

An aerial, dusk-time photograph of a city district. The scene is dominated by modern architecture, including a large, curved stadium with a dark, textured roof in the upper left. Several multi-story office buildings with glass facades are visible, some reflecting the ambient light. The streets are lined with trees and small cars, and the overall atmosphere is urban and sophisticated. The text is overlaid in the center of the image.

# —DEER— DISTRICT

**BID 53 DEER DISTRICT BID**

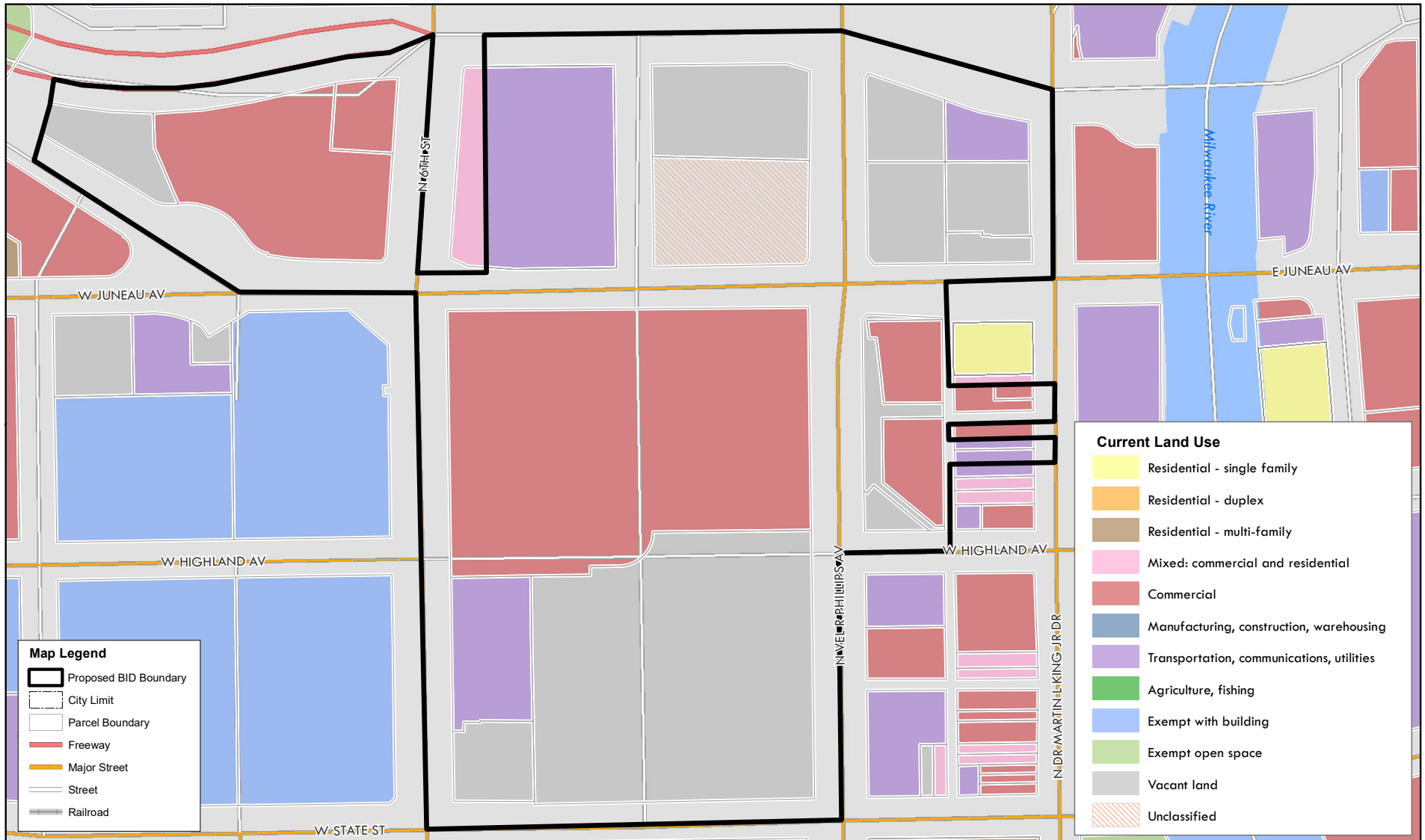
# BID BOUNDARY MAP

— DEER —  
DISTRICT

## PROPOSED DEER DISTRICT BUSINESS IMPROVEMENT DISTRICT CITY OF MILWAUKEE

Source: City of Milwaukee Information Technology Management Division; Dept. of City Development Commercial Corridors Team  
Prepared by the Dept. of City Development Planning Division, 3/1/2022

0 0.045 0.09 Miles



Document Path: S:\GIS and Data Projects\2021\05\_10\_21\_BID\_ProposedDeerDistrictMap - ProposedDeerDistrictBID\_revisions\070821.mxd



# PLAN OBJECTIVES



The BID's objectives are to enhance the District as a 365-day destination and make the District a premiere location for sports and entertainment, and a neighborhood built for Milwaukee to live, work and play by the following:

- Increasing pedestrian traffic to the businesses within the BID through cooperative marketing and advertising as well as hosting private and public events
- Promoting economic development and providing growth opportunities to the businesses within the District
- Foster an environment to better serve and support the existing businesses in the District
- Create an appealing, attractive environment for potential, future businesses in the District
- Providing businesses in the District with an active role in the programming in and marketing of the District
- Identifying, strategizing and advocating for improvements in the District in terms of infrastructure and public safety
- Engage growing neighborhood residential base
- Develop a plan to have the District be recognized as a preferred destination for diversity, equity and inclusion in the City of Milwaukee

The District may, from time to time and as it deems necessary in its sole discretion, to modify the scope of the above-listed objectives; provided, however, such modifications maintain the underlying purpose and/or goal of the objectives set forth above.

# PROPOSED BUDGET YEAR ONE



## INCOME

2023 BID Assessments	\$125,053.57
Sponsorships	\$20,000.00
Event Revenues	\$30,000.00
<b>TOTAL</b>	<b>\$175,053.57</b>

## EXPENDITURES

Marketing and Advertising	\$40,000	27.58%
Website Development and Maintenance	\$10,000	6.89%
Events	\$35,000	24.13%
Administrative	\$40,000	27.58%
Grants, Stipends or Other Complimentary Services	\$15,000	10.34%
Reserve	\$5,053.57	3.48%
<b>TOTAL</b>	<b>\$145,053.57</b>	<b>100.00%</b>

## PROPOSED BID ROSTER

NAME	EMAIL	TITLE	PROPERTY OWNED OR REPRESENTING	TERM LENGTH	TERM
Dan Katt	Dan@goodcitybrewing.com	Member	333 W. Juneau Ave (Owner)	3 years	2023 – 2026
Michael Belot	MBelot@bucks.com	Chairperson	333 W. Juneau Ave (Representing)	3 years	2023 – 2026
Jill Ingels	Jill.Ingels@bucks.com	Secretary	Owner	2 years	2023 – 2025
Grant Freitag	GFreitag@bucks.com	Treasurer	1129 N. Old World 3rd St (Representing)	2 years	2023 – 2025
Hotel Group Representative	--	Member	Owner	1 year	2023 – 2024



# QUESTIONS?

— DEER —  
DISTRICT

