

**Tyler Alan Reiter**  
3436<sup>th</sup> S. 10<sup>th</sup> St.  
Milwaukee, WI 53215  
414.403.7319  
[tyler@moxyonline.com](mailto:tyler@moxyonline.com)

**OBJECTIVE** To aid in the decision making process and to help ensure positive growth and direction for the Eastside, it's businesses and residents.

**EDUCATION** Dominican High School 1984 – 1986  
Vincent High School 1986 – 1988  
MATC (One Semester of business classes)

**WORK EXPERIENCE** **Moxy Clothing Store**, Milwaukee, Wisconsin  
Storeowner and Manager, May 1999-Present

- Purchase merchandise and manage inventory
- Provide customer service to clientele, manage store and online sales
- Interview, train, and manage employees
- Sales

**Revolutions Records**, Milwaukee, Wisconsin  
Owner, August 1992 - 2003

- Day to day operations
- Customer Service
- Sales

**Fathouse Clothing**, Milwaukee, Wisconsin  
Co-Owner, May 1991 - 1995

- Day to day operations
- Quality Control
- Sales

**REFERENCES** Mary Ellen O'Donnell  
Solucia, Inc.  
414.294-4042

Cheryl Atkinson  
Decadence, Inc.  
312.421.2282

Jon Reiter  
Solid State Tatoo  
414.899.6524

**Moxy Inc.**  
2219 N. Farwell Ave .  
Milwaukee, WI. 53202  
414-220-9910

My name is Tyler Reiter, Owner of Moxy Clothing Store on the Eastside of Milwaukee. I grew up in Milwaukee, spent a semester at MATC taking business classes, leaving to open my first business, Revolutions Record Store, on North Water Street. Then in 1999 opening Moxy, a higher end casual lifestyle clothing boutique for women and men, on North Farwell Ave. Moxy is owned and operated by my wife Kim Reiter and myself. All told I have been in business for about 15 years. I am Married for 6 years and have a 5 year old daughter, Madison. We now live in the Bay View Area but are still Eastsiders at heart.

I am very interested in working with the Eastside BID and the Association for a few reasons. Firstly I find the day to day process to be very intriguing. But mainly because I have a deep connection to the Eastside, having spent a major portion of my life here as a resident, business owner and patron, so I would like to lend a hand in the process of ensuring that the Eastside is headed in the proper direction while maintaining the atmosphere and character that has made it a special area. My vision for the Eastside is to have more balance by adding additional daytime activities to the 6 Points area, (ie: Cafes, Retail, Beautification and Residential). The BID and the Eastside Association have been a very positive entity and wonderful advocates for the Eastside and 6 Points and I would again be very happy in helping in any way I can.

Thank You!

Sincerely,

Tyler Alan Reiter  
Vice President  
Moxy Inc.