



To: City of Milwaukee Public Works Committee:

**RE: Vacate North 37th Street from Highland to Juneau in 15th Aldermanic District, and
Vacate West Juneau from 35th to 37th in the 15th Aldermanic District**

Date: September 30, 2014

The 30th Street Industrial Corridor Corp. / BID #37 support the request to vacate North 37th Street and West Juneau in the area of the Harley-Davidson campus. Harley-Davidson continues to be a valued corporate citizen in the 30th St corridor through employment and support of area nonprofits. Harley-Davidson has shared their vision with our organization for the future of the area, and it involves a more secure campus, but done in a way that still invites the community to be part of the campus.

Harley-Davidson's commitment to improving safety and security matches our own concerns. Crime has certainly impacted the 30th Street corridor this year, but working together with committed businesses, nonprofits, and various districts of MPD have allowed us to make some progress. The 30th Street Industrial Corridor Corp. / BID #37 are partnering with MPD on some initiatives to bolster security, especially around the Century City area. If Harley-Davidson can thoughtfully improve security at the south end of the Corridor, it allows our organization to direct more resources towards safety issues in the area of Century City.

The 30th Street Industrial Corridor Corp. / BID #37 are pleased with Harley-Davidson's continued support of nonprofits in an area of greatest need. The poverty rate in the 30th Street corridor averages 45% and Harley-Davidson helps our organization to educate children about manufacturing careers, which can be a pathway out of poverty. Harley-Davidson also has its employees serve on boards and committees of nonprofits in the community. Harley-Davidson should be supported in their efforts to continue to provide meaningful and significant employment in a challenged area of our city. Please support the request to vacate the streets noted above. Thank you for your consideration of this matter.

Regards,

Gloria Stearns
Executive Director
30th St Industrial Corridor Corp. / BID #37