

# **BID #37 2011 ANNUAL REPORT**

The 30<sup>th</sup> Street Industrial Corridor Business Improvement District (BID #37) is pleased to provide this annual report highlighting its accomplishments in 2011. BID #37 has continued its focus on implementing programs and services designed to attract and retain businesses and jobs in the area as well as to spur excitement regarding the positive transformation of the area.

## **HIGHLIGHTS AND ACCOMPLISHMENTS OF 2011**

### **Temporary Public Art Project**

BID #37 sponsored a two year temporary public art project in the district. The goal of the project was to generate excitement regarding the redevelopment of the former A.O. Smith site into the Century City Business Park while much of the behind the scenes work is occurring. In 2010, the installations focused on the community and businesses, residents and community groups participated. 2011 installations focus on environmental initiatives in the area. Involvement and partnerships grew significantly with the second phase of the project which generated a lot of positive attention for the area. 2011 also offered the opportunity for artists from the neighborhoods surrounding the district to work with the lead artists and gain valuable experience.

### **Bioretention Planters**

BID #37 worked cooperatively with the City of Milwaukee on a project that includes 13 bioretention planters installed along N. 27<sup>th</sup> Street between Capitol Drive and Roosevelt Drive. The BID works with the City to maintain these planters and has twice monthly litter clean ups in this area during the spring, summer and fall to help the planters stay clean and attractive and function properly.

### **Graffiti Abatement**

BID #37 continues to contract with the Milwaukee Christian Center/ Neighborhood Improvement Project to abate graffiti at no charge to property owners in the district. As of August 1<sup>st</sup>, 2011, BID #37 has funded, with support from the City of Milwaukee, the removal of 110 instances of graffiti since the program began in late 2006.

### **Safety & Security Project Grants**

One of the initial programs of BID #37 was the creation of a safety and security matching grant program to assist businesses with improvements to enhance the security of their property as well as the safety of their employees and the neighborhood. Since the program's inception through August 1<sup>st</sup>, 2011, BID #37 has awarded sixteen matching grants including six in 2011. These funds have leveraged an additional \$99,000 in investments by the property owners.

### **Safety & Security Initiatives**

BID #37 is also working closely with businesses, residents and community groups to sponsor community walks, develop neighborhood watches and foster relationships among businesses, residents and community groups. In addition, BID #37 is coordinating with City departments to prevent litter, dumping, graffiti and other illegal activities in the district.

### **Streetscape**

Our Capitol Drive streetscape project is nearing completion now that lighting has been installed. We hope to add trash receptacles and benches in the near future. We have also collaborated with the City on streetscape improvements for Fond du Lac Avenue. The BID will be evaluating future streetscape projects as well.

### **Litter Clean Ups**

We continue litter clean ups throughout the district to reduce the amount of litter in the area and improve aesthetics.

### **Communications & Events**

BID #37 strongly believes it is important to share its successes, information on its programs and services, and other resources with BID #37 property owners. Therefore, BID #37 partners with the 30th Street Industrial Corridor Corporation (The Corridor) to issue a newsletter that is sent to all property owners within the district. In addition, BID #37 works with The Corridor to hold networking events that allow businesses, community groups and others with an interest in the area to meet and share ideas. In 2011, a Real Estate Open House was held to share development and real estate opportunities in the area with developers, businesses and the public. BID #37 also maintains a webpage with information on projects and services, meeting notices and other information at [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm).

### **Committees & Strategic Plan**

BID #37, in conjunction with The Corridor, has several committees comprised of volunteers from area businesses, community groups and others working on behalf of the 30th Street Industrial Corridor. These committees include Safety & Security; Planning & Redevelopment; Marketing; and Workforce Development. Committees meet regularly throughout the year to provide input on initiatives, services, projects and events for the Corridor. In addition, BID #37 worked with The Corridor in 2010 to create a new 3 year strategic plan for the area. Committees and staff continue to work on implementing the action steps and goals set forth in this plan.

## **PLANS FOR 2012**

In 2012, BID #37 plans to build upon its past successes by continuing the programs and initiatives described above. BID #37 also plans to begin a new façade and landscape matching grant program to help businesses in the district make aesthetic improvements to the exterior of their property. Further, the BID plans to continue its collaboration with the 30<sup>th</sup> Street Industrial Corridor Corporation and the City of Milwaukee to retain and attract businesses throughout the district as well as at Century City.