



BID 16 Board Members,

This letter is a formal request to join BID #16 as a board member. I am a resident of BID #16 and have been regularly attending meetings since moving to the area.

Since moving to the district in early 2023 and opening my business, the BID has been nothing but supportive. The BID helps provide knowledge and direction to the neighborhood, and has provided myself and my business with assistance and knowledge in navigating the world of City Permitting and opening a new business. I wish to join the BID board as a form of public service to help others succeed in the way I have, and to provide whatever knowledge and assistance I can to the board and neighborhood.

BID #16 is poised to become a premier destination neighborhood in the city of Milwaukee, and I look forward to doing my part to help guide it to its full potential. The incredible diversity of food, drink, craft, and education in the area is its greatest strength, and with my time on the BID board I intend to help foster that diversity and help to create a safe, family friendly neighborhood where folks from all around the area and city will come to visit their favorite parks, restaurants, and events.

I have already demonstrated my commitment to the neighborhood in several ways. Firstly, by accepting a position on the inaugural board of the Uptown Crossing Economic Development Corp. I have been regularly attending meetings and providing my input and time to get this new organization up and running and determine our scope and place in the district. Secondly, by choosing to live and open my own business in the district, investing my personal and business resources into improving my property and area to give the somewhat neglected East end of the BID a better appearance, and more traffic. I live above my business, and am directly invested in the success of the area, and wish to see it thrive.

I come to the BID from a unique perspective. Having lived and worked in Milwaukee, specifically the East Side and Bayview for the better part of 15 years, I've gained a diverse knowledge of the city, its various neighborhoods, and their troubles and strengths. My schooling and career give me a great deal of technical knowledge

about how things are built, maintained, and the management of the people who do so. I can provide a great deal of technical knowledge that could inform decisions about any sort of project the BID might undertake. In addition, I look forward to learning about and from fellow BID board members, and the people who live in our district. There are many in the district with great ideas, and constantly reevaluating my personal knowledge and opinions is very important to me.

I can provide the BID a great deal of technical and conceptual expertise through my experiences and training in my personal and work life:

- Technical training through Theatre Production school and career including project management, technical direction, and hands on construction.
- Writing copy, newsletters, advertisements, etc.
- Managing employees in an ethical and equitable manner
- Experience working in restaurants
- Experience working with and managing a group to solve complex problems using creative solutions
- Great deal of hands on construction, fabrication, machining, forging, finishing, and maintenance knowledge due to work as a blacksmith, knifemaker, stagehand, technical director, shop hand, carpenter, and life-long student of the trades.
- A great deal of computer knowledge through personal endeavors, hobbies, and life experience growing up in the 1990s-2000s.

In my time living in the district, and through discussions with the Economic Development Corp and the BID will work together, I have identified a few ways I think the district can be improved for the benefit of residents and business owners alike. Not all of these ideas fall under the authority of the BID, but I believe are valuable topics to discuss.

#### Appearance

- The expansion of planters and community garden spaces as well as the planting of additional trees in the district.
- Facade renovations - help business owners and incentivise landlords to access grants and funding to improve the appearance of their properties and businesses.
- Fill empty storefronts and unused spaces to create a more welcoming and thriving look to the neighborhood, as well as substance behind that appearance.

#### Safety

- Further traffic calming measures - plastic bollards are not sufficient. We must invest or lobby the city to invest in more permanent and physically blocking

infrastructure like the improvements on Walnut so that bike lanes are protected, traffic is forcibly slowed, and reckless driving is curbed - by a physical curb preventing passing on the right and speeding through bike lanes.

- Lobby the city for automated red light camera enforcement in our district. The police aren't able or choose not to handle traffic enforcement in the district and wanton violations are far too common.

#### Attracting New Business and Residents

- Provide incentives for landlords to improve residential buildings, specifically many of the run-down apartments on the east end of the district. If our BID isn't an attractive place to live, why would new businesses want to move to our district?
- Specifically improve the Lisbon and North intersection. Many empty businesses/residences and a dangerous intersection prove to be a barrier between the West and East sides of the district. The major support for the district seems to stop at Lisbon/North, and at where 175 runs into North Ave.
- Continue and expand amazing work in grant matching for new businesses, provide connections between prospective landlords and renters, and sellers and buyers to get more residents and businesses to the area.

#### Events

- Farmers markets are an incredible business incubator, and a boon for the neighborhood. Our area has a huge amount of residents and businesses that could take advantage of a weekly farmers market from May-October. The space in front of the police station on Lisbon and North would be an incredible location.
- Focus the Uptown Get-down to one larger, potentially street closing, event rather than a spread-out multiple event series. There are many people focused around the pocket park, but very few of those people actually travel to the other areas of the event.

Thank you for all you do and for considering my letter of intent to join the board,

Nathan Zimmerman

A handwritten signature in black ink, appearing to read "Nathan Zimmerman", with a long horizontal flourish extending to the right.