



June 26, 2015

Common Council President Michael Murphy
Alderman Robert Bauman
Alderman Russell Stamper, II
City of Milwaukee
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Gentlemen:

In the past 27 years, Avenues West Association (AWA) has been at the forefront of community and economic development in the Near West Side. AWA and Business Improvement District 10 (BID 10) has had a 20 year contractual relationship and during that time both organizations have had the opportunity to be a part of many exciting initiatives and programs in the Avenues West neighborhood.

As we look toward the future, AWA and BID 10 are both excited to be a part of and unanimously support the next step of community development – the expansion of BID 10 to encompass the broader Near West Side.

With the support of the AWA and BID 10 board and staff, along with an outreach team engaged by AWA, we have been hard at work to conduct broad-based outreach among Near West Side commercial property owners to share more information about the proposed expansion of the BID, secure feedback to adjust our operating plan to meet their needs and answer their questions about the BID.

As part of that effort, we have utilized a variety of mechanisms to raise awareness, including:

- Mailing a letter and information packet to all commercial property owners in the expanded district to share more information about the BID and invite them to participate in public information meetings;
- Walk-In visits with businesses and property owners throughout the expanded District area – including conversations with nearly 100 business owners;
- Hosting two public information meetings with panel discussions about the BID with proactive phone calls to owners in advance to encourage attendance;
- Surveying commercial property owners within the district to secure feedback on BID priorities; and
- Banners within the district to raise awareness of the proposed expansion.

The vast majority of feedback we've received from this outreach has been very positive about the work of AWA / BID 10 and the ability to expand that work throughout the Near West Side through the BID expansion. We have also been able to take that feedback to adjust the operating plan that we are submitting to the City.

Based on this positive feedback, Avenues West Association and BID 10, which represent approximately 40% of the current assessed value in the proposed area, fully endorse the expansion of BID 10.

Sincerely,

A handwritten signature in black ink that reads "Keith Stanley".

Keith Stanley, Executive Director of Avenues West Association and BID 10