

Near West Side Business Improvement District No. 10



TO: City of Milwaukee
FROM: Keith Stanley, Executive Director
DATE: September 2017
RE: 2016-17 Activities, Business Improvement District No. 10

In 2016-17 Near West Side Business Improvement District #10 (BID #10) made tremendous progress in the following areas: (1) safety and security, (2) business recruitment and retention and (3) board governance.

Safety and Security is one of the main priorities of BID #10 and the BID focused on coordinating safety resources with its partners including the Near West Side Partners (NWSP) Safety Ambassadors, the Community Prosecution Unit (CPU), Milwaukee Police Department, anchor institutions like Marquette University and local businesses. By coordinating with these groups BID #10 increased coverage of security assets, worked with residents and businesses on safety initiatives and supporting policing initiatives in high crime areas.

Business recruitment and retention is a continued focus as BID #10 was able to bring 7 new businesses this year including Sendik's and Central Standard Distillery. Using a letter-writing campaign and network with other local businesses there have been 150 letters sent to potential businesses, 75 tours of the Near West Side to potential businesses and host of promotional materials sent to potential leads. In addition, in partnership with NWSP, Harley-Davidson and WaterStone Bank in September of 2016 the very first business competition was held on the Near West Side. BID #10 also supports current local businesses with a quarterly postcard promotions and facade and signage grants in which 5 businesses benefit from these resources.

Another aspect of the business retention is the use promotion and use of caterers, restaurants, printers and other local businesses in the Near West Side BID geography. Fortune 500 companies and large anchor institutions are now using local businesses in the Near West Side much more frequently.

Board Governance is also important to the BID #10 and the board is has become more reflective of the expanded BID. There is diversity on all levels including size and, the location of the business. The BID board has also been supported by a diverse group of talented individuals bringing a unique expertise to the board including business and operational management, CPA and community and public affairs.

For every dollar invested by the BID \$5.82 is leveraged allowing for greater resources, expanding security initiatives and much more in supporting the economic health and well-being of the local Near West Side community. BID #10 is also working in other areas to support the sustaining and revitalization of the business community in the Near West Side. Here are a few highlighted initiatives and projects:

Signage and Facade Grant Program

- PWD Computers facade grant awarded
- Colorwheel (in process)

Business Recruitment

- Central Standard Distillery (2017 open)
- Siebert Lutheran Foundation (2017 open)
- Sendik's Fresh 2 Go (2017 open)
- 150 letters and 75 tours for business recruitment
- Website, e-newsletter and social online media recruitment
- Rev-Up MKE support (2 new 2017 business opens)
- Support of NWS market analysis in conjunction with City of Milwaukee and the Hertzfeld Foundation
- Partnership with Colliers International

Business Promotion and Sponsorship

- Vliet Street Gallery Night sponsorship
- SPARC is a growth-training program for Milwaukee businesses, sponsorship
- Washington Park Wednesday Night Band Shell sponsorship
- Mobile Design Box sponsorship
- Postcard mailing for BID restaurant

BID Safety Resources

- Security Ambassadors
- Installation of 5 surveillance cameras
- Safety resource guide
- Keep the Change program
- Graffiti Removal (30 sites)

Support and Promotion of BID Resources

- Banking Resources
- Real Estate Resources

BID Sponsored Art

- 4 murals in the Near West Side

Events

- Penfield Mural Unveiling
- Historic Milwaukee's Doors Open

- Milwaukee PBS's Around the Corner with John McGivern (West End)
- Four (4) Avenues West and NWSP Business Luncheons
- One (1) NWSP Fundraising Luncheon
- Gallery Night
- Holiday Lites
- Monthly neighborhood meetings

BID support of Infrastructure

- Trash Can survey
- Wisconsin Avenue Reconstruction renderings

For any questions regarding these or other activities of Business Improvement District No. 10 please contact Keith K. Stanley, Executive Director, at 414-933-0640 or director@nearwestsidepartners.org .