



August 10, 2023

City of Milwaukee - Department of City Development
City Plan Commission
Layfayette L. Crump, Commissioner
809 N. Broadway
Milwaukee, WI 53202-3617
Fond du Lac Ave BID
4313 W. Fond du Lac Ave
Milwaukee, WI 53216

Dear Commissioner Crump,

I am writing to express my enthusiastic support for the proposed establishment of the Fond du Lac Avenue Business Improvement District in our community. As the Apostolic Leader/Pastor Emeritus at Embassy Center MKE (formerly Parklawn Assembly of God), I have had the privilege of witnessing the positive impact that such initiatives can have on local businesses, residents, and the overall vibrancy of the neighborhood. It was my pleasure to personally campaign the blocks associated with the BID and to now write this letter of support. Even though, our church campus is exempt from BID assessments, we consider ourselves stakeholders and participants in this positive endeavor.

Business Improvement Districts play a vital role in fostering economic growth and enhancing the quality of life for all stakeholders involved. The comprehensive approach that BIDs bring to the table, by providing supplementary services such as enhanced security, beautification efforts, marketing campaigns, and events, significantly contributes to the transformation of commercial areas into thriving hubs of activity.

I am particularly impressed with the spirit of unity, cooperation, thoughtful planning and collaboration that has gone into the creation of the Fond du Lac Avenue BID. The clear alignment of goals, active engagement with the community, and the commitment to transparency are all indicative of a well-conceived and well-executed initiative.

I firmly believe that the establishment of the BID will serve as a catalyst for positive change and growth in our community. So, please consider this letter as an expression of my wholehearted endorsement.

Faithfully,

Bishop Walter F. Harvey
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President/National Black Fellowship of the Assemblies of God
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