



March 22, 2016  
Ms. Gina Stilp  
Zilber Family Foundation  
710 N. Plankinton Ave.  
Milwaukee, WI 53203

Dear Ms. Stilp:

I am writing to you regarding the City of Milwaukee's application to the Zilber Family Foundation for a grant to support the **"North Avenue Streetscaping and Greenway Project (8<sup>th</sup> to 27<sup>th</sup> Streets)."**

The North Avenue Marketplace Business Improvement District #32 (Marketplace BID 32) is part of the team working on this project, along with the City of Milwaukee's ECO Office, Social Development Commission, Department of Public Works, Zilber Family Foundation, Walnut Way, the Mayor's Office and other community partners and stakeholders.

The Marketplace BID 32 wholeheartedly supports this project and BID 32's staff commits to directing 10% of its 2016 and 2017 staff time (a commitment of 260 hours annually) to push it forward. The Marketplace BID will create the most impact on this project by managing outreach and engagement activities, specifically to the private vacant property and commercial building owners. The Marketplace BID will,

- Encourage property/business owners to take advantage of the City signage & façade grants
- Request them to eliminate blighted aspects of their properties
- Encourage them to allow and financially support the proposed landscaping improvements on their land
- Other activities that enhance the curb appeal and overall appearance of North Avenue

If warranted, BID 32 would be willing to convene the private property/business owners to discuss the goals and impacts of the streetscaping project and provide periodic updates. I will work hand-in-hand with Alderman Russell Stamper II, in engaging the property owners to contribute to the streetscaping's success.

At this time, the BID does not foresee any cash contributions to the streetscaping project.

We have been working for years to accelerate the commercial and economic development of North Avenue and we thank the Zilber foundation for its investments to date. To further the economic development impact in this community, we encourage the Zilber Family Foundation to approve the streetscaping grant request. Should you have any questions about BID #32's commitment, I can be reached at (414) 324-8908, or my email at [jward@marketplacebizdev.org](mailto:jward@marketplacebizdev.org).

Sincerely,

*Jacqueline A. Ward*

Jacqueline Ward, Executive Director  
North Avenue Marketplace Business Improvement District #32