



# THE CORRIDOR

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May 6, 2014

To City of Milwaukee Zoning, Neighborhoods & Development Committee:

BID #37 is located in the 30<sup>th</sup> Street Industrial Corridor. Today, we thank you for hearing our views regarding the City's façade and streetscaping programs, and we respectfully share BID #37 ideas.

## **Facade**

The City's façade grant is currently designed for commercial and retail properties. BID #37 has been told that industrial properties are excluded. Yet there is a special façade program available for industry in the Menomonee Valley. Why are no other industrial BIDs able to access that type of program? We have industry on high-traffic volume streets like 35<sup>th</sup> Street and improving those facades would complement economic development efforts. Please consider expanding the program to including industrial façade grants for additional industrial BIDs.

## **Streetscape**

The City's streetscape program is intended to be a 50/50 split between loan and grant. BID #37 has a ratio that is closer to 85% loan and 15% grant. BID #37 is locked into a high interest rate with shorter loan period. When we tried to renegotiate the terms, the new terms were rejected. These loan terms have had a huge impact on the fiscal sustainability of our organization. To remain viable, we have had to fire staff at a time when the 30<sup>th</sup> Street corridor is finally seeing momentum.

## **City-Owned Property Maintenance**

BID #37 currently spends about 6% of its entire assessment on litter pick-up, with most of those efforts concentrated on Century City. The City does not contribute to the BID, yet business contributions are financing litter pick-up that should probably be paid by the City, especially as the City is actively marketing Century City properties. If the BID did not have to pay for litter pick-up at Century City, those funds could be used to directly help area businesses with pressing issues like security.

**We remain grateful for our strong partnership with the City.** These issues are merely suggested in hopes that the City strengthen its ability to help BIDs.

Sincerely,

Gloria Stearns  
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