

January 5, 2026

Ryan Laessig, Executive Director
East Side Business Improvement District
2160 N. Farwell Ave
Milwaukee, WI 53202

Dear Ryan and East Side BID Board:

After serving on the East Side BID – Economic Development Committee for the past year, I would like to offer myself for nomination to the East Side Business Improvement District Board. I have been a resident of the BID District for more than ten years. Having lived in Milwaukee for over 35 years, including Riverwest, Bay View, Shorewood, and now the East Side, I have full throttle passion for our community and neighborhoods I live in and contribute to.

As a UWM Urban Studies graduate and a long-time 'geek' on all things urban development and walkable cities, I want to offer my passion, relationships, and committed sweat-equity to advancing our community. I'm excited for our business district's future. While there have been setbacks over the past 10 years, we have a lot of recent accomplishments. There's so much momentum now and, together, I am confident we can take steps on a few catalytic developments that take the East Side to the next level.

I have nearly 35 years of experience working in Milwaukee's not-for-profit community and have been partners with both the City of Milwaukee, Milwaukee County, and the Milwaukee County Parks on many initiatives. I am confident I can help bring some of these relationships to bear on future endeavors. I see opportunities with the expanded events, developed vacant storefronts, the Oriental Theatre, the proposed Ivanhoe Plaza (let's get this done), the Oak Leaf Trail, the vacant lot dentures along Farwell Avenue (south of North Ave), and so much more.

Thanks for accepting this request for consideration. I look forward to the possibility of working collectively to make the East Side BID District Milwaukee's most vibrant neighborhood commercial area.

Best,


David Knutson