

This report summarizes responses submitted for the **Bronzeville community survey**.

- **77 persons began the survey and 67% completed the survey.**
- **Respondents were 50% female and 50% were male.**
- **82% were aware of Milwaukee's Cultural and Entertainment District**
- **57% visited the website - milwaukee.gov/Bronzeville**
- **20% were not knowledgeable about plans for the District**
- **63% have not attended a Bronzeville Mixer or Update event**
- **81% have visited an entertainment or cultural destination with the past year**

A recurring theme was that for an entertainment or cultural districts to be successful it should have:

- **Restaurants , Art Galleries, Coffee shop/cafés, Public Art displays, and live music venues**

In addition, **retail space and mixed-use projects** was noted as desired in the District, as well as **Jazz clubs and performing arts venues**.

When asked to define "**culture**" respondents felt it relates most to a group of people, and may include their shared beliefs, or what they have in common. Culture also appeared to denote ethnicity, a way of life, music, history, and values.

When asked the *definition* of "**arts**" the word **Creative** was mentioned in 30% of responses, followed by culture and a form or means of expression.

The *top destinations* that came to mind when respondents thought of African American entertainment or culture include **Atlanta, New Orleans, Chicago, New York, Baltimore, Memphis and Harlem**.

80% reported liking performing arts very much, and **74%** reported liking theatre performances.

22 respondents travel on King Drive between Locust and Brown streets **11** or more times per a month.

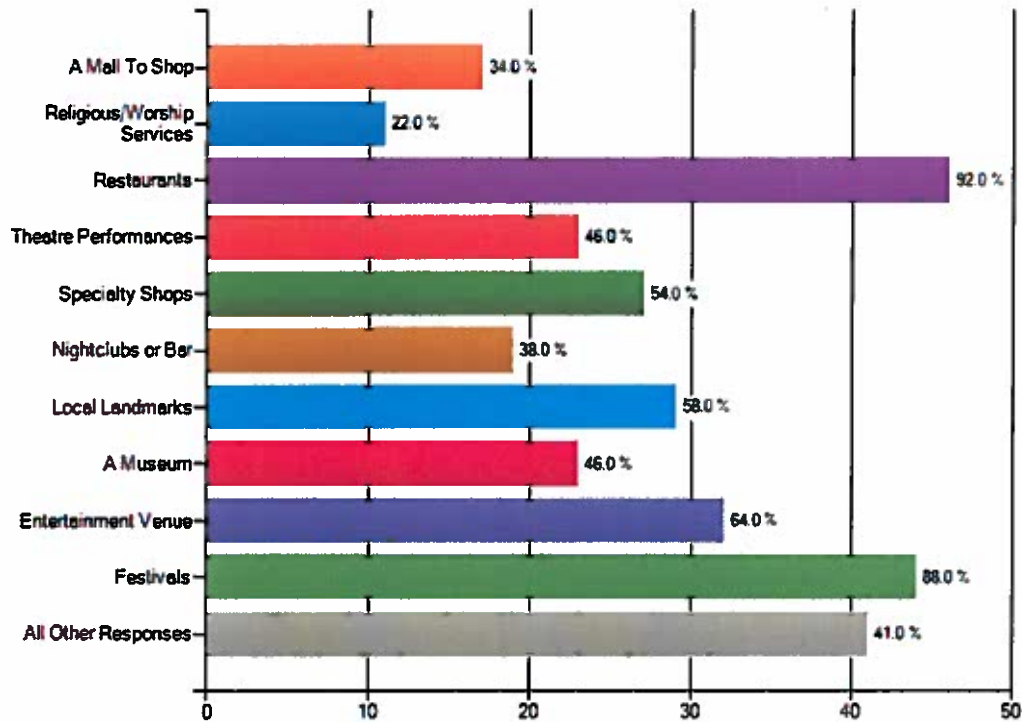
57% reported having a household of 1-2 persons, and **28%** reported a household of 3-4 persons.

60% reported their annual household income is \$80,000 or more.

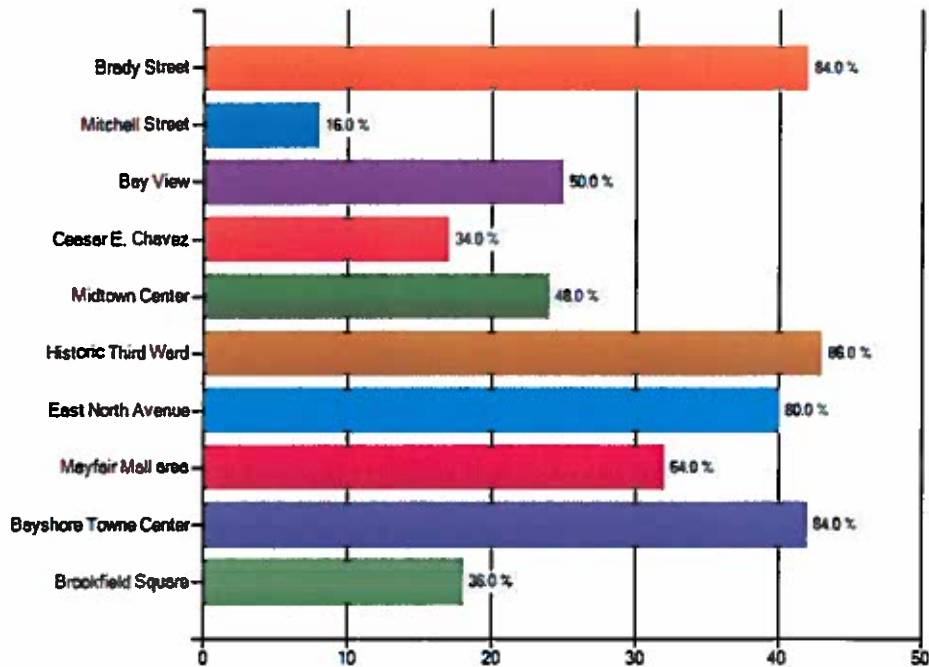
Respondents live in 15 different zip codes, with nearly 44% living in 53212 zip code.

Additional insights are included on the following pages. If any additional information is needed related to these findings please contact Deshea Agee at (414) 286-0793 or email: Deshea.Agee@milwaukee.gov

Which of the following do you prefer to take visiting guests to?



Which of the following areas do you visit?



Milwaukee, WI - Bronzeville Cultural and Entertainment District Survey



What is your perception of the Martin Luther King Jr. Drive and West North Avenue area in Milwaukee, WI?

		Response Count
		48
answered question		48
skipped question		29

Page 5, Q1. What is your perception of the Martin Luther King Jr. Drive and West North Avenue area in Milwaukee, WI?

1	I lived there for years and I think it a great area	Feb 8, 2013 11:53 AM
2	DEAD	Jan 26, 2013 11:08 AM
3	Becoming an area that I feel more comfortable going to	Jan 26, 2013 10:47 AM
4	Alot of traffic & oppurtunity for business	Jan 26, 2013 10:34 AM
5	underdeveloped	Jan 26, 2013 10:20 AM
6	busy, not attractive, underdeveloped	Jan 26, 2013 10:15 AM
7	BEAM	Jan 24, 2013 8:19 AM
8	Loads of potential. Great buildings, boutique opportunities, great access to stable Brewers Hill neighborhood and downtown but area looks unkempt, to clean, and empty. NEEDS CITY LEADERSHIP.	Jan 15, 2013 12:11 PM
9	Develping	Jan 15, 2013 10:28 AM
10	diverse, lack of established businesses/anchor businesses, reasonable restaurants, vacant buildings	Jan 14, 2013 1:26 PM
11	Progressive, but need more security & police present.	Jan 14, 2013 5:14 AM
12	City owns most of the land and is suffocating development on the area.	Jan 13, 2013 4:25 PM
13	Frankly It appears to be a shell of a once thriving area. Barred windows and empty storefronts are a sign of definite urban decay. I would like to see the area thrive.	Jan 13, 2013 9:59 AM
14	Its getting better.... though we did hear gun shots tonight around 5pm. We live close to that Intersection.	Jan 12, 2013 7:44 PM
15	Desolate	Jan 12, 2013 7:20 PM
16	It has a lot of potential. It's underdeveloped and need quality shops and boutlques. It also needs specialty shops (ethnic foods, wine, produce) to attract people from all around. The signage also needs to reflect quality and upscale-"ness"	Jan 12, 2013 7:52 AM
17	Very vacant. Too many random people (teens) walking around during school hours. Good parking. Remove those apartments on east side of MLK.	Jan 12, 2013 5:05 AM
18	Appears to be unloved. Not pleasant to drive because It has 4 traffic lanes that are too narrow. There are too many uncontrolled exits unto the street; left tumers create traffic and pedestrian dangers.	Jan 11, 2013 7:02 PM
19	it's improving; needs to be made friendlier for pedestrians	Jan 11, 2013 5:24 PM
20	A historical hub of culture currently filled with commercially shallow businesses and vacant buildings	Jan 11, 2013 4:28 PM

Page 5, Q1. What is your perception of the Martin Luther King Jr. Drive and West North Avenue area in Milwaukee, WI?

21	It has potential, but needs a lot of help.	Jan 11, 2013 4:17 PM
22	Needs a boost. Changing for the better. Great future possibilities.	Jan 11, 2013 3:19 PM
23	Sad. Too many poorly run businesses attracting the wrong clientele. Makes it hard for the few good ones to make it.	Jan 11, 2013 3:10 PM
24	It is coming along	Jan 11, 2013 3:03 PM
25	MLK generally good. North Ave (NA) not so good. There are some great buildings on NA that are just dying to be loved. The trash, especially at the freeway entrance/exits to North Avenue is out of control and screams of no one caring. Keeping things trash free is low tech and takes commitment, but is critical to the perception of safety and care.	Jan 11, 2013 2:44 PM
26	Been stagnant for too long. An area with tons of potential but can't seem to get anything going.	Jan 11, 2013 2:38 PM
27	It looks like there is some rehabilitation taking place, but it is moving slowly.	Jan 9, 2013 5:06 AM
28	Looks bad its sad it taken so long the lot on north and 6th is not deep enough to develop a larger job supplying store.	Jan 8, 2013 5:54 PM
29	Many positive changes/improvements over the years. BUT how many mix-use retail/apartments can we build? There needs to be a variety of options	Jan 8, 2013 11:37 AM
30	NOT SAFE TO WALK AROUND ALONE AT NIGHT.	Jan 8, 2013 10:45 AM
31	Desolate!!	Dec 30, 2012 6:59 AM
32	Rebuild the Bronzeville area to make it more appealing to for everyone to visit. You want to feel safe and secure when your out enjoying the fine arts.	Dec 27, 2012 12:03 PM
33	unsafe, dirty, garbage, run-down homes, garbage, useless retail	Dec 27, 2012 5:54 AM
34	is slowly coming arround, but still too many klds looking for trouble, and too many lay-about, i am not sure i would visit on foot	Dec 27, 2012 4:43 AM
35	We have some work to do	Dec 18, 2012 8:24 PM
36	Still needs redevelopment and a flagship store or venue to drum up business.	Dec 18, 2012 5:13 PM
37	Economically Improved, lacking in street traffic and activities	Dec 18, 2012 5:02 PM
38	West North Avenue is a dump King Drive needs more retail	Dec 18, 2012 4:46 PM
39	Needs more cultural options	Dec 18, 2012 3:31 PM
40	There are too many empty retail locations and not enough shopping locations. The area needs more night life locations.	Dec 18, 2012 1:52 PM
41	Getting better, need more work.	Dec 18, 2012 12:36 PM

Page 5, Q1. What is your perception of the Martin Luther King Jr. Drive and West North Avenue area in Milwaukee, WI?

42	Acute need for development	Dec 14, 2012 2:23 PM
43	a lot of potential, but a lot of vacant shops. The stree is too wide for a commercial district - feels like a highway.	Dec 14, 2012 1:26 PM
44	To dark and nothings going on.	Dec 14, 2012 1:18 PM
45	Developing	Dec 12, 2012 12:49 PM
46	Great potentiall	Dec 12, 2012 8:11 AM
47	Improving	Dec 12, 2012 6:38 AM
48	Run down -- some signs of revitalization, but for the most part, it doesn't seem prosperous. Not enough positive activity to seem welcoming.	Dec 11, 2012 12:09 PM

Milwaukee, WI - Bronzeville Cultural and Entertainment District Survey



What restaurant, services, shopping places, events, etc. would you like to see in a Milwaukee African American Cultural and Entertainment District?

	Response Count
	37
answered question	37
skipped question	40

Page 7, Q1. What restaurant, services, shopping places, events, etc. would you like to see in a Milwaukee African American Cultural and Entertainment District?

1	53212	Jan 26, 2013 11:09 AM
2	Starbucks	Jan 26, 2013 10:48 AM
3	theater, return of the black holocaust museum	Jan 26, 2013 10:20 AM
4	return of the Black Holocaust museum, theatre on 6th North Ave.	Jan 26, 2013 10:20 AM
5	BEAM	Jan 24, 2013 8:20 AM
6	Nothing specific....just more people and life to a fantastic corridor.	Jan 15, 2013 12:15 PM
7	resturants, comedy shows, museum, live music	Jan 15, 2013 10:30 AM
B	A Qually, Dependable,Soul Food Restaurant	Jan 14, 2013 5:18 AM
9	Year round walkable neighborhood with a dedicated security force made up of local residents that act as community ambassadors.	Jan 13, 2013 4:30 PM
10	Farmers Market, Public Theatre, Music Venue	Jan 13, 2013 10:02 AM
11	More retail, better restaurants, less night clubs and less liqueur stores	Jan 12, 2013 7:56 PM
12	Ethnic restaurants, spas, specialty shops and lounges.	Jan 12, 2013 7:57 AM
13	Ones that stay for more than 6 months. Ones that do not have people loitering /standing outside them.	Jan 12, 2013 5:09 AM
14	bakery, outdoor festival	Jan 11, 2013 7:08 PM
15	live jazz	Jan 11, 2013 5:25 PM
16	Ethnic food catering to African American culture that is healthy Beauty products and services owned by African americans	Jan 11, 2013 4:31 PM
17	Bistro or sit down home run inn pizza.	Jan 11, 2013 3:23 PM
18	African cuisine restaurant or grocery store.	Jan 11, 2013 3:16 PM
19	Tea shop like the Devonshire Tea Shoppe that was once on 3rd Street near Schlitz Park.	Jan 11, 2013 3:05 PM
20	Restaurants that are unique and offer a place where all feel welcome and safe. I am not a shopper so that is of no interest to me anywhere, but any retail on major streets in the city have to provide a unique and safe experience or they will not attract enough customers.	Jan 11, 2013 2:48 PM
21	Soul Food Restaurants, Seafood Restaurants, Variety of Food Trucks, Traditional American Cuisine (i.e. an old-fashioned burger joint), etc.	Jan 9, 2013 5:09 AM
22	E	Jan 8, 2013 5:57 PM
23	CHESSECAKE FACTORY PIZZA/SIT DOWN ETHNIC CAFES	Jan 8, 2013 10:49 AM

Page 7, Q1. What restaurant, services, shopping places, events, etc. would you like to see in a Milwaukee African American Cultural and Entertainment District?

24	The Turkey Store. Discount Cleaners Large multi purpose venue for sports to small weddings.	Dec 30, 2012 7:06 AM
25	Flea Market to display the different african arts, family restaurant, lounge/bar theater, target, sears, walmart	Dec 27, 2012 12:05 PM
26	safe and clean establishments	Dec 27, 2012 5:57 AM
27	Jamaican Cuisine. Ethnic dining. spa, well known store. Art gallery	Dec 18, 2012 5:17 PM
28	Locally owned restaurants, galleries, and cultural centers	Dec 18, 2012 5:07 PM
29	No chain restaurants or retail stores. Local vendors or business owners	Dec 18, 2012 4:53 PM
30	Variety	Dec 18, 2012 3:33 PM
31	Restaurant, Bar/Night Club, Art Stores, Coffee Shop	Dec 18, 2012 1:56 PM
32	Ones that are majority owned and operated by African Americans	Dec 18, 2012 12:38 PM
33	A nice, sit down restaurant with outdoor seating. Plenty of open space.	Dec 14, 2012 2:28 PM
34	sit down ethnic restaurants, i.e ethiopian, Museums and art galleries	Dec 14, 2012 1:28 PM
35	Restaurant that serves dinner	Dec 14, 2012 1:19 PM
36	Museum, gallery, performance hall.	Dec 12, 2012 8:11 AM
37	Gospel brunch spot	Dec 11, 2012 12:09 PM

Milwaukee, WI - Bronzeville Cultural and Entertainment District Survey



Is there anything else you would like to share about Milwaukee's Bronzeville District?

	Response Count
	26
answered question	26
skipped question	51

Page 7, Q1. Is there anything else you would like to share about Milwaukee's Bronzeville District?

1	no	Feb 8, 2013 11:56 AM
2	53212	Jan 26, 2013 11:09 AM
3	would be enjoyable if it was more developed and attractive with places to visit....	Jan 26, 2013 10:20 AM
4	BEAM	Jan 24, 2013 8:20 AM
5	The City needs to Invest. Lead the way. Partner with a strong business or developer to get name recognition and bring back positivity to the corridor.	Jan 15, 2013 12:15 PM
6	Keep Up the Excellent work you are currently doing and keep planning for Bronzeville District future success!	Jan 14, 2013 5:18 AM
7	Developments need to be larger, stop developing single family homes in the immediate area.	Jan 13, 2013 4:30 PM
8	We live on 2nd & North. Really tired of hearing, from all races, "Is that a safe area?" Heard gun shots at 5pm today. I am a nurse working in a clinic with majority of African American patients who live in north Milwaukee and they have said to me that the area I live in is unsafe. Its all about perception, and right now the perception of the area is not good. North Ave needs changing.	Jan 12, 2013 7:56 PM
9	Some how promote grants and low interest loan programs to attract the right investors.	Jan 12, 2013 7:57 AM
10	Team up with others. Don't just make this AA. I've lived in MKE and am proud to be black, but it should not be a primary focus. Brady St appeals to all races. 3rd / MLK used to be great, now it's just empty and scary at times. Sad	Jan 12, 2013 5:09 AM
11	The exit from 43 N is not a good entrance to Bronzeville. It dumpshigh speed traffic into a residential neighborhood. It should slow traffic and direct people to Bronzeville.	Jan 11, 2013 7:08 PM
12	No	Jan 11, 2013 4:31 PM
13	Curb appeal. The city bought up a bunch of stuff but did not have the foresight to clean it up and make it presentable. The street itself looks better with repaving and lights and trash cans and such but what do you see as you drive by. Clean it up. Do some landscaping. Force the owners properties along the drive to maintain there properties. Give them grants for facade improvements. Curb Appeal is huge if you want to make a difference.	Jan 11, 2013 3:16 PM
14	I am so happy that Alderperson Coggs and all of you are working hard at this	Jan 11, 2013 3:05 PM
15	Congratulations on your efforts. I can't emphasize enough what a turn off the trash situation is, especially near the freeway.	Jan 11, 2013 2:48 PM
16	Why is it sold as a black district? It's racist and has not attracted any private money.	Jan 8, 2013 5:57 PM
17	Youth Focused activities should not be a condition of "success". Any good cultural or entertainment district worth its salt will be inclusive of the greater community. We need to plan for our community - not just for "us". The youth of	Jan 8, 2013 11:40 AM

Page 7, Q1. Is there anything else you would like to share about Milwaukee's Bronzeville District?

Milwaukee should ALWAYS be included in the process. Note: African World Festival (I know it's an "event" and not a district) only provides something for a certain demographic (i.e. older adults) which makes it unappealing to a family like mine with a teenager. If there is nothing to interest all of us we just don't go...

18	MILWAUKEE NEEDS TO MOVE A LITTLE FASTER AND BRING IN NATIONAL EVENTS FOR AFRICAN AMERICAN'S	Jan 8, 2013 10:49 AM
19	Attract more middle income household to the area.	Dec 30, 2012 7:06 AM
20	unsafe, useiess retail establishments, does Bronzeville need a wig shop and laundromat on North ave?	Dec 27, 2012 5:57 AM
21	Yes, I live in the area. I built in 2008. I would like to provide more input as well as serve on a board. Also, there have been a number of breakins. My home and two neighbors. Security or more police presence would be great.	Dec 18, 2012 5:17 PM
22	More than upscale, It needs to relevant to the development of an economically healthy and culturally aware as well as alive African American community	Dec 18, 2012 5:07 PM
23	Why hasn't Rocky or the Mayor assigned the best staffpersons in DCD to make Bronzeville a reality? Why has it taken 15 years and we still only see vacant lots in Bronzeville? Has the City as the moving force behind Bronzeville cause Bronzeville to remain a pipe dream? Has any central city development happened that was spearheaded by the City and not a private developer or group?	Dec 18, 2012 4:53 PM
24	Nope	Dec 18, 2012 3:33 PM
25	I would like to see it in my lifetime!	Dec 18, 2012 12:38 PM
26	It's been a concept for many years, but there are too few visible signs of progress. Numerous meetings and mixers don't seem to be adding up to anything substantive.	Dec 11, 2012 12:09 PM