

THE MARKETPLACE

Business Review

SUMMER 2012



SPECIAL EDITION
BUILDING A SUSTAINABLE COMMUNITY

BLACK MEN STANDING

A CALL TO ORDER POWER MEETING

A publication of the North Avenue and Fond du Lac Marketplace Business Improvement District 32

RECEIVE YOUR GOVERNMENT BENEFITS OR PAYROLL CHECK SAFELY & SECURELY WITH **SECURECHECK** DIRECT DEPOSIT

- EARLY PAY - RECEIVE YOUR GOVERNMENTAL BENEFITS (SSA, SSI, AND VA) UP TO 4 DAYS EARLY!!!
- A CHECK MEANS INSTANT ACCESS TO YOUR FUNDS WITHOUT ADDITIONAL ATM OR DEBIT CARD FEES.
- IMMEDIATE NOTIFICATION OF WHEN YOUR FUNDS ARE AVAILABLE VIA TEXT MESSAGE, EMAIL, OR TOLL-FREE PHONE NUMBER.
- SAFE AND SECURE - ACCOUNTS ARE FDIC INSURED WITH 80,000 RECIPIENTS CURRENTLY ENROLLED.

*JOIN THE THOUSANDS TODAY AND MAKE THE CHOICE TO GO WITH
SECURECHECK BEFORE THE GOVERNMENT FORCES YOU TO A DEBIT CARD.*

23 CONVENIENT LOCATIONS IN MILWAUKEE & SURROUNDING AREAS

FOR MORE INFORMATION CALL (414) 449-2929
OR VISIT US AT CFSC.COM

**WESTERN
UNION**



[FACEBOOK.COM/theCFSC](https://www.facebook.com/theCFSC)



[TWITTER.COM/theCFSC](https://twitter.com/theCFSC)

In this Issue

Building a Sustainable Community

SUMMER 2012

About Us	3
<i>The Fondy North EDC</i>	
Sustainability	4
<i>Milwaukee Urban Gardens</i>	
Business Development	6
<i>What Does Your Life... Mean To You?</i> <i>Protecting Your Sustainable Assets</i>	
Black Men Standing	8
<i>A Call To Power Meeting Agenda</i>	
Feature	13
<i>Setting Goals For A Sustainable Future</i>	
Featured Business	14
<i>Insite</i>	
Work Place Wellness	15
<i>Meditation</i>	
Community Happenings	17
<i>Up Coming Workshops And BID Mixer</i>	

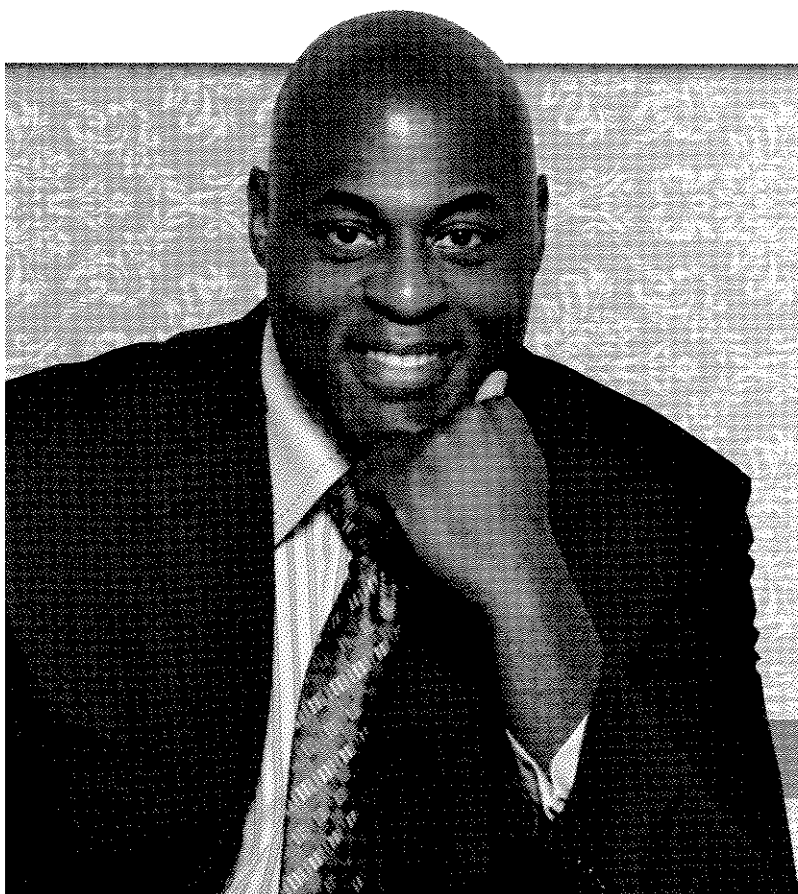
BLACK MEN STANDING

10

*Focusing on Jobs and
Economic development*

11

*Creating Black Business
Opportunity in
Sustainability*



BLACK MEN STANDING

A CALL TO ORDER POWER MEETING

AUG 17 - 19, 2012

Featured Speaker - Robert Jackson

www.robertjacksonmotivates.com

North Avenue and Fond du Lac Marketplace Business Improvement District 32

About Us

Established in 2004, the North Avenue/Fond du Lac Marketplace Business Improvement District was created to advance the economic and environmental goals of local businesses, entrepreneurs and community organizations in the BID 32 service area. The BID's boundaries are North Avenue from 8th to 27th Street and Fond du Lac Avenue from 17th to 27th Street.

The Marketplace BID 32 is one of the few BIDs in the City of Milwaukee with a comprehensive business development plan and offers a variety of workshops each year focused on business development and sustainability. Additional business supports to the commercial corridor merchants and property owners include: Façade Improvement Matching Grants, Safety and Security Matching Grants, Business Development Workshops, Environmental Efficiency Resources, and other financial resources that support local merchants or those who wish to locate their businesses in the BID 32 trade area.

Thanks to our Sponsors:

- Local Initiatives Support Corporation (LISC)
- Business and property owners in BID 32
- BMO Harris Bank
- Fryerz Restaurant

Come **participate**

Marketplace BID Board Meetings

When: Third Tuesday of the Month

Time: 8:30 am

Where: Marketplace BID/
Fondy Office
2347 W. Fond du Lac Avenue

The Marketplace BID is looking for individuals to serve on it's **Main Street Committees:**

- Organizational Committee
- Economic Restructuring Committee
- Design Committee
- Promotions Committee

THE MARKETPLACE Business Review

is a quarterly publication of
North Avenue/Fond Du Lac
Marketplace BID 32

© 2012 All Rights Reserved

EDITOR

Jacqueline Ward,
Marketplace BID 32

WRITERS/CONTRIBUTORS:

Jacqueline Ward,
Marketplace BID/Fondy North EDC

Cuauhtemoc Rodriguez,
AtVantage Business Consultants

Sakuri Fears,
Self-Scentered Development

Craig Jackson
Photographer

GRAPHIC DESIGN

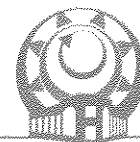
Gina Wanyee-Jones
www.creative-jones.com

OUR MISSION

Advancing Economic and
Environmental Innovations

If you wish to place an ad in this
publication please contact us.

*The Marketplace Business Review
News Magazine is also looking
for articles related to business
development in this community.*



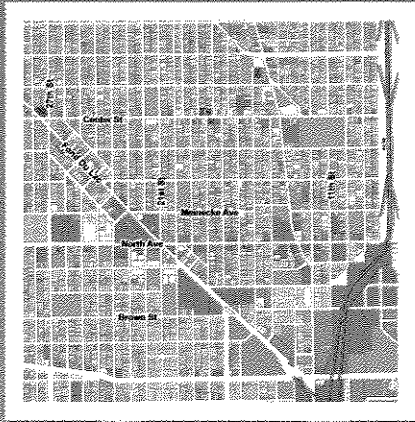
**NORTH AVENUE
FOND DU LAC**

MARKETPLACE BID 32
Advancing Economic and Environmental Innovations

2347 W. Fond du Lac Avenue
Milwaukee, WI 53206
Phone: 414.265.2242
Fax: 414.265.2249

info@marketplacebizdev.org
www.marketplacebizdev.org

The Fondy North Economic Development Corporation



The Fondy North Economic Development Corporation was envisioned by members of the North Avenue Marketplace Business Improvement District #32 Board of Directors in 2011. The Fondy North Economic Development Corporation's mission is to facilitate asset and wealth sustainability in the community it serves. Focused on business, entrepreneurial, job development, home ownership and financial literacy activities that revitalize targeted city neighborhoods.

In 2012 the Fondy North EDC (FoNEDC) will host major events like the Black Men Standing, community sustainability conference, high level workshops and seminars, and develop an area business association. The EDC collaborates with diverse partners that has a commitment to economic development that enhances the viability of neighborhood commercial corridors, that increase employment options for neighborhood residents, that develops comprehensive financial literacy and education programs and projects that can decrease foreclosed properties in our city.

The Fondy North EDC will continue to develop projects that improve the wealth and assets of community residents. Additionally the EDC will concentrate its efforts on increasing the triple bottom line of entrepreneurs and micro-businesses on commercial corridors and neighborhood main streets. The Fondy North EDC was created to be a foundation for prosperity in distressed neighborhoods and communities. Join the FoNEDC in making its work a success.

Revitalizing Urban Economies

With more than 25 years of private, public and non-profit sector experience, Community Development Management Partnerships Consulting Services (CDMP) knows how to help organizations that work to improve economic conditions in distressed urban communities maximize their effectiveness.

We consult in the areas of:

- Community Economic Development
- Organizational Development
- Project Management
- Public-Private Partnerships

Call CDMP to see how our innovative, effective approaches can help improve your organization's core operations.



Stephen P. Adams

4222 West Capital Drive, Suite 109
414-331-4132 (office) • 414-342-4200 (fax)
spadams@sbcglobal.net

Dedication. Determination. Leadership.

BMO Harris Bank is proud to sponsor the
Fondy North Economic Development Corporation's
Black Men Standing: A call to Order Power Meeting.

BMO  Harris Bank



Community Gardens Enhance Neighborhood Business and Promote Sustainability

By: Bruce Wiggins, Milwaukee Urban Gardens

With the growing season in full swing, the neighborhood garden at 34th and Galena Streets in Walnut Hill is in full bloom. The garden is a project of the International Institute of Wisconsin (IIW) and serves primarily refugees from Burma, for whom the garden is an important source of healthy food. In the Harambee neighborhood, the Grow and Play Lot has become a vital center of growing and community activities for both youth and seniors. These are two of fifty gardens across the city assisted by Milwaukee Urban Gardens, known as "MUG."

In 2001, MUG incorporated as a non-profit urban land trust dedicated to protecting and supporting community gardens. The non-profit owns and leases properties, securing land to provide stability for gardeners, allowing them to focus on growing food and building community. MUG-owned or MUG-leased properties are located from Bay View to the northwest side, from Riverwest to Washington Heights and Uptown Crossing. Many gardens are on property leased from the City of Milwaukee in neighborhoods that have been overburdened by foreclosures along with poor housing and a poor business climate.

Community-Managed Green Space Improves the Business Climate

Have you noticed trash-strewn vacant lots that discourage

people from shopping at your business? Or lots overgrown with weeds that present an unkempt appearance along a commercial strip – also discouraging customers? Community gardens turn vacant lots into assets cared for by the local residents and businesses. Many gardens grow vegetables, but vacant lots can be converted to grow flowers and create gathering places for people.

Community gardens are a form of entrepreneurship, as community residents take the initiative to build and maintain their project.

In the vicinity of BID 32, Walnut Way has shown how orchards and community gardens improve the neighborhood. Alice's Garden is also a prominent feature in the district. Both provide great benefit to the community and demonstrate that community-managed open space encourages pride and stimulates community cohesion. These assets help attract residents, beautify areas, improve property values, encourage rehabilitation of buildings, and lower crime – all important in creating a positive business climate. Milwaukee Urban Gardens provides these benefits throughout the City.

MUG gardens have been finalists the last two years in the prestigious MANDI awards presented by the Local Initiatives Support Corporation. These awards are testimony to the community-building aspects of gardens.

Improving Health and Sustainability

Urban gardens increase the sustainability of our city. Residents can grow their own food, instead of buying food produced by large farms which use a great deal of nonrenewable energy from fossil fuels. These farm operations, plus the transport of food across the country, are unsustainable and produce large volumes of greenhouse gas emissions.

Vegetable gardens also provide low-cost access to healthy food, addressing the obesity and other health problems affecting many Milwaukeeans.

MUG Fall Garden Tour and Harvest Celebration

Sunday, September 16, 1:00-5:00: Bus or bike tour of outstanding community gardens and greening projects

October 20, 5-9pm: Celebrate the Fall harvest with a family-friendly, affordable party at Sweet Water Organics. Food and music provided, plus tours of the aquaponics farm that grows fish and greens together.

For details of these events and further information about MUG, see our web site: www.MilwaukeeUrbanGardens.org. Or see our [Facebook page](#) at Milwaukee Urban Gardens.

CHANGE YOUR FUTURE

We want **you** to help develop a
Milwaukee Sustainability Plan



WHAT IS SUSTAINABILITY?

Sustainability means meeting the needs of residents and businesses (jobs, safe neighborhoods, energy use, transportation) while smartly using (and re-using) our precious resources. How can we improve this city, prosper, and enjoy our natural and built environments without doing more harm than good?



WHY NOW?

The City has made 2012 the year we gather as a community to develop a Sustainability Plan that helps improve Milwaukee's quality of life, benefiting residents, businesses and our natural environment. Community leaders will spend the next few months listening to Milwaukeeans like you discuss everyday challenges that need attention.

WHY SHOULD I CARE?

The Plan is a road map, guiding City government, residents and businesses towards a more sustainable and healthier future, by acting on ideas for improving Milwaukee provided by you! ***Your input can change your neighborhood.***



WHAT IS IMPORTANT?

Here are some things for you to think about. How can we improve these items while still living within our means? Are there other "sustainability" issues that need to be addressed?

- lower utility bills
- clean air and water
- transportation
- jobs
- housing
- public safety
- litter
- trash & recycling
- flooding
- gas prices
- healthy food
- public health
- climate change
- community gardens



HOW DO I PARTICIPATE?

Stay informed! Call, email, or visit our website to sign up for our email newsletter.

What's Next? During the summer of 2012, there will be in-person meetings and online opportunities to provide your input. We will host town all meetings in fall of 2012. Follow us for updates and next steps!



Milwaukee Office of Environmental Sustainability

(414) 286-8317 • sustainability@milwaukee.gov



<http://city.milwaukee.gov/sustainability>

www.facebook.com/MKESUSTAIN



What Does Your Life, And Everyone Else's Life, Mean to You

By Cuauhtemoc "Temo" Rodriguez

What kinds of exciting reading topics attract your attention and give you a good feeling inside?!

Are they topics on how to live a long happy life, or maybe how to stay vibrant & healthy, or are they topics on how to become incredibly wealthy? I'll tell you what, you're reading the right article because this one covers all of the above! Have you ever heard about "sustainability?" What does "sustainability" really mean to you? It's probably not a word used in our everyday language, but it definitely should be, and for many important reasons!

Per the United States Environmental Protection Agency (EPA):

"Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.

Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment."

Survival of Our Species

Think about your life from this perspective!

"Sustainability" is so critically important that if we do not make immediate changes to slowdown our use of our Earth's resources, then we will be in terrible shape really fast! I don't want to create panic, however, we must help each

other understand and create awareness so that we can change our personal actions and help others understand how important this issue is.

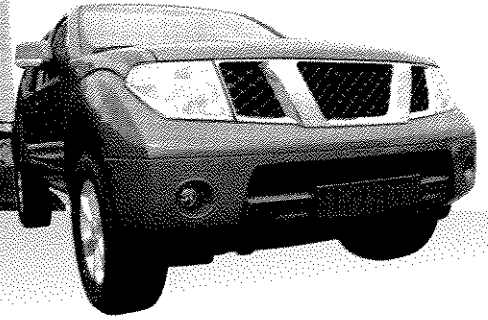
In our everyday life, we deal with tons of different businesses; we buy foods & beverages, clothing, health & beauty products, transportation, housing, etc. Did you know that businesses have to meet their customer's needs and wants as well as treat the environment with care?! I'm sure you did know this and if you didn't know this, I think we are in big trouble! The topic of "sustainability" has been getting a lot of serious attention by businesses, and others, because it has to do with the survival of the human species. Unless you are some crazy psychopath, I'm quite certain making sure you personally survive, including your family and friends, is something that you take very seriously.

If our survival is so important to us, then we need to start acting like it, and make sure our everyday behaviors (including how we deal with businesses, and make purchasing decisions) take into consideration the long-term sustainability of our environment. Why?! Because our life, and everyone else's, depends on it! Please think twice about how you live your life, think "sustainability."

More info on sustainable business here: http://en.wikipedia.org/wiki/Sustainable_business. Enjoy!

Cuauhtemoc "Temo" Rodriguez
Philosopher/Business Consultant &
Planner/Activist
AtVantage Business Consultants
www.abcbusinessplans.com
AtVantageBusiness@yahoo.com
414.736.9263

How is Life?



Protecting Your Sustainable Assets

By: Community Insurance Information Center, Inc.

Need help finding insurance coverage for your home? Worried about the effect of another traffic ticket on your auto insurance premium? There is an office in Milwaukee where questions like this are answered everyday – the Community Insurance Information Center, or CIIC.

The CIIC is not an insurance sales office. Rather, the office was set-up by insurance companies doing business in Wisconsin as an information and referral service for people with insurance questions and problems. That was thirty-four years ago.

Today, the CIIC office continues its mission of education and community outreach in an insurance environment that has changed dramatically since 1978.

“When I first started this job almost thirty years ago, the office didn’t even have a computer. I had a typewriter and a telephone on my desk. That was pretty much it,” says CIIC Executive Director, Anne Landre. Technology has not only changed the day to day operations of the office, but it’s changed the way consumers purchase and shop for insurance. People are much more open to the

idea of buying insurance over the Internet, or through car dealerships or financial institutions. Landre points out that, while understanding how price is important to families struggling with an overload of bills, purchasing car or home insurance on-line may cost them more in the long run.

“Our office has always stressed the importance of developing a face-to-face business relationship with an insurance professional as the best way to obtain coverage at a high value,” says Landre. Few consumers, she says, understand their auto or property insurance well enough to go it alone when making a purchase decision. Making the wrong choice in coverage, or in the choice of a company is something a consumer will notice only after they have a claim. “That is absolutely the worst time to discover that you didn’t have the coverage you thought you purchased, or that the company you are dealing with is slow to respond,” she says.

Instead, Landre advises people to shop around and purchase their insurance from a local insurance agent, and encourages consumers to establish a long-term business relationship with an agent they feel

comfortable talking to about their financial needs.

The CIIC office can assist Milwaukee residents in finding a local insurance agent. “We work with a wide variety of professional agents in the Milwaukee area, and we suggest contacting at least three agents when shopping for new coverage.” Individuals may request the names and telephone numbers of agents from the CIIC’s Agency Referral Program by calling or emailing the office.

Along with the Agency Referral Program, the CIIC also offers a Speaker’s Bureau for community education workshops, maintains a website with information on auto and property insurance, and even has a social networking presence on Facebook where money-saving pointers and safety tips are frequently posted.

For more information on the CIIC:

<http://insuranceinfo-ciic.org>
Telephone: 414-291-5360
Email: ConsumerHelp@insuranceinfo-ciic.org
Facebook: <https://www.facebook.com/InsuranceInformation>.
Milwaukee



BLACK MEN STANDING

A CALL TO ORDER POWER MEETING

FRIDAY

AUGUST 17, 2012

A PRIVATE RECEPTION • 5:30 PM

JESSE'S HAWG PEN MOTOR SHOP

COST: \$25

2356 W. FOND DU LAC AVENUE,

MILWAUKEE 53206

SATURDAY AUGUST 18, 2012

GREATER NEW BIRTH BAPTIST CHURCH • 8:00 AM

8237 WEST SILVER SPRING DRIVE,

MILWAUKEE WI 53218

OPEN TO MEN AND BOYS OF ALL AGES

SUNDAY

AUGUST 19, 2012

KAIROS INTERNATIONAL CHRISTIAN CHURCH

1400 N. 6TH STREET,

MILWAUKEE 53212

COST: FREE AND OPEN TO THE PUBLIC

SPACE IS LIMITED

STRENGTH • COMMITMENT • SUCCESS!

Black Men Standing Event Agenda Saturday August 18

**Registration/Check In
Breakfast**

**Welcome/Invocation
Keynote Address**
Robert Jackson

**Book signing/Vendor
Booths**

Workshops:

**Developing Your
Entrepreneurial
Network**
Temo Rodriguez

**Dressing for Your Career
Success**
*Anthony Burns and
Rodney Cole*

**Build Your Assets for
Long Term Sustainability**
Lynette Jarreau

**Making the Connection:
Authentic Dialogue
for Community
Sustainability**
*Kenneth Harris and
Jeffery Roman*

Lunch/Vendor Booths

**Black Men Stand Up
Workshop**

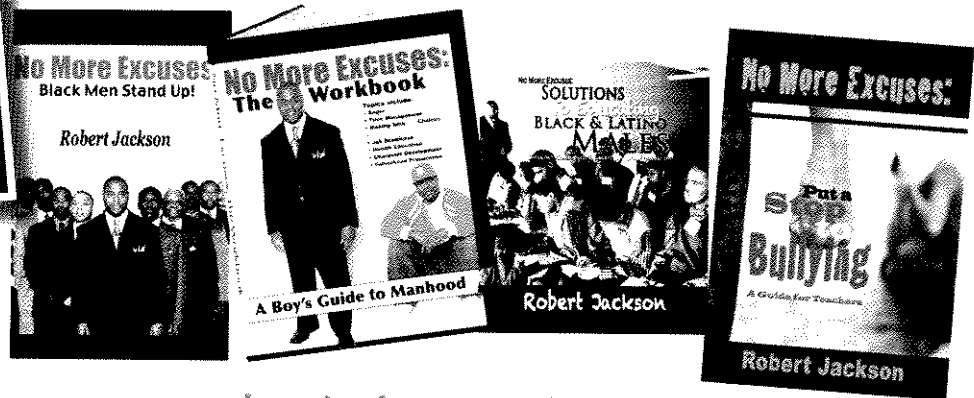
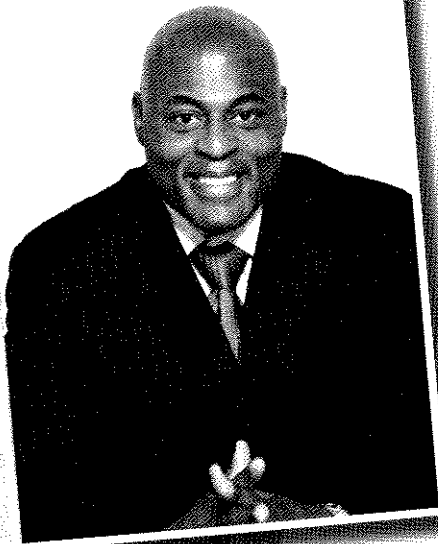
Next Steps and Planning

Adjourn

A CALL TO POWER MEETING KEYNOTE SPEAKER:

Robert Jackson, Author of *No More Excuses, Black Men Stand Up!*, *No More Excuses: The Workbook*, *No More Excuses: Educating Black and Latino Males* and *Put a Stop to Bullying*, is an award winning Motivational Speaker, Presenter and Trainer. He is Six Sigma Certified and trains teachers, students, parents and administrators nationally.

Mr. Jackson is a member of the Kappa Alpha Psi Fraternity, Inc where he is the Kappa League Chair mentoring young men in six high schools, and the 100 Black Men of Indianapolis and a National Panelist for the 100 Black Men of America National Conference.



www.robertjacksonmotivates.com

Event Co-Chairs:

Dr. Kenneth Harris Jr.
Willie L. Hines Jr.
Jose Perez
David Bowen
Jeffery K. Roman

Dr. Gary Williams

100 Black Men of Greater Milwaukee
Common Council President & 15th District Alderman
12th District Alderman
10th District County Board Supervisor
Office of Black Male Achievement at the
Milwaukee Planning Group, LLC
Clinical Assistant Professor, Dept. of Educational Policy
and Community Studies &
Director, Institute of Intercultural Research

HOSTED BY

**THE FONDY NORTH ECONOMIC DEVELOPMENT CORP
& THE MARKETPLACE BUSINESS IMPROVEMENT DISTRICT 32**

MARKETPLACEBIZDEV.ORG



Alderman Hines

Common Council President & 15th District Alderman

In April of 2004, Alderman Willie L. Hines, Jr. was elected by his fellow Common Council members as their president. He thus became the 48th council president in the history of the City of Milwaukee.

Alderman Hines is the son of a minister and a lifelong resident of the area he represents. Prior to his election, he worked as an economic development specialist at the Milwaukee Urban League. Before working at the League, he served as business liaison representative for former U.S. Representative James Moody (D-Wisconsin).

Alderman Hines also has worked in the private sector for both Pepsi Cola and Ford Motor Credit.

He graduated from Marquette University in 1988 with a Bachelor of Arts degree.

Alderman Hines was selected by the Business Journal in 1999 as one of Milwaukee's "40 under 40" (young individuals who are leaders in business, education, government and entertainment). When elected in 1996, he was one of the first African Americans ever to defeat a sitting Common Council member.

While serving on the Council, Alderman Hines has worked hard to respond to constituents' concerns. In the area of public safety, Alderman Hines has worked to increase police presence, both vehicular and foot patrol, while simultaneously working with residents and police professionals to reduce crime. The Alderman has also worked to locate a new \$40 million 3rd District Police Station and citywide communications center to the district. Moreover, Alderman Hines has worked to secure investments of more than \$30 million to improve the existing housing stock and to bring new housing developments to the district. While in office Alderman Hines has been directly involved in bringing developments worth more than \$300 million to the city.

The Public Policy Forum has honored Alderman Hines with its Charles McNeer Civic Leadership Award. He also has received the Boys & Girls Club of Greater Milwaukee's Irvin Fair Award, and recognition as Boys & Girls Club's "Alum of the Year."

He and his wife, Attorney Janel Hines, have a daughter and a son.

Focusing on Jobs and Economic Development

By Alderman Willie Hines

As Common Council President and as Alderman of the 15th District, working with businesses, individuals, and organizations to create jobs and improving the economic climate here in Milwaukee are my top priorities. We have made significant progress, but many challenges remain, particularly in the African American community.

Having a job is the foundation of a strong family, good neighborhoods and a healthy community. Fortunately, there are many resources available to job seekers and residents looking for job training, at locations around the city. Here are a few city partners:

The Milwaukee Community Service Corps provides at-risk youth with life skills and work experience, in the classroom and in the workplace. **1441 N. 7th St., (414) 372-9040**

Word of Hope Ministries, Inc. is a faith-based nonprofit that provides employment training, mentoring, and job placement help for job seekers who are reintegrating after incarceration. **2677 N. 40th St., (414) 447-1965**

The Workforce Development Board of Milwaukee County is helpful for obtaining continuing education or acquiring new skills to make workers more marketable. **2338 N. 27th St., (414) 270-1700**

The Milwaukee Job Corps Center, administered by the U.S. Department of Labor, helps people ages 16-24 acquire vocational and academic training. **6665 N. 60th St., (414) 353-5914**

Also, Milwaukee County has a new program, **Supporting Families Through Work**, a transitional jobs program utilizing a four-year grant involving 1,000 non-custodial parents. To be eligible for this program, you must have a Milwaukee County case and no out-of-county cases, have a limited work history, and be low-income.

Whether or not you utilize one of these programs, it's important to be fully prepared for a job interview. You need to dress for success, be confident in your professional abilities, and be ready to promote yourself as a hardworking, motivated employee. Whatever path you take toward a new job, just remember to stay positive, leave no stone unturned, and be persistent. Also, please consider following online job listings, as well as local daily and weekly publications for additional job opportunities.

On the Common Council, I will continue to fight for more job training programs, better transportation options so residents can get to work no matter where their jobs are, and strong schools so that our young people get the skills they need to compete for the jobs of tomorrow.

Enjoy the rest of summer!



Creating Black Business Opportunity in Sustainability:

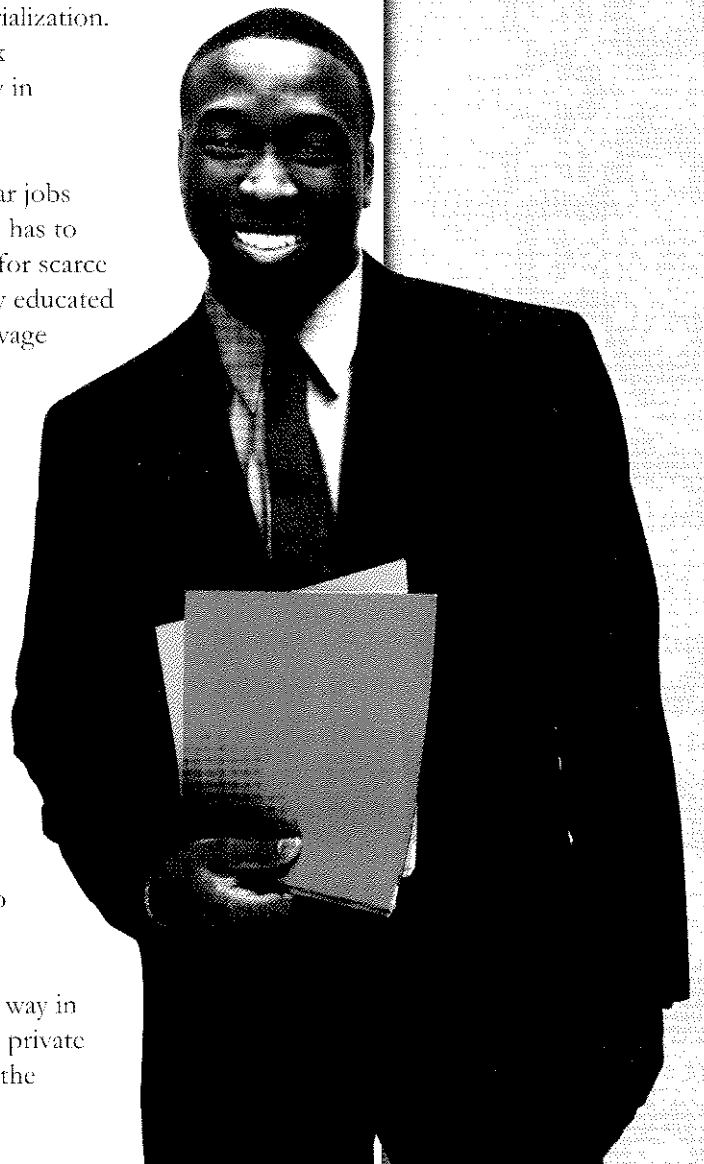
By Sukari Fears

Business development in central Milwaukee is struggling. The statistics provide a snapshot of a community in crisis. Milwaukee is continually ranked high on the “worst” lists nationally placing in the top ten in everything from failures in education, to crime, to infant mortality. Milwaukee County is struggling with a large urban population center in the city of Milwaukee that was blindsided by the dismantling effects of de-industrialization. The city that once proudly boasted about its reputation as the “toolbox of America”; is now finding itself the new poster child for a case study in benchmarks for a city in rapid decline.

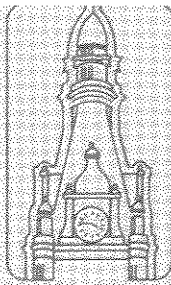
The transition from Milwaukee’s earlier industrial roots when blue collar jobs were plentiful in the manufacturing sector; to today when an individual has to pursue further education or more specialized skill training to compete for scarce jobs is a difficult one. There are large numbers of unskilled and poorly educated job seekers in Milwaukee and little to no options for obtaining livable wage employment. When shifts occurred in the U.S. from industrial based production to the technological and services orientation; the public educational system in Milwaukee failed to recognize and adjust to the changing structures. It is now a challenge to prepare these workers to compete in the types of employment that are available in the new globalized market. Sustainability will be the new economy. An economy based in innovation, exports, with an emphasis on new green technologies.

Milwaukee has an opportunity to look at the aging infrastructures left from the industrial economy and re-envision these assets in a way that will make Milwaukee a new hub for meeting the needs for the emerging markets overseas. Ideally Milwaukee could be a prototype for this type of economic re-tooling. The assets that Milwaukee boasts; Lake Michigan, its manufacturing legacy, and its people, who have a history of production; could be the perfect place to approach new economic growth opportunities

The Fondy/North EDC and the Marketplace BID #32 are leading the way in creating these opportunities in the central city of Milwaukee. Through private and public partnerships the agency will focus on creating solutions for the thousands of unemployed workers in our city.



.....
**Department
of Sanitation**



**City
of
Milwaukee**

Self Help Center Hours of Operation

6660 N Industrial Road & 3879 W Lincoln Avenue (HHW open
Thu-Fri-Sat 7AM – 3PM)

**Garbage & Recycling Collection
Summer Set Out Garbage & Recycling
Collection:**

April 16, 2012 through November 30, 2012

There is No garbage or recycling COLLECTION and
the Self help Centers are closed on the following City
Holidays or Furlough Days:

Labor Day & Furlough Day – Friday & Monday –
August 31 & September 3, 2012

Thanksgiving – Thursday & Friday – November 22 & 23,
2012

Christmas Eve & Day – Monday & Tuesday – December
24 & 25, 2012

New Years Eve & Day – Monday & Tuesday – December
31, 2012 & January 1, 2013

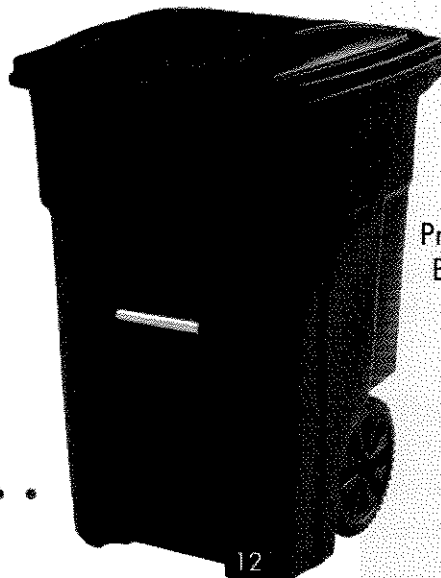
Project Clean & Green:

April 16, 2012 – June 5, 2012

**Weekend
Cleanup Box Program:**

Saturday April 21, 2012

through Saturday August 10, 2012



**INVESTMENT
Opportunities in the BID 32**



1810 West Fond du Lac Avenue

Price: \$99,900 • Building Type: Mixed Use
Building Size: 3,701 sf • Lot Size: 8,883 sf
Assessment: \$129,900

Contact Information:

Andre Jones
Orange Avenue Realty
Office: 414.384.9999 * Cell: 414.491.8149
omilwaukee.com



2000 West North Avenue

Price: \$89,900 • Building Type: Commercial
Building Size: 6,224 sf • Lot Size: 7,410 sf
Assessment: \$90,300

Contact Information:

Gerald Katz
Shorewest Realty
Office: 414.844.1102
Cell: 414.852.8535
gkatz@shorewest.com

Setting Goals for a Sustainable Future



Step 1: Set Lifetime Goals

A major first step in setting personal goals is to consider what you want to achieve in your lifetime. When you set lifetime goals it gives you the global viewpoint that shapes all other aspects of your decision making.

This global perspective gives you balanced coverage of all important areas in your life. Set goals in categories that are important to you, here are a few examples:

- **Career** – How far do you want to go in your career or what do you want to achieve?
- **Financial** - How much do you want to earn and by when?
- **Education** - What do you want to learn or information and skills will you need to have in order to achieve your goals?
- **Family** – Do you want to be parent? How many children do you want to have? What kind of family legacy do you plan to leave in your family?
- **Artistic/Creative** - Do you have any artistic goals? What are they and how will you utilize your talents to achieve your goals?
- **Pleasure** - How do you want to enjoy yourself?
- **Paying It Forward** - Do you have a goal to make the world a better place? If so, how?

Brainstorm these things and then select one or more goals in each category that best reflect what you want to do. Make adjustments to your choices to have a smaller number of then consider trimming again so that you have a small number of really important goals that you can focus on.

Make sure the goals that you have set are ones that you genuinely want to achieve,

not ones that your parents, family, partner or employers might want.

Step 2: Setting Smaller Goals

Once you have decided on your lifetime goals, create a five-year plan of smaller goals that you need to complete to reach your lifetime plan.

Then create a one-year plan, six-month plan, and a one-month plan of progressively smaller goals that you should reach; each of these should be based on the previous plan.

Then create a daily **To-Do List** of things that you should do today to work towards your lifetime goals.

At an early stage, your smaller goals might be to read books, attend personal development workshops or save a small amount of money for a specific purpose, then gather information on the achievement of your higher level goals. This will help you to improve the quality and reality of your goal setting.

Finally review your plans, and make sure that they fit the way you want to live your life.

Step 3: Stay On Your Path

Once you've decided on your first set of goals, keeps the process going by reviewing and updating your To-Do List on a daily.

Periodically review the longer term plans, and modify them to reflect your changing priorities.

Continue to use the SMART Goals approach
S - Specific (or Significant).
M - Measurable (or Meaningful).
A - Attainable (or Action-Oriented).
R - Relevant (or Rewarding).
T - Time-bound (or Trackable).

- **State each goal as a positive statement:** Express your goals positively.
- **Be precise:** Set precise goals, putting in dates, times and amounts so that you can measure achievement. If you do this, you'll know exactly when you have achieved that goal.
- **Set priorities:** When you have several goals, give each a priority. This helps you to avoid feeling overwhelmed by having too many goals, and helps to direct your attention to the most important ones.
- **Write your goals down:** This crystallizes them and gives them more strength and energy.
- **Keep operational goals small** - Keep the low-level goals that you're working towards small and achievable. If a goal is too large, then it can seem that you are not making progress towards it. **Set performance goals, not outcome goals:** Be sure to set goals over which you have as much control as possible. It can be quite dispiriting to fail to achieve a personal goal for reasons beyond your control.
- **Set realistic goals** - It's important to set goals that you can achieve. All sorts of people, they will often do this in ignorance of your own desires and ambitions.

ART IN:SITE

by: Pegi Christiansen
IN:SITE chair & site manager
414-529-5545

IN:SITE (<http://insitemilwaukee.org>), an arts organization fostering temporary public art since 2006, has been in contact with BID 32 about a possible project in the Marketplace in 2013. The BID advances economic and environmental growth. How might temporary public dovetail with these goals?

When IN:SITE brings art to a specific area, people notice. In 2010 and 2011, the 30th Street Industrial Corridor Corporation was the primary funder of a project that had the purpose of creating a “buzz” along Capitol Drive near Century City while the City of Milwaukee is preparing that area for development. There was a positive response from the community. People could sense the area’s future potential. Sometimes IN:SITE enhances vacant buildings. In the past, this has resulted in two retail properties gaining tenants, or in subsequent art projects. To have art change creates renewed attention.

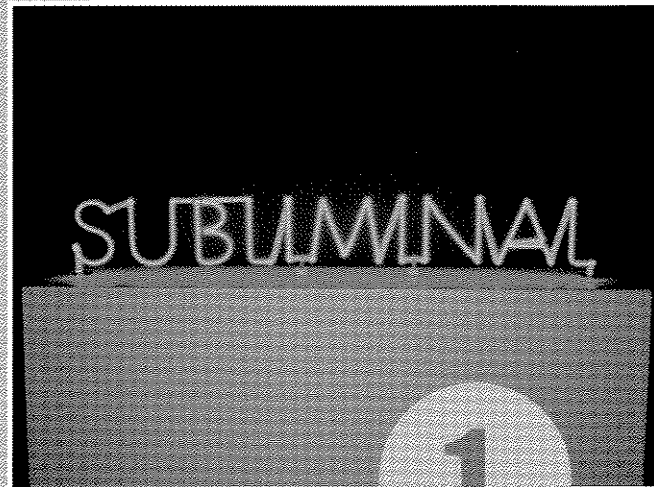
IN:SITE art has always featured sustainability. IN:SITE artists have used everything from recycled grocery bags to vinyl from Clear Channel Outdoor for art materials. In addition, IN:SITE projects have addressed environmental issues like stormwater management and illegal dumping.

Temporary public art has an inviting quality that often leads to continuation of the art. IN:SITE removed a “Plant Seeds” mural mounted on a building at 34th and Capitol and it is being reinstalled at Sweet Water Organics, a Milwaukee urban fish and vegetable farm.

Illustration descriptions:

1 A storefront in the West End Vliet Street business area rented after this neon art by Harvey Oppenorth was displayed in the window in the fall of 2006.

2 Colin Dickson’s colorful “Double Arrows” enhanced bioretention planters on 27th Street in 2011.



Meditation

By Sakuri Fears

Employee productivity plays an important role in the success of any business.

In the on the go world of business, time is a valuable asset and productivity is important in creating a successful business. So it would seem counterproductive to most to dedicate time during a busy workday to take a moment and relax. However, studies have shown that taking a few moments a day to refresh and refocus can not only improve workplace moral, but can also increase productivity!

Here's a few simple ways to incorporate meditation in your workplace:

Meditation is an easy way to help focus and clear the mind. Contrary to commonly held perceptions, it doesn't have to be a time consuming and complicated endeavor. Meditation can be done in a few minutes right at your desk or in your parked car before a big meeting. It will help to relax you and focus your energy, which in turn will improve your effectiveness in your daily work related tasks.

One type of meditation that many find useful in a work environment is the Meditation of Intent: You can focus on any intention that you like. It can be a task that you have to complete, a big

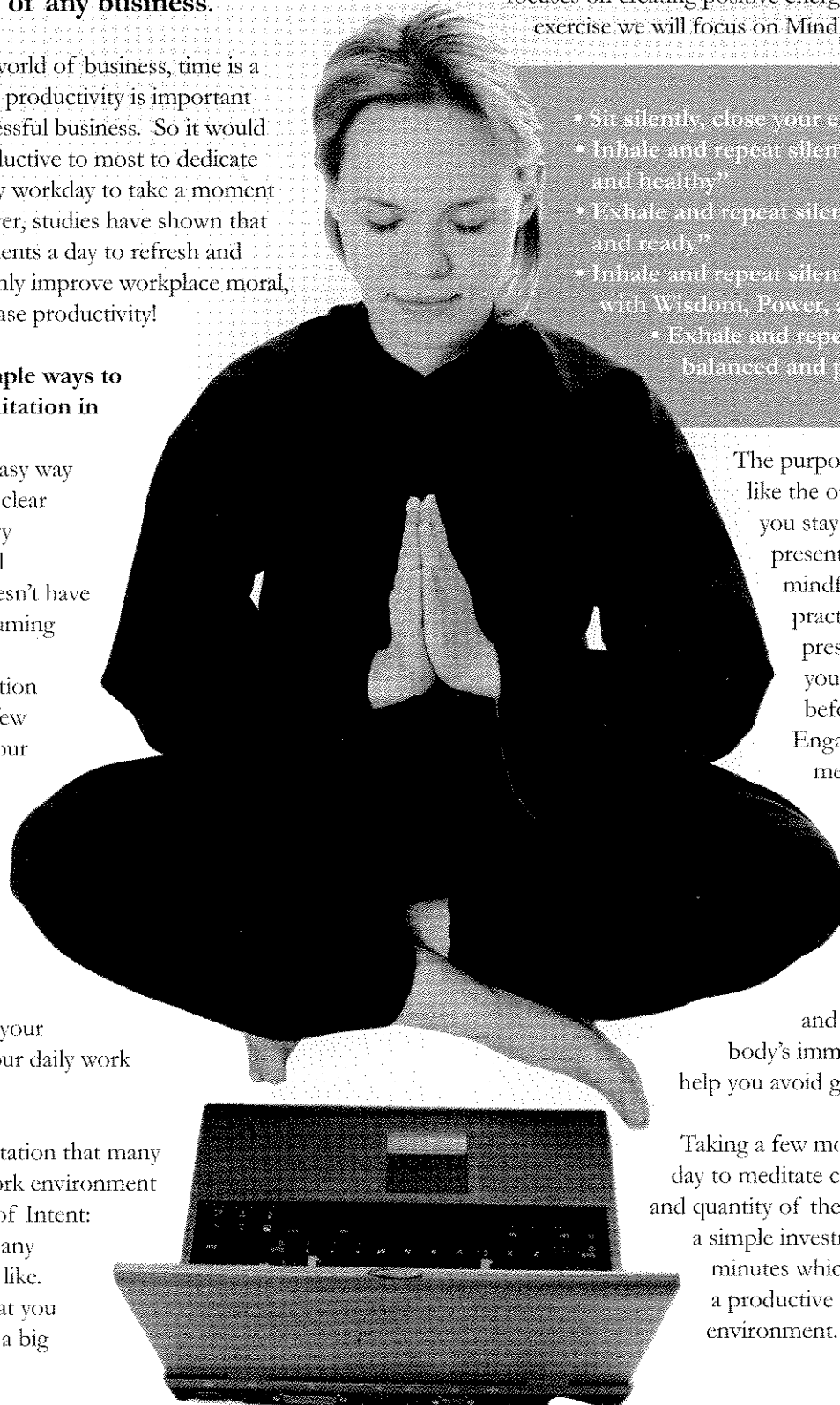
project that you are working on or it can be very general and focuses on creating positive energy for yourself. For this exercise we will focus on Mind, Body, and Spirit:

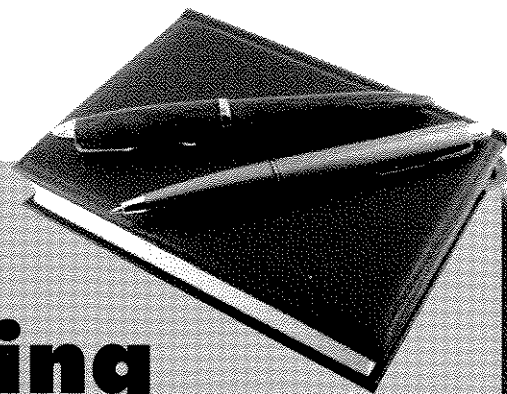
- Sit silently, close your eyes.
- Inhale and repeat silently: "My body is strong and healthy"
- Exhale and repeat silently: "My Mind is clear and ready"
- Inhale and repeat silently: "My Spirit is filled with Wisdom, Power, and Good Intent"
- Exhale and repeat silently: "I am balanced and prepared. All is well"

The purpose of meditations like the one above is to help you stay focused in the present. Meditation supports mindfulness which is the practice of staying in the present moment and giving your energy to what lies before you.

Engaging in a regular meditation practice has also been shown to improve overall health. It can reduce blood pressure, help the body use oxygen more efficiently, promote mental clarity, and help to improve the body's immune function which can help you avoid getting sick!

Taking a few moments out of a busy day to meditate can improve the quality and quantity of the work that you do. It is a simple investment of a few focused minutes which can in turn lead to a productive and stress free work environment.





Upcoming Workshops:

Homeownership 101

Saturday August 25, 2012

10 am to noon

Fondy North EDC Office 2347 W. Fond du Lac Avenue

414.265.2242

www.marketplacebizdev.org

Homeownership 101

Thursday August 30, 2012

5:50 to 7:30 pm

Fondy North EDC Office 2347 W. Fond du Lac Ave

414.265.2242

Workshop Partners

AJ Investments

BMO Harris Bank

Fondy North EDC

Milwaukee African Women's Association Annual Fashion Show

Saturday, September 15, 2012

7:00 pm - 10:00 pm

@ Helene Zelazo Center for the Performing Arts at UW-Milwaukee
(2419 E. Kenwood Blvd, Milwaukee, WI).

Contact PACA @ 414.442.5864 for ticket information

Milwaukee Urban Gardens - Community Gardening Tour

Sunday, September 16, 2012

1:00 - 4:00pm

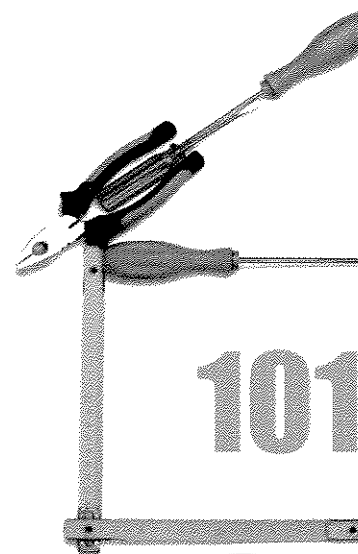
Contact MUG @ 414.431.1585 for Ticket Information

Fondy Farmers Market

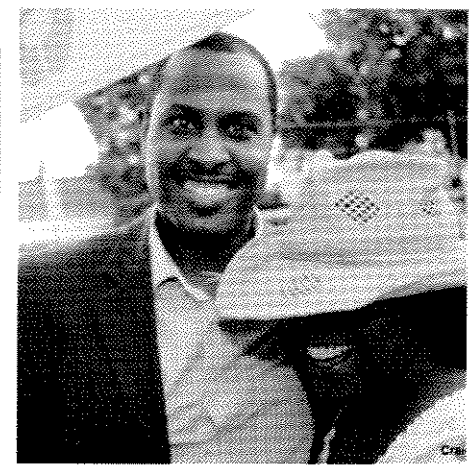
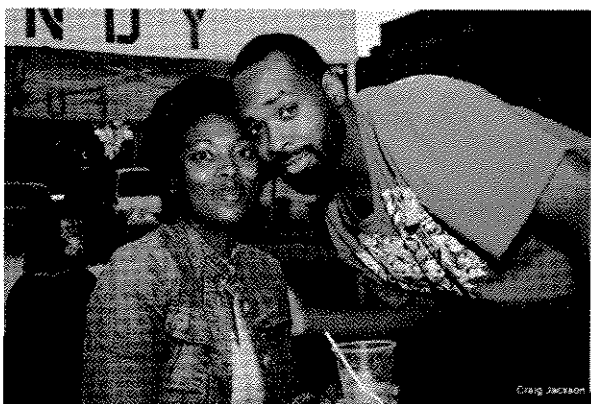
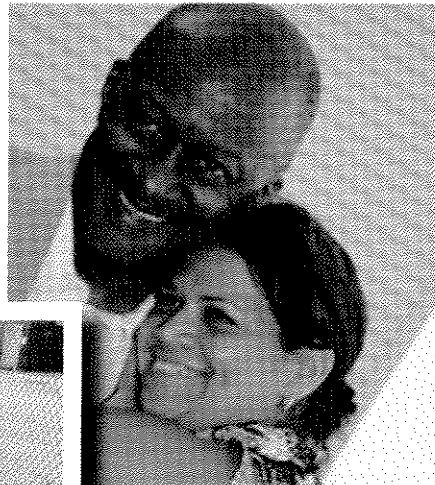
Open June 23 to November 3, 2012

Contact Fondly Food Center for more information

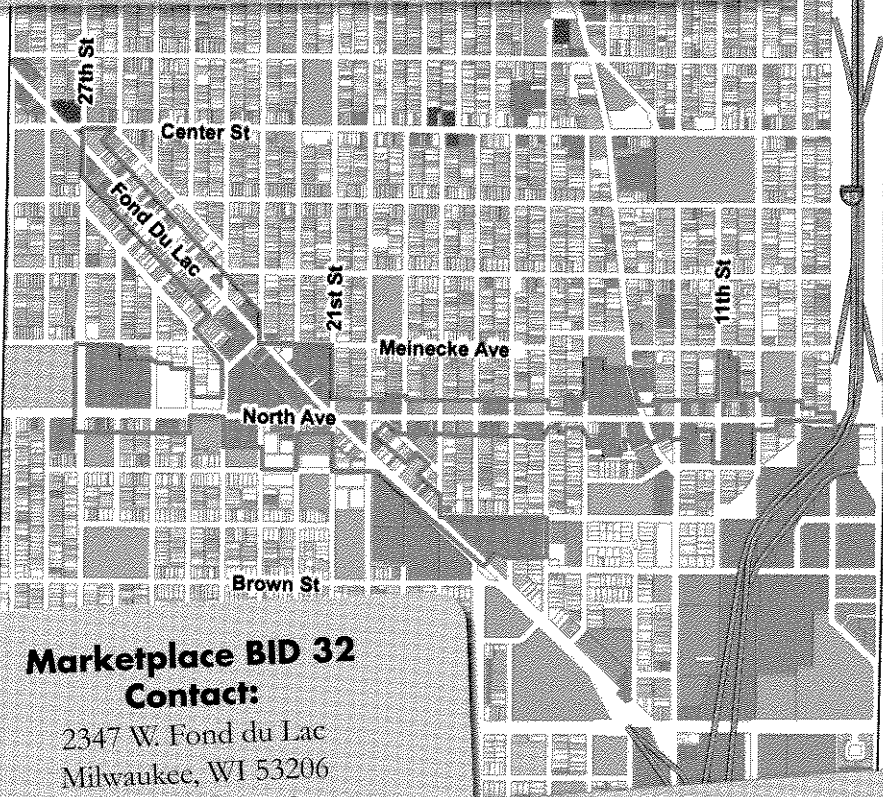
@ 414.562-2282



SUMMER * BIDMIXER



**North Avenue and Fond du Lac
Marketplace
Business Improvement District 32**



**Business Improvement District
No. 32 (North Avenue Market)**

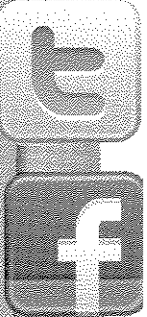
Land Use

- BID Boundary
- Residential**
 - Single Family
 - Duplex
 - Multi-Family
 - Condominiums
- Commercial**
 - Commercial
 - Mixed Commercial and Residential
- Manufacturing, Construction,
and Warehousing**
 -
- Transportation, Communications,
and Utilities**
 -
- Public and Quasi-Public**
 - Public Parks and Quasi-Public Open Space
 - Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings
- Vacant Land or
Recent Taxkey Change**
 -

Prepared by:
Milwaukee City Development Information Center, Inc.
Project No.:
E:\Data\Fund 32\BID32\Map\BID32_020809.PDF
Map File:
E:\Data\Fund 32\BID32\Map\BID32_020809.kml
Generated: 07/26/09 10:00 AM - 1/1/09



Follow us @ marketplacebid32

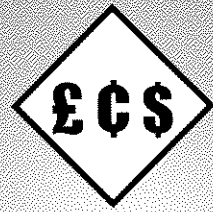


**Marketplace BID 32
Contact:**

2347 W. Fond du Lac
Milwaukee, WI 53206
(P) 414.265.2242
(F) 414.265.2249

info@marketplacebizdev.org
www.marketplacebizdev.org

LOOK OUT FOR
- BID 32 WORKSHOPS
- MIXERS
- ADVERTISING
OPPORTUNITIES



Lida Accounting Services, LLC
Accurate. Ethical. Professional

Cherrie R. Dyette
PRESIDENT

4222 W. Capitol Drive Suite #314
Milwaukee, WI 53216
Telephone: 414.839.4553
Fax: 414.228.1899
cherrie@lidaaccounting.com
www.lidaaccounting.com

Board Members

Karl Tatum - Board President
Community Financial Service Centers

John Mullarkey - Treasurer
Gold Rush Chicken

Young Kim - Secretary
Fondy Food Center

Mark Teper - Board Member
Property Owner/Galst Foods

Sharon Adams - Board Member
Walnut Way/Lindsay Heights

**Joann Harris Commodore -
Board Member**
Residential Living Services

Sue Eick - Board Member
Legacy Redevelopment Corp

WWW.RELATIVE-JOINTS.COM

414-830-0076

info@RELATIVE-JOINTS.COM

1000 W. WISCONSIN AVENUE



CREATING JOINTS