



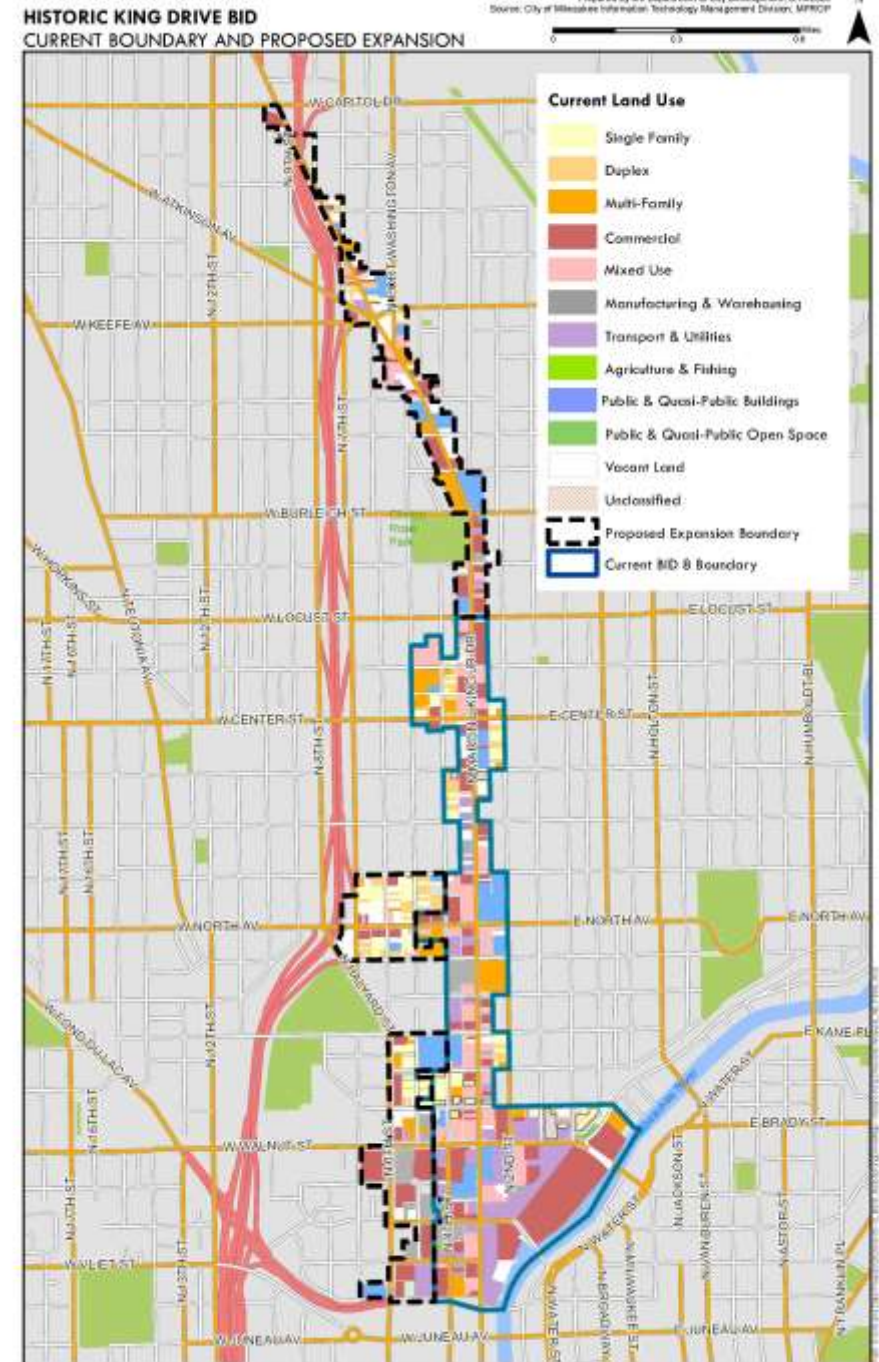
BID 8 (Historic King Drive) Proposed Boundary Expansion

City Plan Commission

August 17, 2020

BID 8 History

- 1993 (26 Years)
- Harambee, Haymarket Square
- Halyard Park, Brewers Hill
- Schlitz Park
- Retail, Restaurants, Service
- Office, Manufacturing, Industrial
- Add: 5 Points





Vision: Create an attractive, accessible, safe district where businesses prosper and share a sense of pride in the community.

Objective: To develop, redevelop, maintain, operate and promote the business improvement district and all within its boundary.

BID 8 - 2020 Budget

Salaries (Executive Director, Asst. Director)	\$ 115,000
Administrative/Payroll Expenses	\$ 8,798
Consultants/Maintenance/Project	\$ 27,224
Advertising/Marketing/Events	\$ 12,000
BID No. 8 Property Redevelopment Grants	\$ 12,000
Dues, Subscriptions, Training, Travel	\$ 7,720
Insurance (Gen. Liability, D&O, Volunteer)	\$ 6,000
Office Supplies, Postage, Printing	\$ 6,000
Rent	\$ 12,000
Audit	\$ 5,500
Accounting/Bookkeeping	\$ 4,800
Telephone & Internet	\$ 1,500
Repairs and Maintenance	\$ <u>500</u>
TOTAL EXPENSES	\$ 219,042

Grants

Greater Milwaukee Foundation	\$150,000
LISC Milwaukee (Brew City Match)	\$50,000



- Assistance and advocacy for private property owners and businesses
- Recruitment of businesses to available commercial spaces

\$20,000 IN GRANTS AWARDED BY BID 8 LEVERAGED

\$237,000

IN REAL ESTATE DEVELOPMENT

Retailworks (Buildout - \$5,000 grant)

Maison de Bouchards (Buildout - \$5,000 grant)

Jewels Caribbean's (Buildout - \$5,000 grant)

Office of African American Affairs (ADA Lift - \$5,000 grant - Project costs \$29,495)

28,495 SF OCCUPIED

Caring for the Community: 2776 N. Dr. MLK Drive

Rise and Grind: 2737 N. Dr. MLK Drive

Office of African American Affairs: 2578 N. Dr. MLK Drive

Maison de Bouchard: 2408 N. Dr. MLK Drive

Event Hall: 2372 N. Dr. MLK Drive

Bijou Nails and Company: 2107 N. Dr. MLK Drive

Mi Casa Su Café: 1835 N. Dr. MLK Drive

Nostalgia Home Décor: 1821 N. Dr. MLK Drive

Triple OT Sportsbar: 1806 N. Dr. MLK Drive

Retailworks Inc.: 424 W. Walnut Street

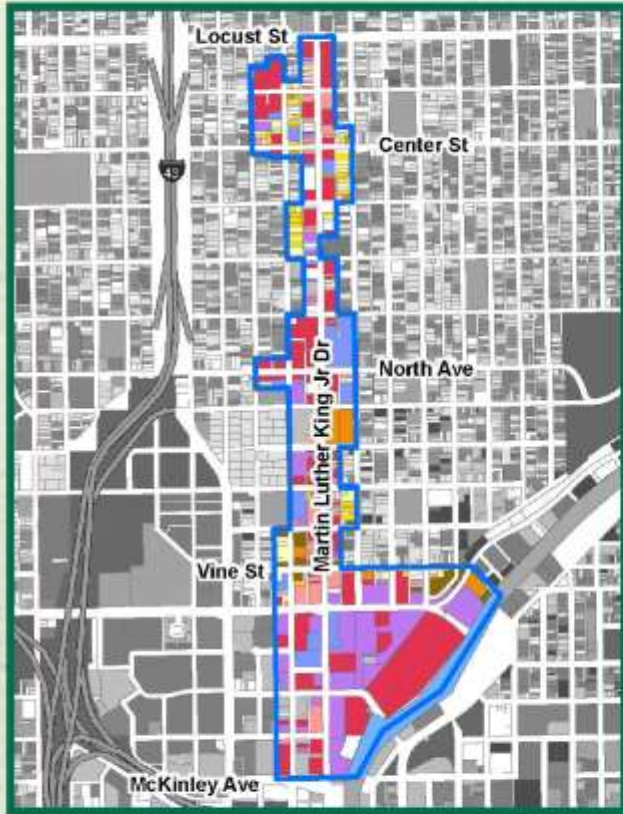
Bronzeville Collective/PopUp MKE: 339 West North Avenue



BUSINESS IMPROVEMENT DISTRICT

- Outdoor maintenance
- Graffiti removal





HISTORIC KING DRIVE LOAN FUND

Do you need money to start or strengthen your business? Low interest small business loans are available in your area.

- New or existing businesses are eligible
- Loans can range from \$1,000 - \$10,000
- Loan funds can be used for: inventory and equipment, business expansion, leasehold improvements, start-up capital, working capital/lines of credit
- **Minimum monthly payment of \$150 required.** Loan term will depend upon amount borrowed
- **2% interest rate + closing cost fees.**
- **Limited credit/collateral issues - okay!**

NOTE: Funds CANNOT be used for liquor stores, stand-alone bars, gunshops, or non-profits. These funds are only available to businesses within Milwaukee's Historic King Drive BID #8 boundaries.

Building your business? We can help.



Deshea Agee
Historic King Drive BID #8
Executive Director
Direct: (414) 265-5809
deshea@kingdriveis.com
www.kingdriveis.com



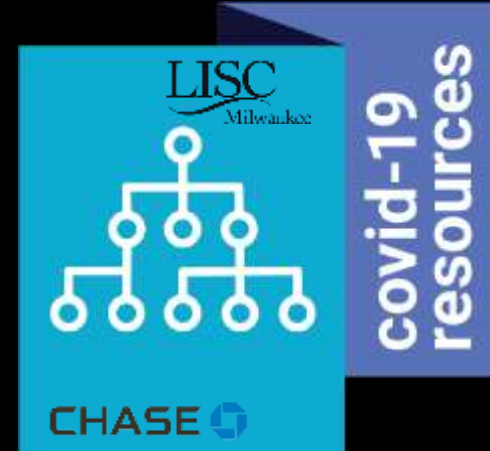
Renée B. Lindner
WWBIC
Small Business Consultant
Direct: (414) 395-4548
renee.lindner@wwbic.com
www.wwbic.com



Cool Beauty: 2245 N. Dr. Martin Luther King Jr. Drive Loan amount \$10,000 at 2% interest
The Retreat: 2231 N. Dr. Martin Luther King Jr. Drive Loan amount \$5,000 at 2% interest



- Support for business retention and attraction
- Property development assistance and marketing



Technical assistance with grants for exterior and interior building improvements



2737 N. Dr. MLK Drive

- Total project costs: \$96,300
- Retail Investment Fund - \$20,000; Signage \$2,500 = \$22,500
- BID 8 Grant: \$5,000

2578 N. Dr. MLK Drive

- Total Project costs: \$4,227
- Signage \$2,113

2215 N. Dr. MLK Drive

- Total Project costs: \$63,000
- White Box - \$25,000

1817 N. Dr. MLK Drive

- Total Project costs: \$42,212
- White Box - \$15,106; Facade \$5,000 = \$20,106

1835 N. Dr. MLK Drive

- Total Project costs: \$174,899
- Retail Investment Fund - \$20,000; Facade \$5,000 = \$25,000

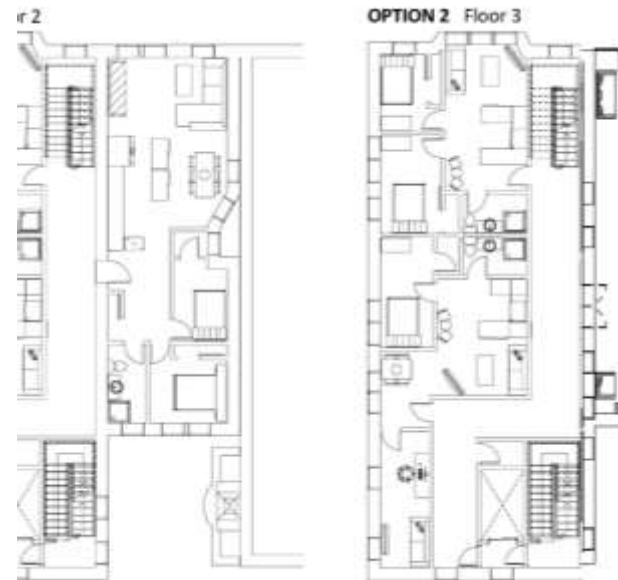
424 W. Walnut

- Total Project costs: \$9,620
- Signage \$2,500

1726 N. 5th Street

- Total Project costs: \$174,899
- Retail Investment Fund - \$20,000; Facade \$5,000 = \$25,000

For
illustration
purposes
only





New Businesses Opened 2019

Along BID 8 Main Street

Pop Up MKE: 2714 N MLK

Center Street Wellness: 2701 N MLK

Salute Society: 2372 N MLK

The Retreat: 2231 N MLK

No'ire Hair District: 1947 N MLK

Nylah Rose: 1801 N MLK

Inside BID 8 Boundary

Dead Bird Brewing: 1726 N 5th Street

Bronzeville Collective: 339 W North Avenue

Homeworks Bronzeville: 2408 Vel R Phillips

Lounge 340: 340 West Reservoir

Other BID 8 Activities

- Engagement with Milwaukee Police Department concerning safety in BID 8
 - CommUNITY Bike Ride September 19, 2020
 - Crime and Safety Meetings
- Public right of way improvement enhancement planning and advocacy
- Peer-to-peer networking, special BID events



Previous studies of Martin Luther King Jr. Drive

Bronzeville Area Redevelopment Charrette 2013

- Define edges with commercial buildings
- Incorporate public space
- Adaptive reuse + restoration
- Establish design guidelines + promote identity
- Provide year-round entertainment venues
- Promote mixed use development

Bronzeville District Parking Study, 2008

- Provide additional parking
- Implement shared parking, incentives for private development to provide public-use parking
- Focus on demand
- Encourage alternative modes of access, telecommuting, ride sharing

Dr. MLK Drive 2013 Visioning Charrette

- Develop MLK as “Main Street”
- Infill vacant lots
- Redevelop blighted buildings
- Façade improvement programs
- Increase density
- Green space programming
- Branding + Identity

Bronzeville Community Visioning Sessions, 2007

- Involve local artists and community members in the planning process
- Establish a commercial and aesthetic identity
- Make Bronzeville a destination for African-American history, economic development and artistry

Northeast Side Comprehensive Plan, 2009

- Build on Success
- Education and Outreach
- Create pocket parks and community gardens on vacant land
- Redevelop, renovate + reuse vacant buildings
- Develop gateways + activity nodes

Bronzeville Cultural and Entertainment District Redevelopment Plan, 2005

- Promote Bronzeville as an African American arts, entertainment, and cultural district
- Improve physical character of the commercial and residential district
- Expand employment opportunities
- Celebrate racial diversity



Focus Group and Charette Inlet
Architects, Business Leaders, Residents, City Staff, Developers, Property Owners



- POTENTIAL USES:**
- | | | |
|----------------------------|------------------|--------------------|
| Multi-generational Housing | Maker-space | Wellness Clinic |
| Food Market | Youth Center | Community Center |
| Restaurant | Recording Studio | Flex Office Spaces |
| | Public Spaces | |



Site 5: 3373-3381 N. Doctor M.L.K. Junior Drive
Site summary

DEVELOPMENT IDEAS
Reuse
Community and youth
Recording studio
Maker-space
Shared parking with King Hall
Outdoor space

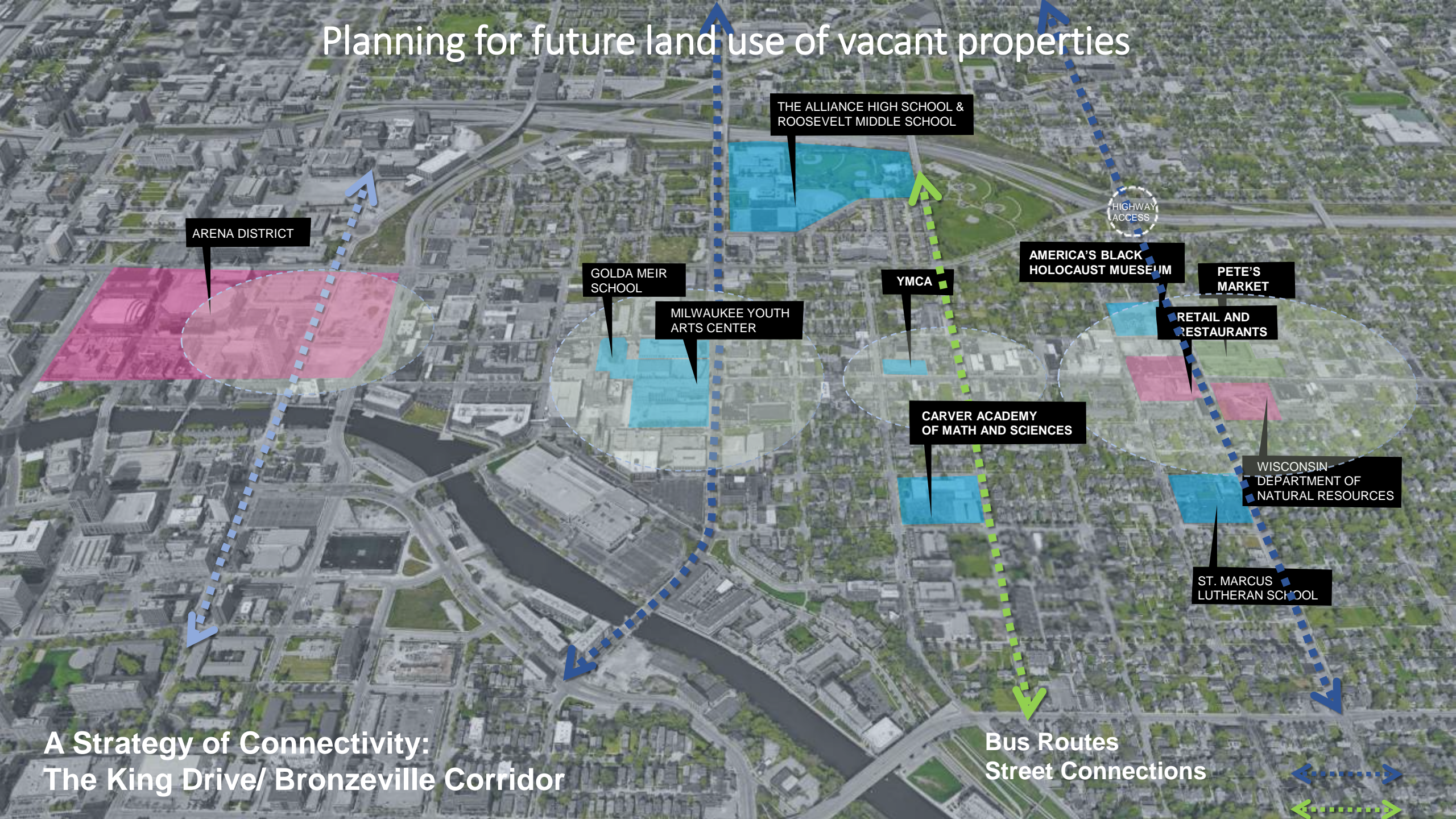
Site 5: Recording Studio + Classrooms
Site proposal: Quorum Architects

Recording Studio
classrooms, recording rooms
live performance areas
rental areas

cafe with small stage and gallery
dance and art classrooms
speakers classrooms and computer training
video studio and lounge

Planning for future land use of vacant properties

Planning for future land use of vacant properties



ARENA DISTRICT

THE ALLIANCE HIGH SCHOOL & ROOSEVELT MIDDLE SCHOOL

HIGHWAY ACCESS

GOLDA MEIR SCHOOL

YMCA

AMERICA'S BLACK HOLOCAUST MUSEUM

PETE'S MARKET

MILWAUKEE YOUTH ARTS CENTER

RETAIL AND RESTAURANTS

CARVER ACADEMY OF MATH AND SCIENCES

WISCONSIN DEPARTMENT OF NATURAL RESOURCES

ST. MARCUS LUTHERAN SCHOOL

A Strategy of Connectivity:
The King Drive/ Bronzeville Corridor

Bus Routes
Street Connections



DR MARTIN LUTHER KING DRIVE



2540

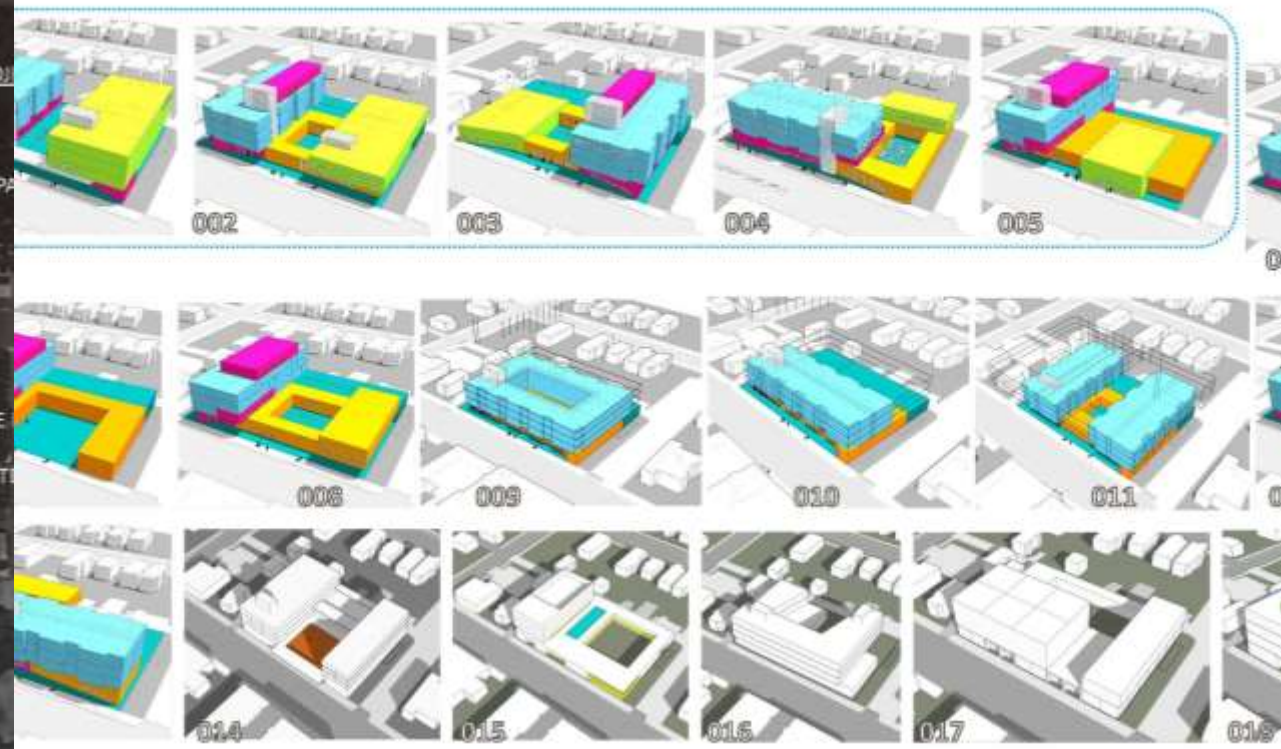
31,500 SF

Program GOALS:

- WHAT'S THE STORY THAT'S GOING TO DEFINE THIS PROJECT?
- DREAM BIG
- BIG VISION WITH PHASED APPROACH
- APPEAL TO PROFESSIONALS
- NEIGHBORHOOD DESTINATION / SOCIAL GATHERING SPACE
- AUTHENTIC
- COMMUNITY INVOLVED
- ACTIVATE STREET /GROUND LEVEL ACTIVITY
- BUFFER NEIGHBORS / NORTH
- EASILY PHASED

PROGRAM:

- HOUSING - MARKET RATE... THAT PEOPLE WANT TO LIVE
- OFFICE SPACE
- ENTERTAINMENT/PERFORMANCE STAGE... INDOOR/OUTDOOR
- EVENT SPACE
- COFFEE / CAFÉ
- INDOOR PARKING



For Illustration Purposes Only

trelogroup | HISTORIC KING DRIVE BID 8

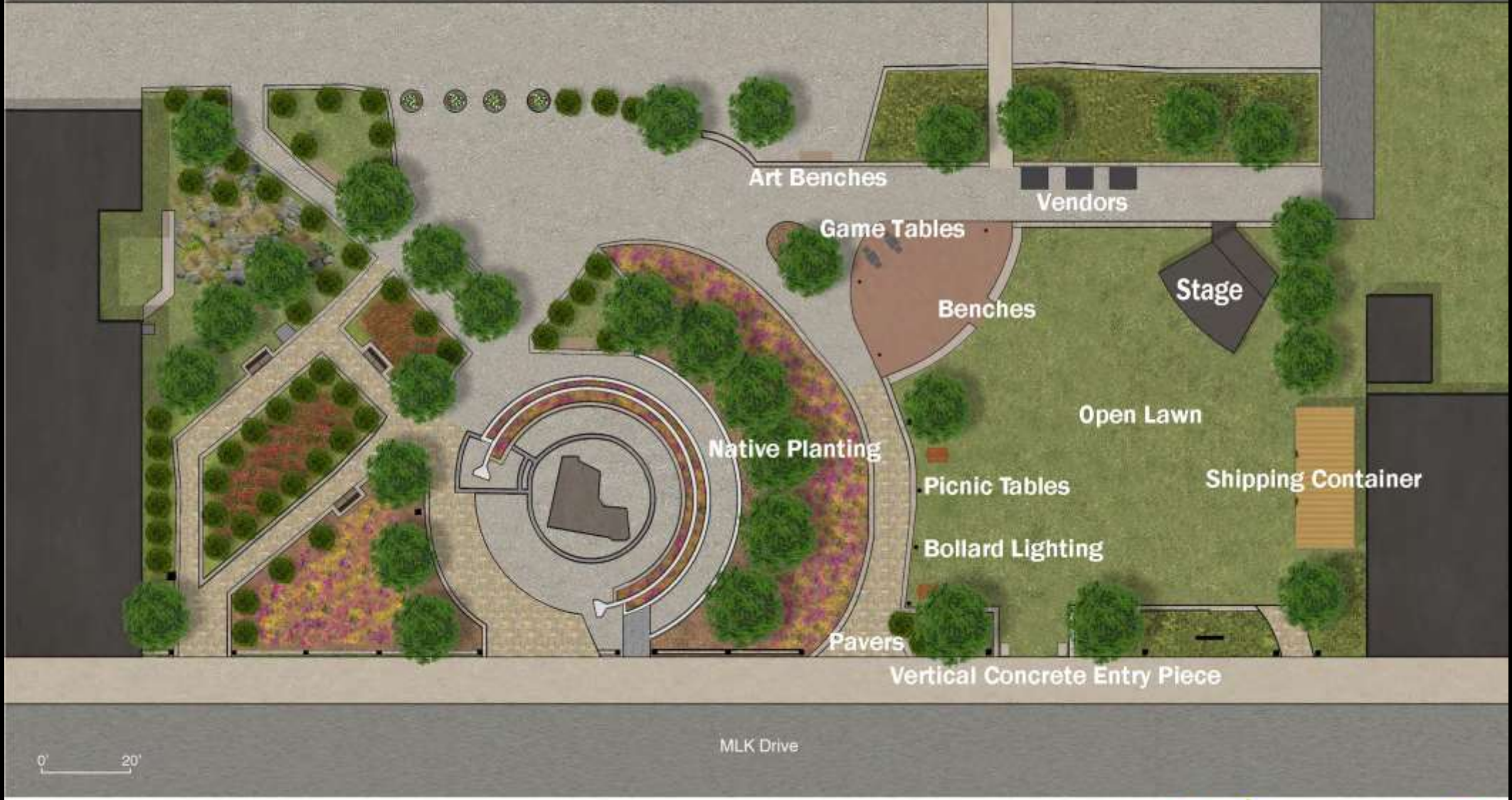
PROGRAM ANALYSIS FOR 2540 DR. MARTIN LUTHER KING DRIVE
SEPTEMBER 11, 2024



Victory Over Violence Park



Victory Over Violence Park Concept







Winter Social



WHERE REAL MILWAUKEE HAPPENS



Business Breakfast 2019





BID 8 Meetings for Proposed Expansion

- Virtual 10am - 12pm: June 22, 2020*
- Virtual 5pm - 7pm: June 23, 2020*
- Virtual 11am - 1pm: June 24, 2020*
- Virtual 11am - 1pm: July 20, 2020*
- Virtual 5pm - 7pm: July 21, 2020*
- Virtual 10am - 12pm: July 22, 2020*
- In Person Meeting: August 13, 2020**

Mailing of brochure to all property owners*

Mailing of letter to owners who would contribute BID fees**



BID 8 Proposed Expansion Budget and Uses

\$4 per thousand, plus \$125

i.e. assessment of $(\$100,000 \times .004) + 125 = \525 BID fee

BID 8 expansion contribution (estimated): \$73,870

- Property redevelopment grants: \$ 22,000
- Branding, banners, planters, furniture, streetscaping: \$ 13,000
- Street maintenance: \$ 15,000
- Staffing: \$ 11,000 (contribution to support time of 3 Full-Time staff)
- Advertising, marketing, events: \$ 5,000
- Graffiti removal, plantings, consultants: \$ 6,000
- General administrative: \$ 1,870

Leverage with

Grant Funds

Greater Milwaukee Foundation \$150,000

LISC Milwaukee \$50,000

BID 8 Estimated 2021 Budget

\$219,000

\$ 73,870

\$292,870





BUSINESS IMPROVEMENT DISTRICT

Questions?

HISTORIC KING DRIVE BID CURRENT BOUNDARY AND PROPOSED EXPANSION

Prepared by the Department of City Development, 8/16/2020
Source: City of Milwaukee Information Technology Management Division, MPRDP

