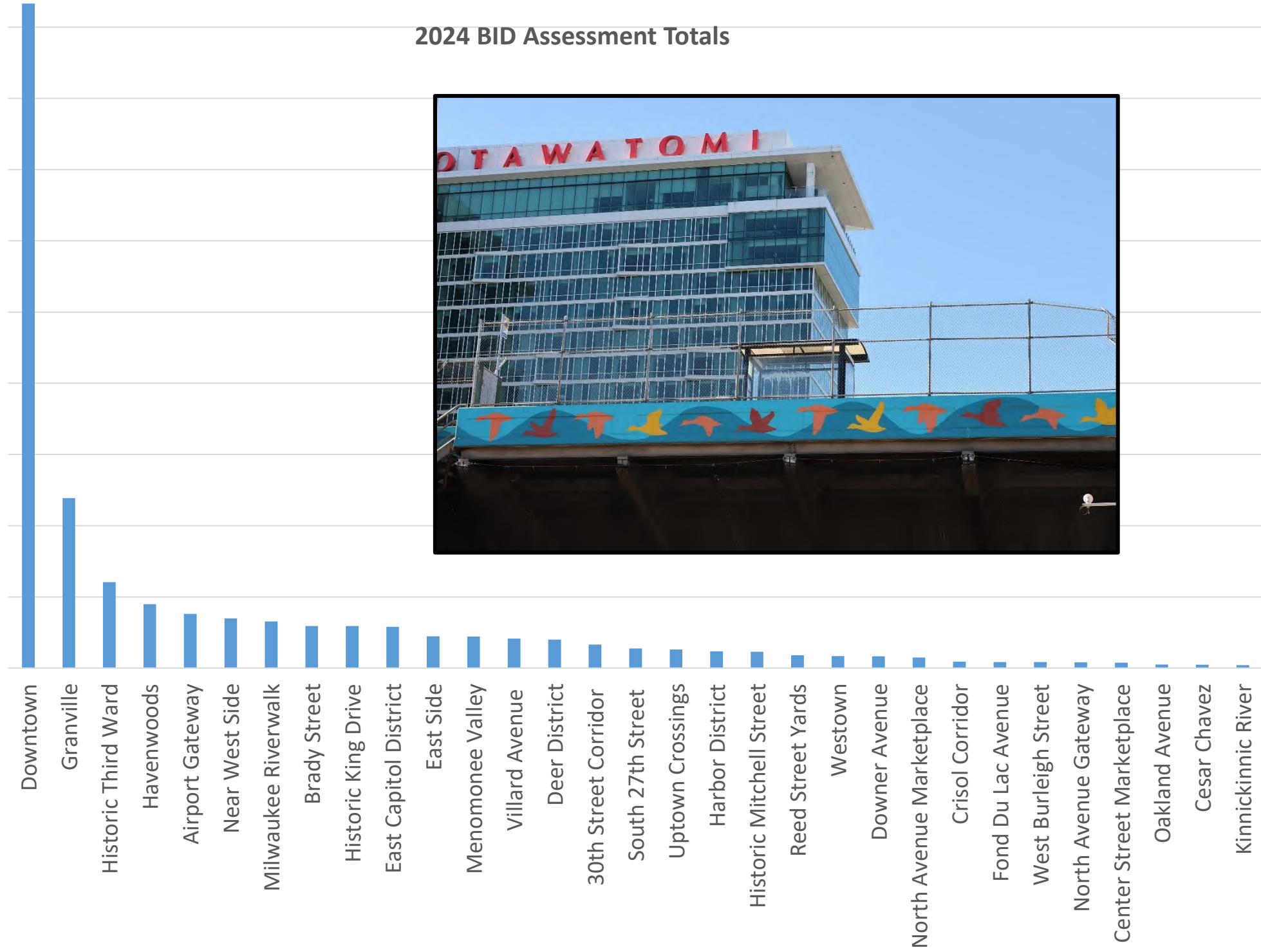
2022 BID Assessment Total: \$9,653,018.03

2023 BID Assessment Total: \$10,272,097.24

2024 BID Assessment Total: \$10,978,433.16*

*Includes Fond Du Lac Avenue BID assessment.

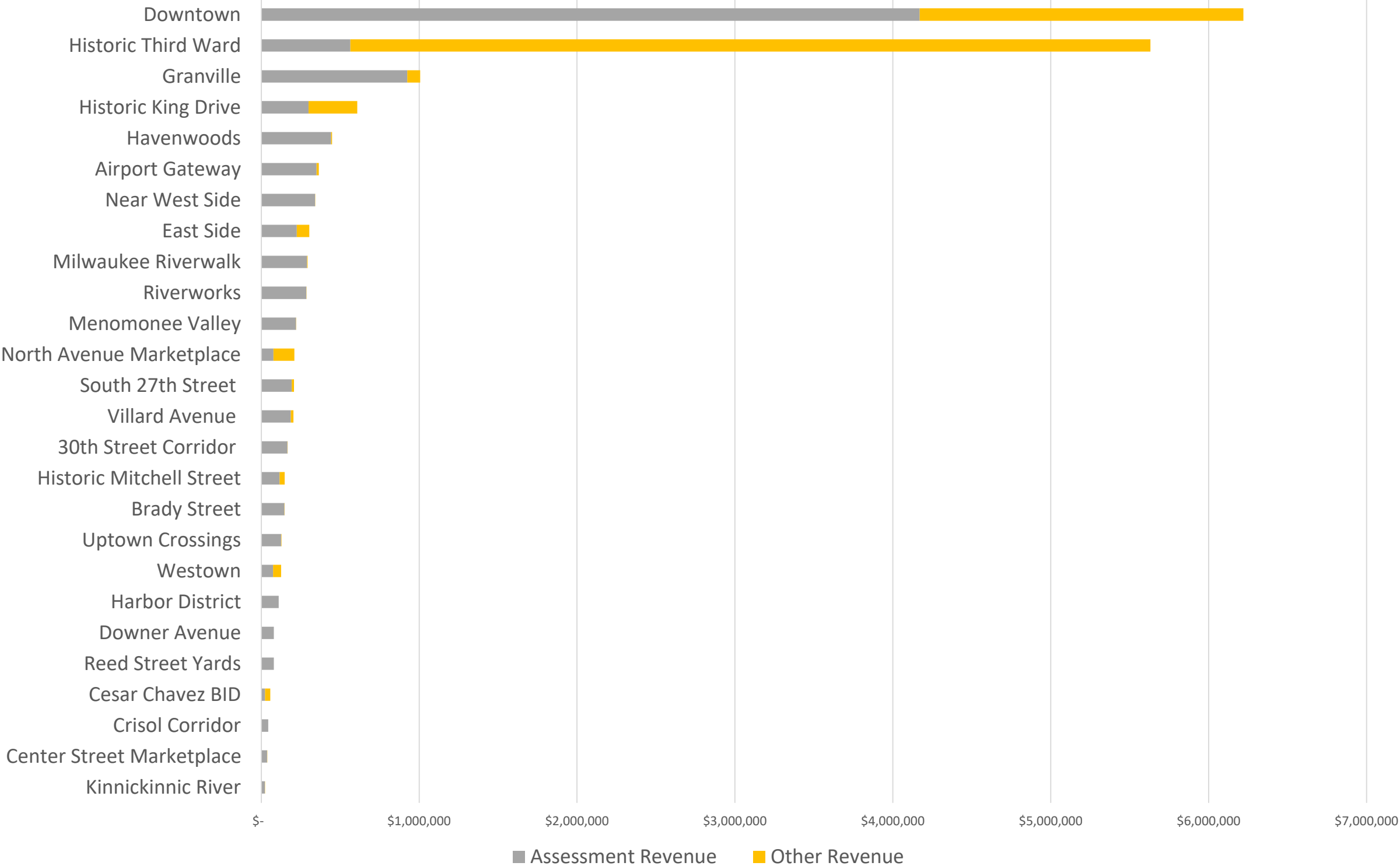
2024 BID Assessment Totals



2024 Average Assessment Revenue (Excluding Downtown): \$210,402.73
 2024 Average Assessment Revenue: \$354,143.01

COMPARISON OF BID REVENUE SOURCES

2022 BID Revenue

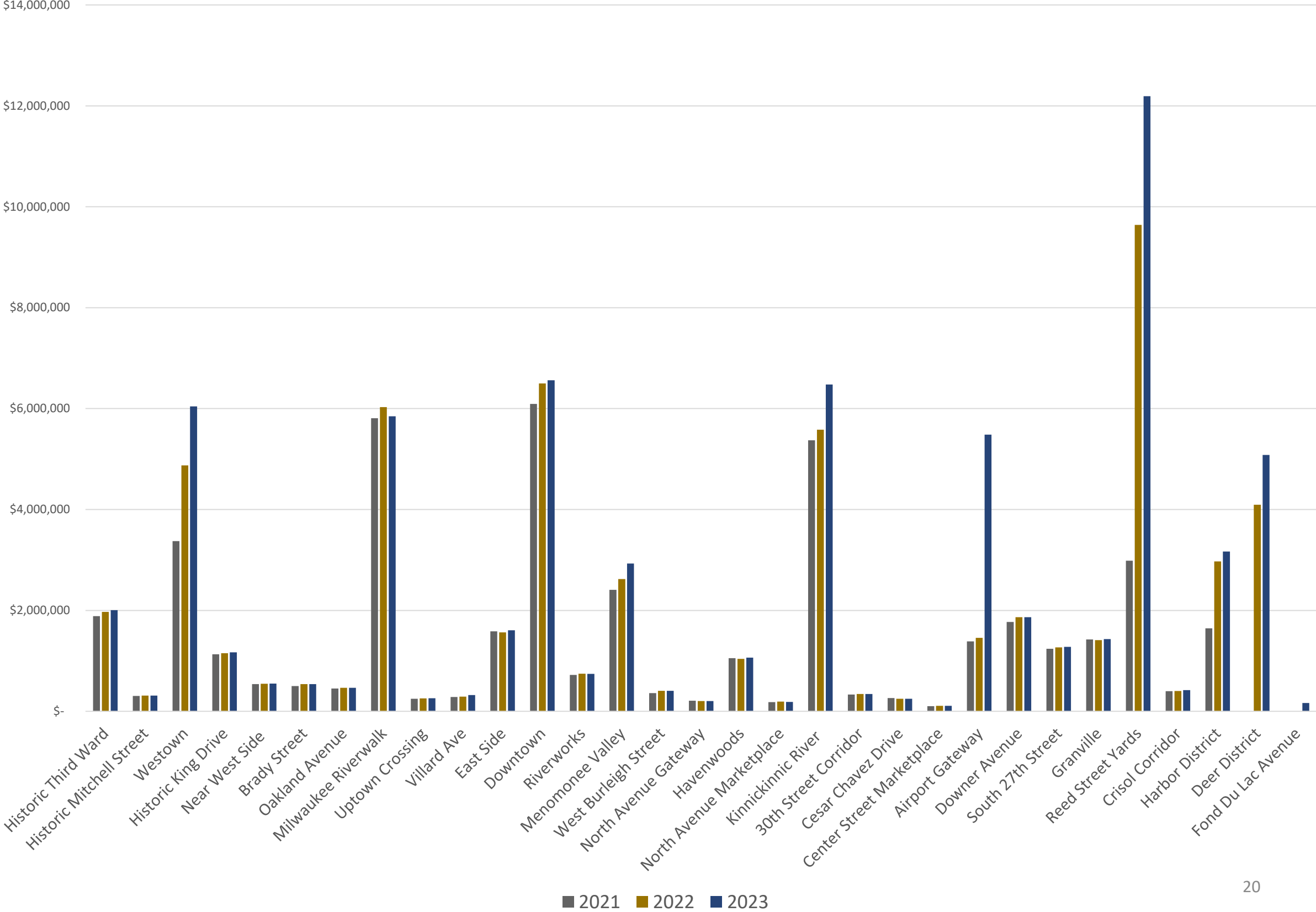


*Does not include data from three BIDs

*Data as of 2022

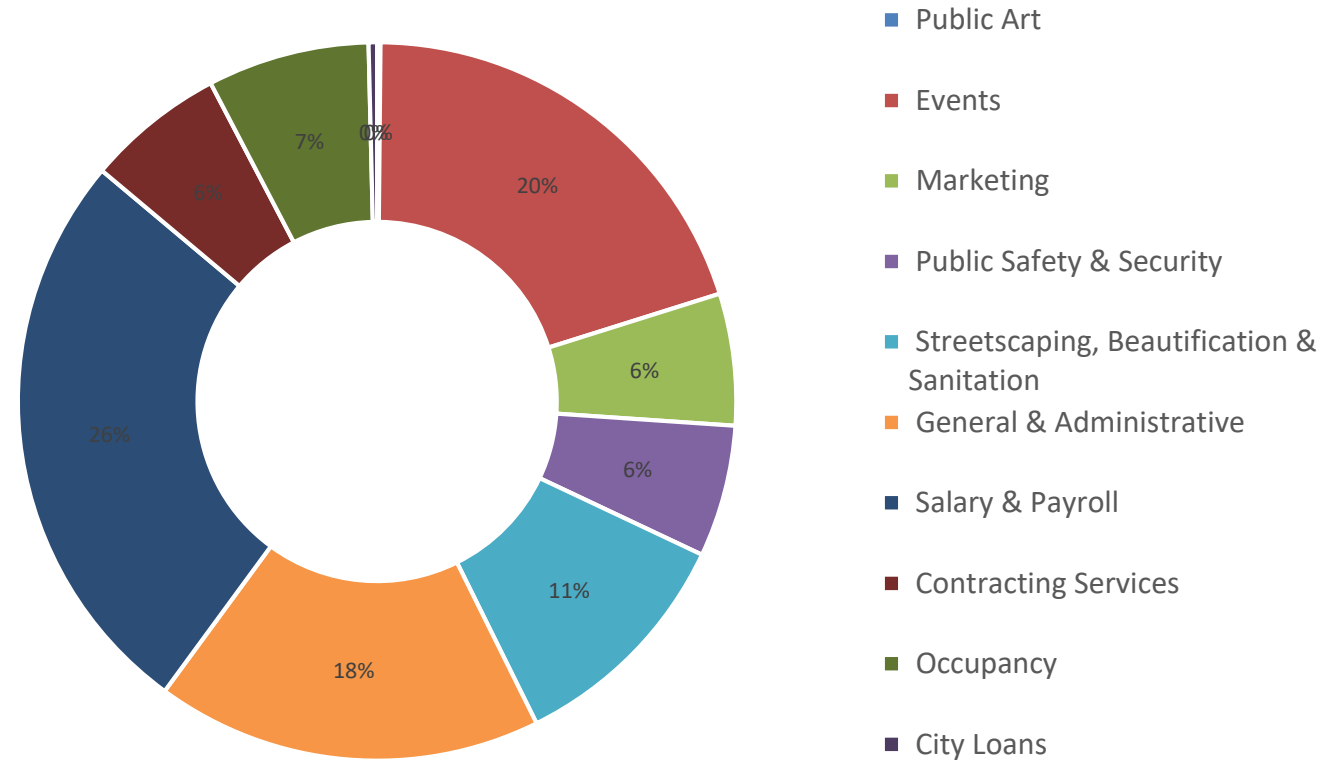
BID AVERAGE ASSESSED PROPERTY VALUE

*The average value of assessable properties in the district

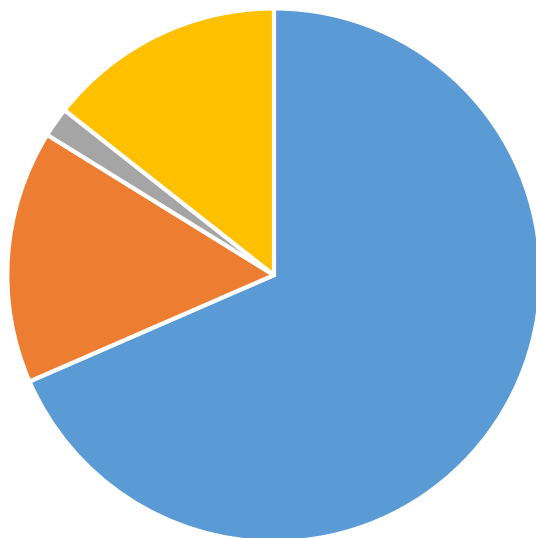


SUMMARY OF ALL BID EXPENSES

Category	Total Expense	Percentage
Public Art	\$ 25,368.00	0%
Events	\$ 3,325,303.00	20%
Marketing	\$ 985,988.00	6%
Public Safety & Security	\$ 987,251.00	6%
Streetscaping, Beautification & Sanitation	\$ 1,773,120.00	11%
General & Administrative	\$ 2,892,680.00	17%
Salary & Payroll	\$ 4,330,149.00	26%
Contracting Services	\$ 1,034,188.00	6%
Occupancy	\$ 1,212,027.00	7%
City Loans	\$ 63,349.29	0%
Total	\$ 16,629,423.29	100%



Total Revenue by BID Category



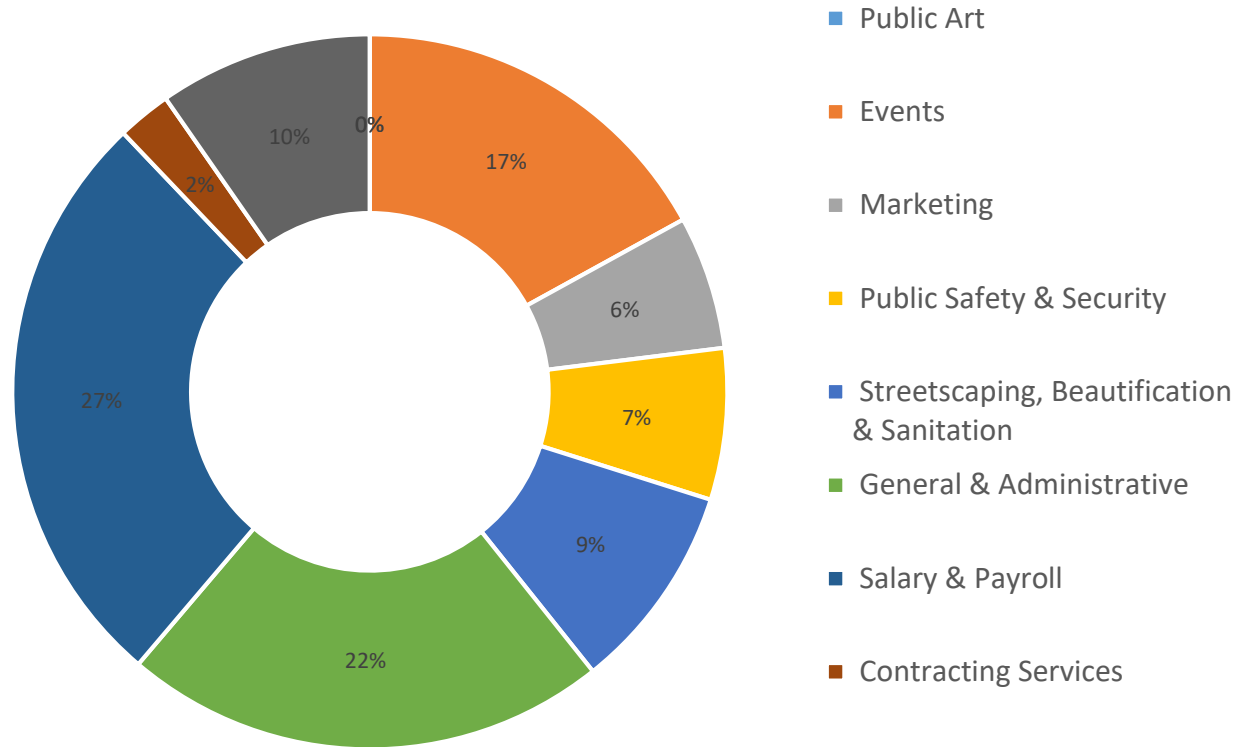
Total Assessment Revenue by BID Category



*Data from 2022 financial statements

*Does not include data from three BIDs

DOWNTOWN BID EXPENSES



BID 2 - Historic Third Ward

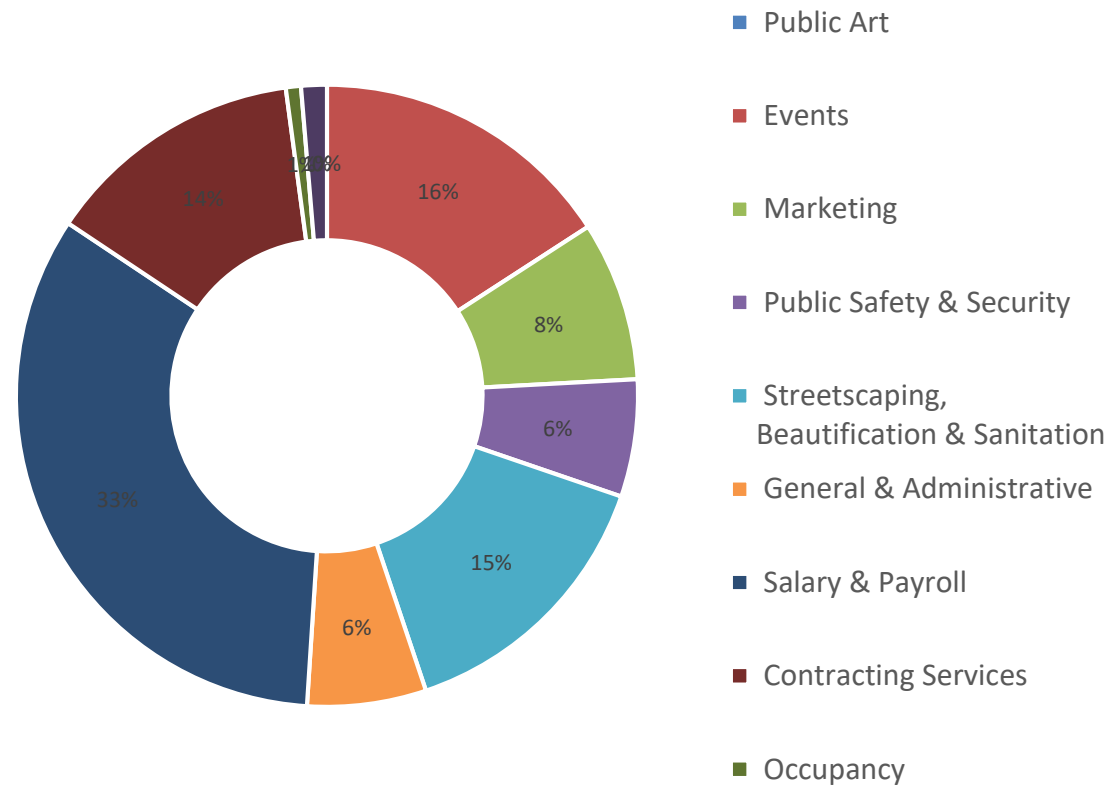
BID 5 - Westtown

BID 21 - Downtown

Category	Total Expenses	Percentage
Public Art	\$ -	0%
Events	\$ 1,955,084.00	17%
Marketing	\$ 693,765.00	6%
Public Safety & Security	\$ 787,746.00	7%
Streetscaping, Beautification & Sanitation	\$ 1,080,661.00	9%
General & Administrative	\$ 2,522,949.00	22%
Salary & Payroll	\$ 3,067,435.00	27%
Contracting Services	\$ 280,860.00	2%
Occupancy	\$ 1,112,590.00	10%
City Loans	\$ -	0%
Total	\$ 11,501,090.00	100%

*Data from 2022 financial statements

INDUSTRIAL BID EXPENSES



- _____ BID 25 - Riverworks _____
- _____ BID 26 - Menomonee Valley _____
- _____ BID 31 - Havenwoods _____
- _____ BID 37 - 30th Street Corridor _____
- _____ BID 40 - Airport Gateway _____
- _____ BID 48 - Granville _____
- _____ BID 49 - Reed Street Yards _____
- _____ BID 51 - Harbor District _____

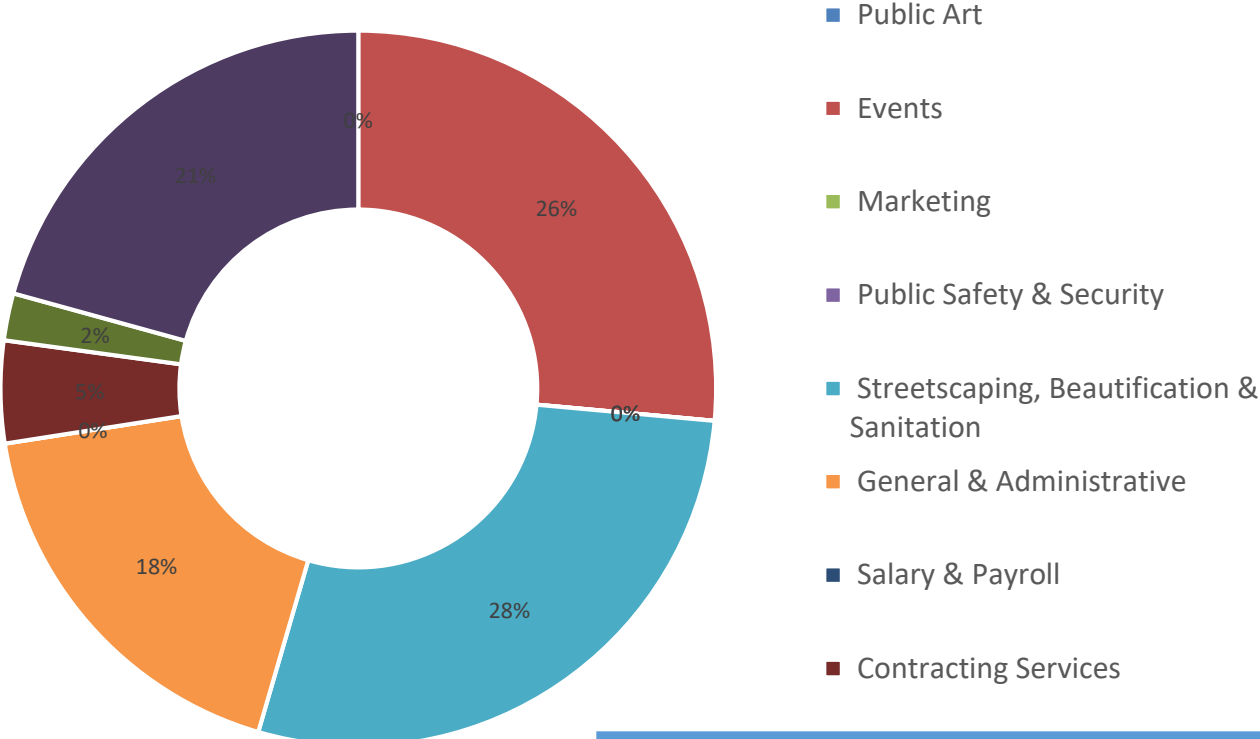
Category	Total Expenses	Percentage
Public Art	\$ -	0%
Events	\$ 391,402.00	16%
Marketing	\$ 204,814.00	8%
Public Safety & Security	\$ 150,562.00	6%
Streetscaping, Beautification & Sanitation	\$ 360,385.00	15%
General & Administrative	\$ 152,616.00	6%
Salary & Payroll	\$ 822,946.00	33%
Contracting Services	\$ 333,742.00	14%
Occupancy	\$ 19,398.00	1%
City Loans	\$ 32,962.29	1%
Total	\$ 2,468,827.29	100%

*Data from 2022 financial statements

SPECIAL PROJECT BID EXPENSES

BID 15 - Milwaukee Riverwalk

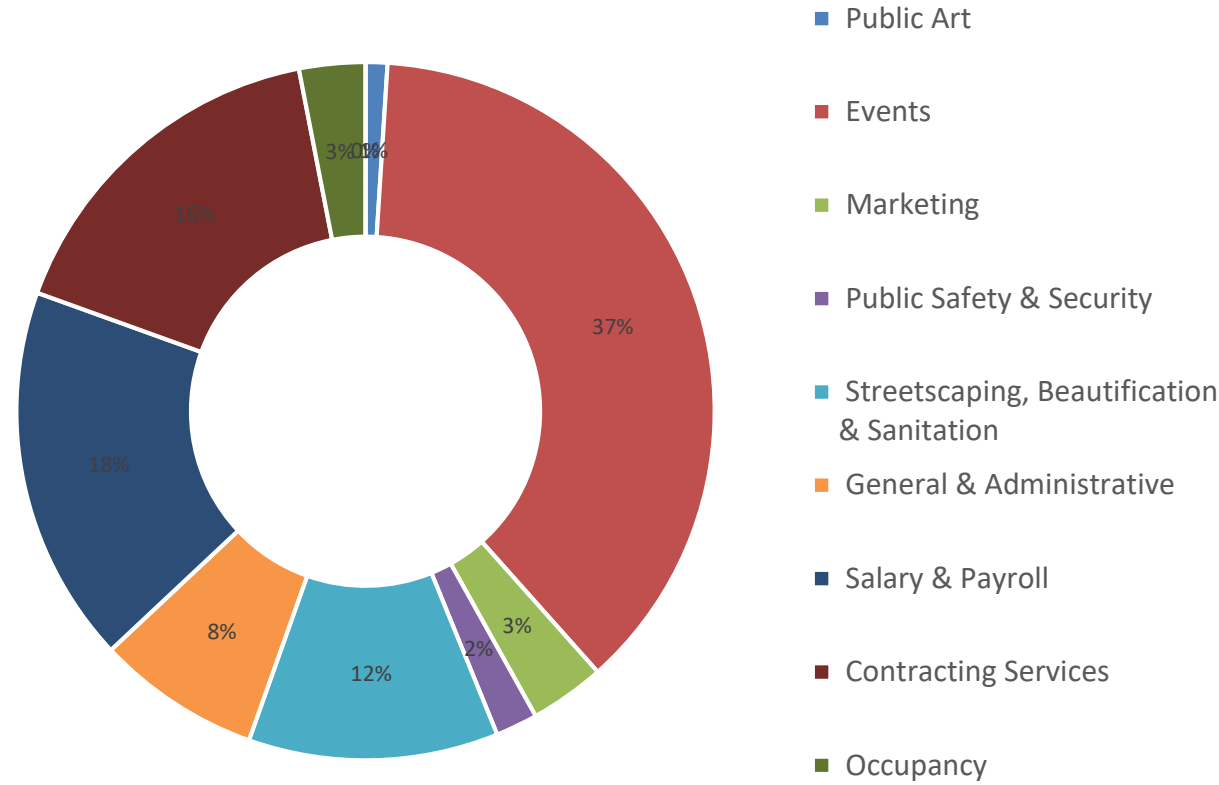
BID 35 - Kinnickinnic River



Category	Total Expenses	Percentage
Public Art	\$ -	0%
Events	\$ 38,786.00	26%
Marketing	\$ -	0%
Public Safety & Security	\$ -	0%
Streetscaping, Beautification & Sanitation	\$ 41,163.00	28%
General & Administrative	\$ 26,434.00	18%
Salary & Payroll	\$ -	0%
Contracting Services	\$ 6,775.00	5%
Occupancy	\$ 3,120.00	2%
City Loans	\$ 30,387.00	21%
Total	\$ 146,665.00	100%

*Data from 2022 financial statements

RETAIL & MAINSTREET BID EXPENSES



- BID 4 - Historic Mitchell Street
- BID 8 - Historic King Drive
- BID 10 - Near West Side
- BID 11 - Brady Street
- BID 13 - Oakland Avenue
- BID 16 - Uptown Crossings
- BID 19 - Villard Avenue
- BID 20 - East Side
- BID 27 - West Burleigh Street
- BID 28 - North Avenue Gateway
- BID 32 - North Avenue Marketplace
- BID 38 - Cesar Chavez Drive
- BID 39 - Center Street Marketplace
- BID 41 - Downer Avenue
- BID 43 - South 27th Street
- BID 50 - Crisol Corridor

Category	Total Expenses	Percentage
Public Art	\$ 25,368.00	1%
Events	\$ 940,031.00	37%
Marketing	\$ 87,409.00	3%
Public Safety & Security	\$ 48,943.00	2%
Streetscaping, Beautification & Sanitation	\$ 290,911.00	12%
General & Administrative	\$ 190,681.00	8%
Salary & Payroll	\$ 439,768.00	18%
Contracting Services	\$ 412,811.00	16%
Occupancy	\$ 76,919.00	3%
City Loans	\$ -	0%
Total	\$ 2,512,841.00	100%

*Data from 2022 financial statements
 *Does not include data from three BIDs

Photo Credits



Slide 1 – Pat Robinson, 2024

Slide 2 – Curt Waltz, 2020

Slide 4 - Pat Robinson, 2024

Slide 7 - Lindsay Heights. Reprinted with the permission of Steve Slaske, skylinecityprints.com

Slide 8 – Pat Robinson, 2023

Slide 12 – Photo courtesy of Heritage Heights NID 5

Slide 13 - Pat Robinson, 2024

Slide 14 – Pat Robinson, 2024

Slide 16 – Pat Robinson, 2024

Slide 18 - Pat Robinson, 2024

Slide 26 – Photo courtesy of Cesar Chavez BID 38

Slide 27 – Photo courtesy of The East Side BID 20



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