

Brady Street Business Improvement District #11
1224LR E. Brady Street
Milwaukee, WI 53202

TO: Rhonda Manual, Business Improvement District Coordinator

FROM: Laura Cole, Chair BID #11

RE: BID Activity January – December 2009

The Brady Street Business Improvement District (BID #11) accomplished or participated in a number of projects/activities in 2009. Briefly, we:

- Improved / expanded events including:
 - Spring – Flower Power – We partnered with non-profits and encouraged event participants to donate to the non-profits to get “Brady Street Bucks”
 - Summer – Brady Street Days / Cheesefest (in collaboration with Brady Street Area Association) – We expanded the event to include later hours and entertainment on the West End of Brady St.
 - Fall – Buskerfest – expanded to close a portion of the street for Busker performances. Provided financial support to Brady Street Association Pet Parade / Blessing
 - Winter - Festivus
- Continued to address “green” maintenance issues by working with an independent contractor to weed, fertilize and clean tree grates and planters, keep sewer grates clear to allow efficient drainage, and main crosswalks clear of snow in commercial areas.
- Monitored the Prairie Garden on the Lift Station Path below the Brady St. Transit Plaza on the NE corner of Holton and Van Buren; updated the maintenance plan.
- Replaced trash receptacles, added bike racks and benches, and installed speed sentry monitors.
- Marketing Committee re-designed the district’s marketing piece / pocket guide, reaching out to businesses “off Brady Street” to participate.
- Formed property committee to more efficiently track district property inventory.
- Visit Milwaukee / International Downtown Association – expanded our relationship to these organizations to benefit Brady St. Merchants
- Expanded Website / Social media presence, allowing BID to leverage print marketing / efforts and maintain costs.