

BUSINESS IMPROVEMENT DISTRICT #38
OPERATING PLAN
Cesar Chavez Drive

YEAR 2016

INTRODUCTION

1. Background
2. Physical Setting

DISTRICT BOUNDARIES

PROPOSED OPERATING PLAN

- A. Plan Objectives
- B. Proposed Activities - Year ten
- C. Proposed Expenditures - Year ten
- D. Financing Method
- E. Organization of BID Board
- F. Relationship to the BID

METHOD OF ASSESSMENT

1. Assessment Rate and Method
2. Excluded and Exempt Property

RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

1. City Plans
2. City Role in District Operation

FUTURE YEAR OPERATING PLANS

1. Phased Development
2. Amendment, Severability and Expansion

APPENDICES

1. District boundaries
2. Listing of properties
3. FARM Project
4. Ciclovia-Openstreets

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created S. 66.1109 of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Cesar E. Chavez Drive business area on Milwaukee's Near South Side (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Cesar E. Chavez BID district. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The Cesar E. Chavez District covers a commercial area on Cesar E. Chavez Drive, stretching from National Avenue in the North to Greenfield Avenue in the South. The Cesar E. Chavez District also includes a parcel adjacent to the west side of Cesar E. Chavez Drive, 1635 West National Avenue

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in Appendix A of this plan. A listing of the properties included in the district is provided in Appendix B.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to:

- a) Improve public safety, image and public perception of the Cesar E. Chavez District.
- b) Coordinate public improvement projects in the Cesar E. Chavez Drive District.
- c) Increase the capacity of local businesses.
- d) Promote Cesar E. Chavez Drive as a unique shopping and tourist destination by creating an improved cultural image through the installation of public art and space activation.

B. Proposed Activities - 2016

Principle activities to be engaged in by the district during its 10th year of operation will include:

- a. Upgrade the Streetscape to present a unified and aesthetically pleasing environment for Cesar E. Chavez Drive.
- b. Implement cleaning services to promote upkeep on the street.
- c. Contribute to and implement public art projects in the district
- d. Execute the 2nd year of the FARM Project
- e. Coordinate the 2nd annual Ciclovía - Openstreets

C. Proposed Expenditures - Year ten

Proposed Budget

Items	Expenditure
Cesar Chavez Public Art Project	\$6,000
Landscaping/Christmas Decorations	\$12,700
Cleaning Services	\$5,000
Cameras/Security	\$3,000
Administrative/Professional Fees	\$20,000
Total	\$46,740
Other Funding for the FARM Project	\$40,000

D. Financing Method

It is proposed to raise \$26,500 through BID assessments (see Appendix B). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

The Mayor appoints members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size - Five (5)
2. Composition - At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation - None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the BID

The BID shall be a separate entity from the contract agency notwithstanding the fact that members, officers and directors of the each may be shared. The contracted agency shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. BID Board may contract with any agency to provide services to the BID, in accordance with

this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should equally contribute to the BID. After consideration of other assessment methods, it was determined that each owner would benefit equally from the BID projects and participation would promote involvement with the BID. The assessment will be a flat fee of \$500 with the exception of tax-exempt properties that will join the BID on a voluntary basis.

As of January 1, 2009, the property in the proposed district had a total assessed value of \$13,468,300.00. This plan proposes to assess the property in the district at a rate of \$500 per parcel of property.

Appendix D shows the projected BID assessment for each property included in the district.

- 53 properties x \$500 = \$26,500

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109 (1) (f)1m: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.

2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.

3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Cesar E. Chavez Business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Two activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Two conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

APPENDICES

A. District boundaries

B. Listing of properties

C. FARM Project Overview

D. Ciclovia-Openstreets documents: Press Release, Communication Plan and Analytics, Survey Results

Appendix A:

Business Improvement Districts-Chapter 66-66.1109

66.1109 Business Improvement Districts.

66.1109(1)

(1) In this section:

66.1109(1)(a)

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

66.1109(1)(c)

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

66.1109(1)(d)

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

66.1109(1)(e)

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

66.1109(1)(0 1.

1. The special assessment method applicable to the business improvement district.

66.1109(1X0 1m.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

66.1109(1X02.

The kind, number and location of all proposed expenditures within the business improvement

district.

66.1

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

66.1109(1)(04.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

66.1109(1X05.

5. A legal opinion that subds. 1. to 4 have been complied with.

66.1 109 (!)(!,*)

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body

66.1100(2)

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

66.1109(2)(a)

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

66. 1109 (2)(b)

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

66.1109<2)(c)

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

66.1109(2)(d)

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

66.1 109 (4m)

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

66.1109 (4ni)(a) (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

66.1109(4m)(b)

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par.(c) and unless the business improvement district is not terminated under par. (e).

Number	Street	Property Owner	Assessed Value	Specials
1200-				
1204	S. Chavez Dr.	Maria G. Arteaga	\$ 272,000.00	\$ 500.00
1232-				
1234	S. Chavez Dr.	Rigoberta & Jaime Artcaga	\$ 239,000.00	\$ 500.00
1239-				
1241	S. Chavez Dr.	Song Thao Yang, Xaoyee		
1243-		South West Imports, LLC	\$ 125,000.00	\$ 500.00
1247	S. Chavez Dr.	South West Imports, LLC	\$ 160,000.00	\$ 500.00
1230	S. Chavez Dr.	Ragheb Hamdan	\$ 124,000.00	\$ 500.00
1225-				
1227	S. Chavez Dr.	Jaime Lara	\$ 94,500.00	\$ 500.00
821-823	S. Chavez Dr.	Juan J. Jimenez	\$ 187,000.00	\$ 500.00
1208	S. Chavez Dr.	Luis J. Jimenez	\$ 80,200.00	\$ 500.00
1210	S. Chavez Dr.	Luis J. Jimenez	\$ 11,700.00	\$ 500.00
		Severe Gonzalez, Jessie		
1214	S. Chavez Dr.	Torrijos, LLC	\$ 93,600.00	\$ 500.00
816-820	S. Chavez Dr.	JF Drywall, LLC	\$ 159,000.00	\$ 500.00
825-827	S. Chavez Dr.	Juan M. Sanchez	\$ 161,000.00	\$ 500.00
1242	S. Chavez Dr.	Eduardo Velez	\$ 139,000.00	\$ 500.00
1308	S. Chavez Dr.	Prieto Property Holdings	\$ 433,000.00	\$ 500.00
933-937	S. Chavez Dr.	Imad Koran	\$ 389,000.00	\$ 500.00
1217-				
1219	S. Chavez Dr.	Federico Diaz	\$ 179,000.00	\$ 500.00
1216-				
1222	S. Chavez Dr.	Federico Diaz	\$ 244,000.00	\$ 500.00
807-815	S. Chavez Dr.	Ahn J. Lee	\$ 187,000.00	\$ 500.00
801-803	S. Chavez Dr.	CFSC Properties LLC	\$ 143,000.00	\$ 500.00
824-826	S. Chavez Dr.	El Rey Enterprises LLP	\$ 182,900.00	\$ 500.00
831-833	S. ChavezDr.	Ruben Arce	\$ 143,000.00	\$ 500.00
901-903	S. Chavez Dr.	James and Karen Dropp	\$ 204,000.00	\$ 500.00
905-907	S. Chavez Dr.	Ruelle Family, LLC	\$ 112,000.00	\$ 500.00
911-915	S. ChavezDr.	Rose E. Espino	\$ 370,000.00	\$ 500.00
916	S. ChavezDr.	El Rey Enterprises LLP	\$ 2,309,000.00	\$ 500.00
923	S. ChavezDr.	Makbul Sajan	\$ 223,000.00	\$ 500.00
925-927	S. Chavez Dr.	Robert F. Zellmer	\$ 108,000.00	\$ 500.00
1014	S. Chavez Dr.	El Rey Enterprises LLP	\$ 72,400.00	\$ 500.00
1016-				

1018	S. ChavezDr.	El Rey Enterprises LLP	\$ 136,000.00	\$ 500.00
1023	S. ChavezDr.	El Rey Enterprises LLP	\$ 481,000.00	\$ 500.00
1032-1036	16th Street Community S. Chavez Dr.	Health Center Inc.		
1033-1035	S. ChavezDr.	Rueben Herrera	\$ 274,000.00	\$ 500.00
1037	S. Chave Dr. Dr.	El Rey Enterprises LLp	\$ 112,000.00	\$ 500.00
1109	z	John G. Gonis Trust	\$ 103,000.00	\$ 500.00
1127-1135	Chave S. Chave Dr.	John G. Gonis Trust	\$ 811,000.00	\$ 500.00
1207	S. Chave Dr.	Rajeh Assad	\$ 218,000.00	\$ 500.00
			\$ 500.00	
1215	S. Chave Dr.	Torrijos,LLC	\$ 152,000.00	\$ 500.00
1221-1223	S. Chave Dr.	Torrijos, LLC	\$ 144,000.00	\$ 500.00
1224	S. Chave Dr.	Torrijos, LLC	\$ 142,000.00	\$ 500.00
	z			
1235-1237	S. Chave Dr.	Torrijos, LLC	\$ 135,000.00	\$ 500.00
1238	S. Chave Dr.	Leonardo Aponte	\$ 269,000.00	\$ 500.00
1246-1248	S. Chave Dr.	Torrijos, LLC	\$ 14,500.00	\$ 500.00
1300-1302	S. Chave Dr.	Torrijos, LLC	\$ 13,200.00	\$ 500.00
1304-1306	S. Chave Dr.	Torrijos, LLC	\$ 182,000.00	\$ 500.00
1305-1307	S. Chave Dr.	E. Villarreal Properties,	\$ 45,300.00	\$ 500.00
1310-1312	S. Chave Dr.	Iglesia del Dios Vivo	\$ 111,700.00	\$ 500.00
1322-1330	S. Chave Dr.	Maribel Estrada	\$ 525,300.00	\$ 500.00
		16th Street Community		
1337	S. Chave Dr.	Health Center Inc	\$ 284,000.00	\$ 500.00
1567	W. National Ave.	Popeye's National Corp	\$ 272,000.00	\$ 500.00
1635	W. National Ave.	Badger Mutual Insurance	\$ 948,000.00	\$ 500.00
1575	W. Washington	McDonald's	\$ 950,000.00	\$ 500.00
			\$13,468,300.00	\$26,500.00

The Farm Project

Development:

- Develop underutilized public space into pedestrian friendly pocket parks
- Latino Public Market
- Designated Latino cultural zone on Cesar E. Chavez Drive

Project Timeline:

2015

Host Cesar E. Chavez Day celebration
Complete & install the Cesar E. Chavez sculpture
Host Milwaukee's first 'Open Streets' event (Chavez Drive to Harley)
Complete 1st wall mural
Test Tianguis (street markets) at Open Streets
Launch NEWaukee programming (DeTours, Art Bus, Mecca etc)
Collect data based on project progress
Start work on redevelopment of the Dental Associates building

2016

Host Cesar E. Chavez Day celebration
Launch street mass Sunday's
Host Tianguis (street markets)
Create 2nd wall mural
Work to designate a Latino cultural zone on Cesar E. Chavez Drive
Disseminate call for Chavez BID artist in residency in empty storefront
Announce 1st Chavez BID artist in residence
Host 2nd annual Open Streets event
Start planning for the pedestrian walkway

2017

Host Cesar E. Chavez Day celebration
Continue monthly street mass Sunday's
Continue with weekly Tianguis (street markets)
Announce first nomination Latino cultural zone on Cesar E. Chavez Drive
Disseminate call for Chavez BID artist in residency in empty storefront
Announce 2nd Chavez BID artist in residence
Host 3rd annual Open Streets event
Build pedestrian walkway into a usable public space
Host grand opening of the new public space
Break ground on Latino Public Market
Host inaugural conference on Latino Urbanism

Core Partners:

Cesar E. Chavez BID, Journey House, Clarke Square Neighborhood Initiative, NEWaukee

Planning and Program Partners:

UCC, Milwaukee Urban Gardens, Jazele Art Studios, Milwaukee Arts Board, UWM - Roberto Hernandez Center, UMOS, 16th Street Health Center, City of Milwaukee, Cesar Chavez National Foundation, Latino Arts, Wisconsin Bike Federation, Milwaukee Shines, Zilber Foundation, UMOS

The Farm Project

About:

The Farm Project is a three-year initiative to seed arts, culture and small business. The Farm Project objective is to cultivate Cesar E. Chavez Drive as a destination for both cultural and economic investment.

Cesar E. Chavez Drive is one of the city's few major arterial streets that is well connected to many different neighborhoods (Walker's Square, Clarke Square, Muskego Way). Historically it is the epicenter for Latino business and residents having access to cultural food, music and merchandise. Cesar E. Chavez Drive is at the center of the State's most dense zip codes 53204 and 53215, with almost ten thousand residents within a ten block radius. It is also historically known for its low homeownership rates and the area's large working poor population.

Desired Outcomes:

A walkable commercial corridor that provides a great retail mix for the thousands of residents in the surrounding neighborhood

- Inspire a diverse audience to utilize Cesar E. Chavez Drive as a premier Milwaukee destination
- Create inclusive programming and art installations to honor the past while celebrating present talents, and embracing future opportunities
- Build a consistently safe and accessible corridor for work and play
- Influence underutilized public spaces to involve the entire community

Farm Project Strategy:

- Develop a large inclusive planning coalition of businesses, organizations and residents
- Create cultural programming that connects to different neighborhoods and drives people to Cesar E. Chavez Drive
- Include artists, architects and other community creatives in the planning of projects
- Export the Farm Project identity to the rest of Milwaukee County

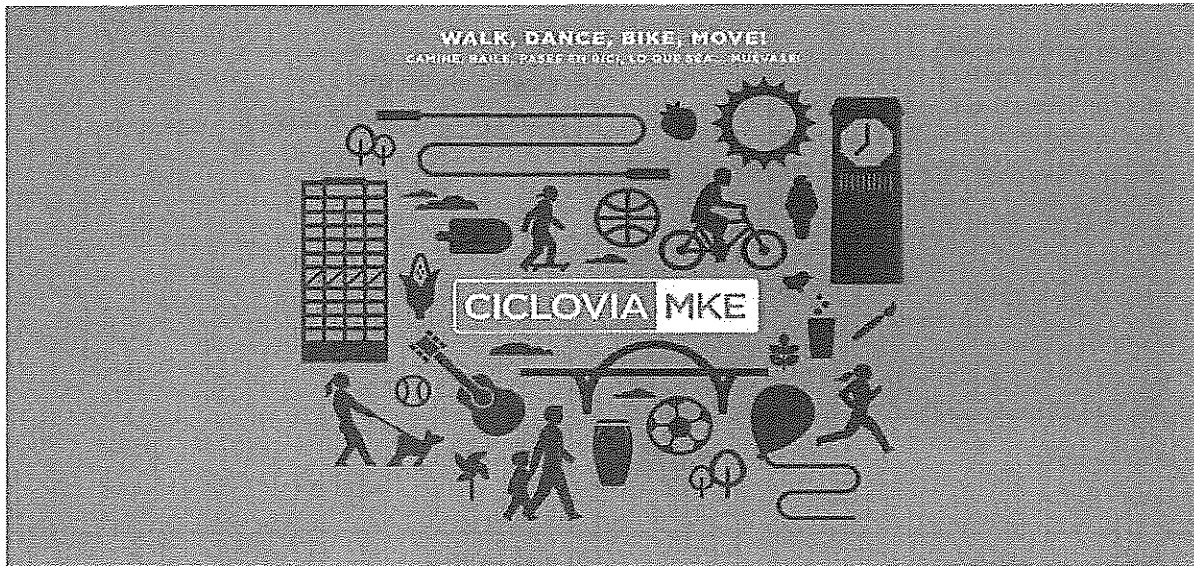
Farm Project Initiatives:

Programming:

- Annual Cesar E. Chavez Day celebration
- Annual Open Streets event <http://openstreetsproject.org/>
- Tianguis (street /sidewalk markets)
- NEWaukee neighborhood and artistic tours
- NEWaukee networking and social programming
- Sunday street masses
- Latino urbanism conference

Arts:

- Cesar E. Chavez sculpture
- Cesar E. Chavez and other murals
- Public/practical art features (demonstrating the Latino urbanism philosophy)
- Business Improvement District Artist in Residence (workshops, tours)



Ciclovía MKE & NEWaukee Partnership

Total Digital Media Impressions 214,803

Total PR / Promoted Stories 10

Social Media Breakdown

Facebook Reach: 44,159+

Twitter Reach: 118,333+

<p>29 AUG</p> <p>Ciclovía: Open Streets Sat 11 AM - Cesar E. Chavez Drive 320 guests</p> <p>12,007 people reached</p> <p>45 Likes 1 Comment</p>	<p>Reach: 12,007 Engaged users: 319 People talking about post: 73</p>
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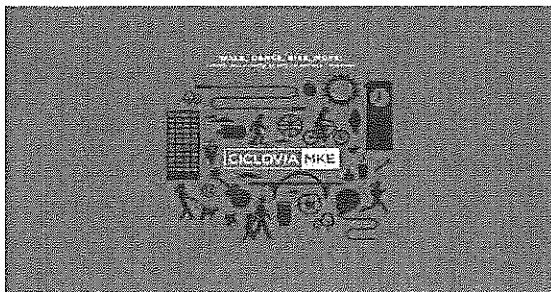
<div data-bbox="240 243 293 289"> </div> <div data-bbox="297 243 467 268"> Newaukee Milwaukee </div> <div data-bbox="297 268 662 289"> <small>Published by Nicole Behrke [?] · August 10 at 2:33pm · 🌐</small> </div> <div data-bbox="240 304 734 357"> <p>The first Ciclovía MKE is coming to Milwaukee this August! Check out this writeup from Urban Milwaukee: http://bit.ly/1P1OkV0</p> </div> <div data-bbox="240 367 794 627"> </div> <div data-bbox="240 653 380 676"> 932 people reached </div> <div data-bbox="704 653 786 672"> Boost Post </div> <div data-bbox="240 695 371 714"> 4 Likes · 1 Comment </div>	<div data-bbox="826 237 1175 344"> <p>Reach: 932 Engaged users: 45 People talking about post: 5</p> </div>
<div data-bbox="240 764 293 810"> </div> <div data-bbox="297 764 467 787"> Newaukee Milwaukee </div> <div data-bbox="297 787 657 808"> <small>Published by Sprout Social [?] · August 11 at 9:33am · 🌐</small> </div> <div data-bbox="240 823 734 875"> <p>Curious what the deal is with this whole Ciclovía MKE thing? Check out this video from CicLAvia in Los Angeles and get excited!</p> </div> <div data-bbox="240 886 794 1194"> </div> <div data-bbox="240 1222 396 1245"> 1,730 people reached </div> <div data-bbox="704 1222 786 1241"> Boost Post </div> <div data-bbox="240 1264 440 1283"> 7 Likes · 2 Comments · 1 Share </div>	<div data-bbox="826 758 1190 865"> <p>Reach: 1,730 Engaged users: 43 People talking about post: 11</p> </div>



Newaukee Milwaukee

Published by Nicole Behnke (7) · August 24 at 3:19pm · 58

We can't wait for Ciclovía MKE this weekend! Bike, walk, or run on down!



open streets milwaukee

NEWaukee is partnering with Cesar E. Chavez Drive BID, the Clarke Square Neighborhood Initiative, the Wisconsin Bike Federation and many more to bring the first Ciclovía: Open Streets to Milwaukee. When: August 29th, 2015 Time: 11am...

NEWAUKEE.COM

20,449 people reached

Boosted

155 Likes · 4 Comments · 30 Shares

Reach: 20,449

Engaged users: 538

People talking about post: 204



Newaukee Milwaukee

Published by Nicole Behnke (2) · August 28 at 10:04am · 43

Read how other cities are taking back their streets through Ciclovía's and join us for Ciclovía: Open Streets this Saturday!

Ciclovía MKE: <http://bit.ly/1JQIEAy>



Taking Back the Streets

CicLAvia founder Aaron Paley says L.A.'s biggest bicycle event isn't about bikes, it's about reclaiming public space. Seven years ago, Aaron Paley was working out concepts for a public festival that...

ARCONAUTNEWS.COM

547 people reached

Boost Post

1 Like

Reach: 547

People talking about post: 1



Milwaukee 360

Published by Jan Abston · Fri · August 10 at 3:23pm · 🌐

WOW Milwaukee is getting its first Ciclovía event!

"Ciclovía derives from a Latin American tradition, more specifically from Colombia, that is about minimizing the use of cars and promoting biking to explore the communal spaces. This way, residents can have the space available for walking, dancing, playing games, socializing, and most importantly promoting bike use for daily purposes."



Ciclovía MKE to Encourage Active Living With the Involvement of Local Businesses

Ciclovía MKE will take place on Saturday, August 29th, 2015

URBANMILWAUKEE.COM

1,253 people reached

Boost Post

14 Likes · 1 Share

Reach: 1,253

Engaged users: 19

People talking about post: 18



Milwaukee 360

Published by Sprout Social · Fri · August 17 at 6:01am · 🌐

Vendors - grab your spot for Ciclovía MKE now!



Ciclovía MKE | Home

What: Open Streets MKE – Ciclovía MKE, Southside event

EN.CICLOVIAMKE.ORG

904 people reached

Boost Post

Reach: 904

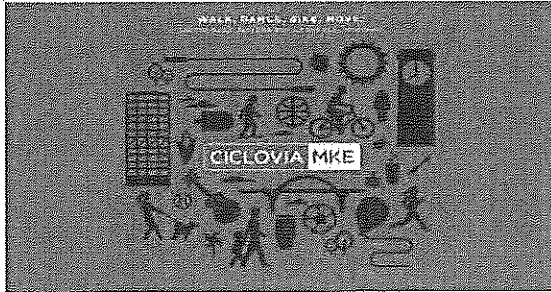
Engaged users: 16



Milwaukee 360

Published by Sprout Social (?) · August 18 at 9:33pm · 19

You won't want to miss this Milwaukee event! More info here:
<http://on.fb.me/1PjU5Ob>



Ciclovía MKE to Encourage Active Living With the Involvement of Local Businesses

Ciclovía MKE will take place on Saturday, August 29th, 2015

URBANMILWAUKEE.COM

951 people reached

Boost Post

2 Likes

Reach: 951

Engaged users: 7

People talking about post: 3



Milwaukee 360

Published by Sprout Social (?) · August 20 at 8:25am · 19

Ciclovía hits Milwaukee streets in 9 days!



Ciclovía Comes to Milwaukee

A community biking event created in Colombia and launched in U.S. cities, it comes here August 29.

URBANMILWAUKEE.COM

1,290 people reached

Boost Post

5 Likes

Like

Comment

Share

Reach: 1,290

Engaged users: 19

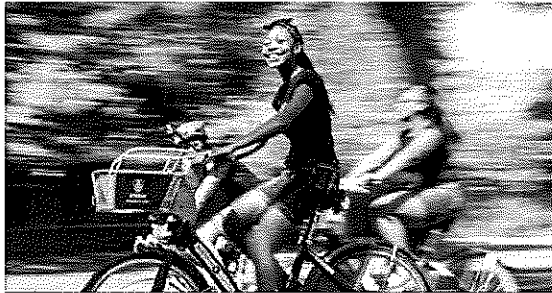
People talking about post: 6



Milwaukee 360

Published by Sprout Social 171 · August 24 at 6:23pm · 🌐

Walk, dance, bike, move - Ciclovía hits Milwaukee streets this Friday!



open streets milwaukee

NEWaukee is partnering with Cesar E. Chavez Drive BID, the Clarke Square Neighborhood Initiative, the Wisconsin Bike Federation and many more to bring the first Ciclovía: Open Streets to Milwaukee. When: August 29th, 2015 Time: 11am...

NEWAUKEE.CON

971 people reached

Boost Post

8 Likes · 1 Share

👍 Like 💬 Comment ➦ Share

Reach: 971

Engaged users: 10

People talking about post: 11



Milwaukee 360 shared Newaukee Milwaukee's event.

Published by Ian Abston 171 · August 25 at 10:04am · 🌐

Shut down streets...open them to the people. Love this!



29
AUG

Ciclovía: Open Streets

Sat 11 AM · Cesar E. Chavez Drive
320 guests

403 people reached

Boost Post

Reach: 403

Engaged users: 4



Milwaukee 360 shared Newaukee Milwaukee's event.

Published by Ian Abston [7] · August 28 at 9:34am · 🌐

This weekend the streets are open to the people with Ciclovía MKE



29
AUG

Ciclovía: Open Streets

Sat 11 AM - Cesar E. Chavez Drive

320 guests

422 people reached

Boost Post

4 Likes

Reach: 422

Engaged users: 4

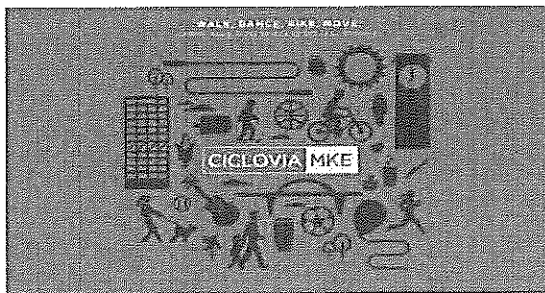
People talking about post: 2



Our Milwaukee

Published by Sprout Social [7] · August 19 at 9:27am · 🌐

Here's one MKE event you won't want to miss



Ciclovía MKE to Encourage Active Living With the Involvement of Local Businesses

Ciclovía MKE will take place on Saturday, August 29th, 2015

URBANMILWAUKEE.COM

340 people reached

Boost Post

2 Likes 1 Share

Reach: 340

Engaged users: 3

People talking about post: 1



Our Milwaukee

Published by Sprout Social (?) · August 21 at 1:43pm · 🌐

This is going to be awesome!



Ciclovía Comes to Milwaukee

A community biking event created in Colombia and launched in U.S. cities, it comes here August 29.

URBANKMILWAUKEE.COM

664 people reached

Boost Post

2 Likes 1 Share

Reach: 664

Engaged users: 14

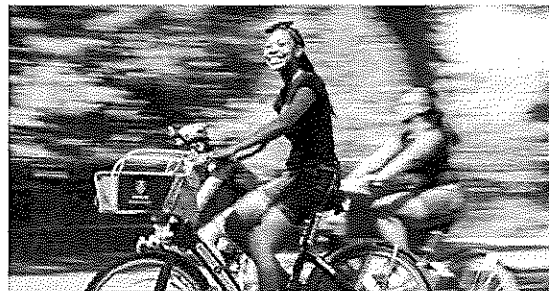
People talking about post: 4



Our Milwaukee

Published by Sprout Social (?) · August 22 at 1:19pm · 🌐

Ciclovía is finally coming to Milwaukee!



Bike Czar: Open Streets Event Finally Comes to Milwaukee

Hundreds of cities have sponsored Ciclovía events. Milwaukee's first one is on August 29.

URBANKMILWAUKEE.COM

747 people reached


Boost Post

4 Likes


Reach: 747

Engaged users: 25

People talking about post: 6


Our Milwaukee
 Published by Ian Abston 7:1 · August 28 at 10:28am · 🌐

Open the streets to the people! Very cool idea.



Open Streets 'Ciclovía' MKE: Aug. 29
 Head to the South Side this Saturday and re-imagine Milwaukee without cars. Bike or walk down the middle of the street as vendors, performers and community events line the sidewalks.
ONMILWAUKEE.COM

544 people reached

Boost Post

Reach: 544
 Engaged users: 8
 People talking about post: 4

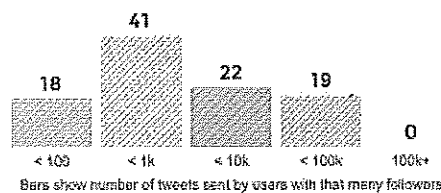
TWEETREACH SNAPSHOT FOR #CiclovíaMKE

ESTIMATED REACH

118,333
ACCOUNTS REACHED

EXPOSURE

366,730 IMPRESSIONS

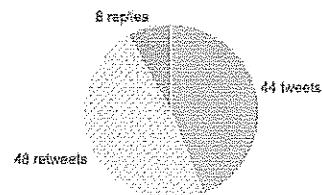
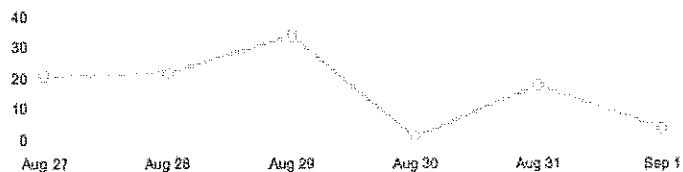


ACTIVITY

100
TWEETS

32
CONTRIBUTORS

6
DAYS





NEWaukee @NEWaukee · Aug 10

The first #CiclovíaMKE is on it's way this August! on.fb.me/1P1OueZ

RETWEETS
4

FAVORITES
6



1:31 PM - 10 Aug 2015 · Details



NEWaukee @NEWaukee · Aug 10

Read more about #CiclovíaMKE here! Thanks @UrbanMilwaukee! bit.ly/1P1OkV0

RETWEETS
2

FAVORITES
2



6:24 PM - 10 Aug 2015 · Details



NEWaukee @NEWaukee · Aug 11

Curious what #CiclovíaMKE is? Check out this video from @CicLAvia in Los Angeles to get an idea! bit.ly/1P3MHPU

👉 Vimeo



CicLAvia, Let's Go!

For Angelenos, Sunday was a day that we'll never forget. Our first Open Streets party was an unparalleled success. So much so that even the critics of the...

[View on web](#)

RETWEETS
2

FAVORITES
2



8:47 AM - 11 Aug 2015 · Details

🔄 🌟 ⋮

Hide media



NEWaukee @NEWaukee · Aug 26

Here's how other cities are taking back their streets through #Ciclovial
bit.ly/1PTgzq9

RETWEET
1

FAVORITE
1



9:06 AM - 26 Aug 2015 · Details



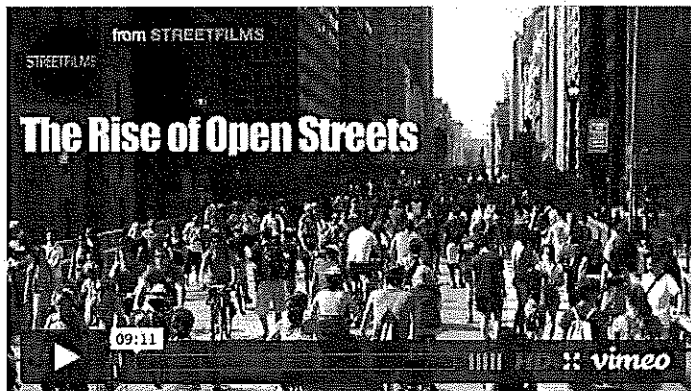
Reply to @NEWaukee



NEWaukee @NEWaukee · Aug 27

"To enjoy Open Streets, all you need is two
feet and a heartbeat!" #CicloviamKE
bit.ly/1NXgtMP

Vimeo



The Rise of Open Streets

Streetfilms has been documenting the ciclovía/open streets movement for over seven years, beginning with our landmark film in 2007 on Bogotá's Ciclovía, currently...

[View on web](#)

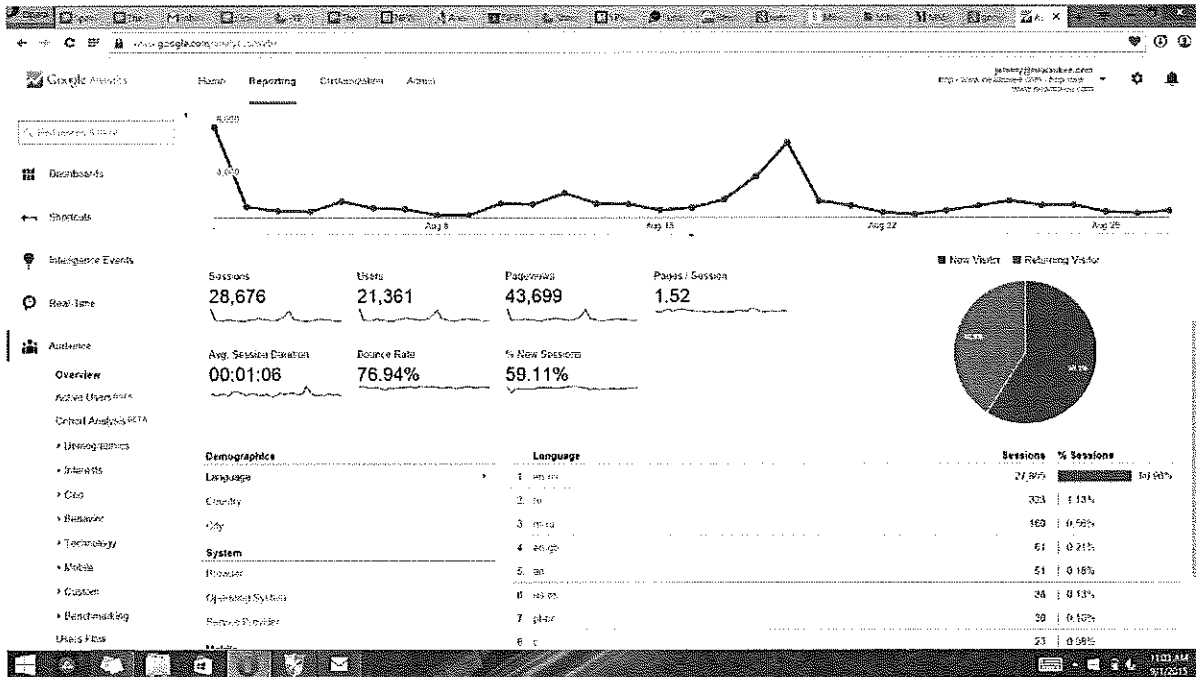
RETWEETS
4

FAVORITES
5

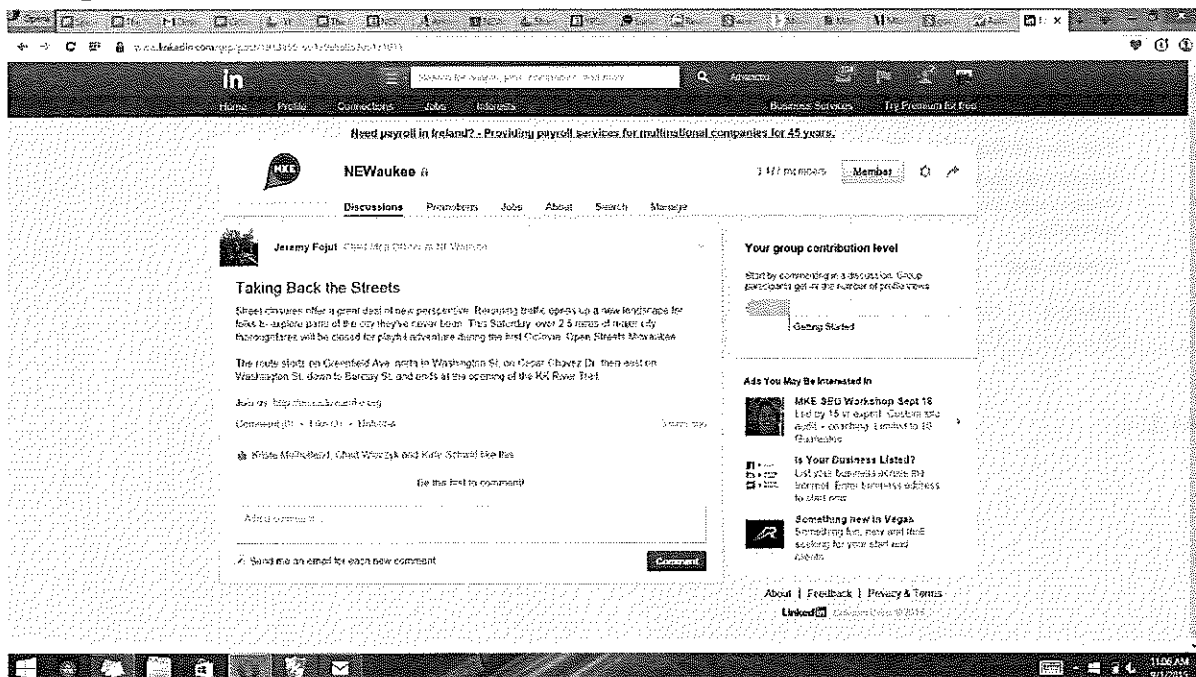


44,154

Website: 28,676 Sessions

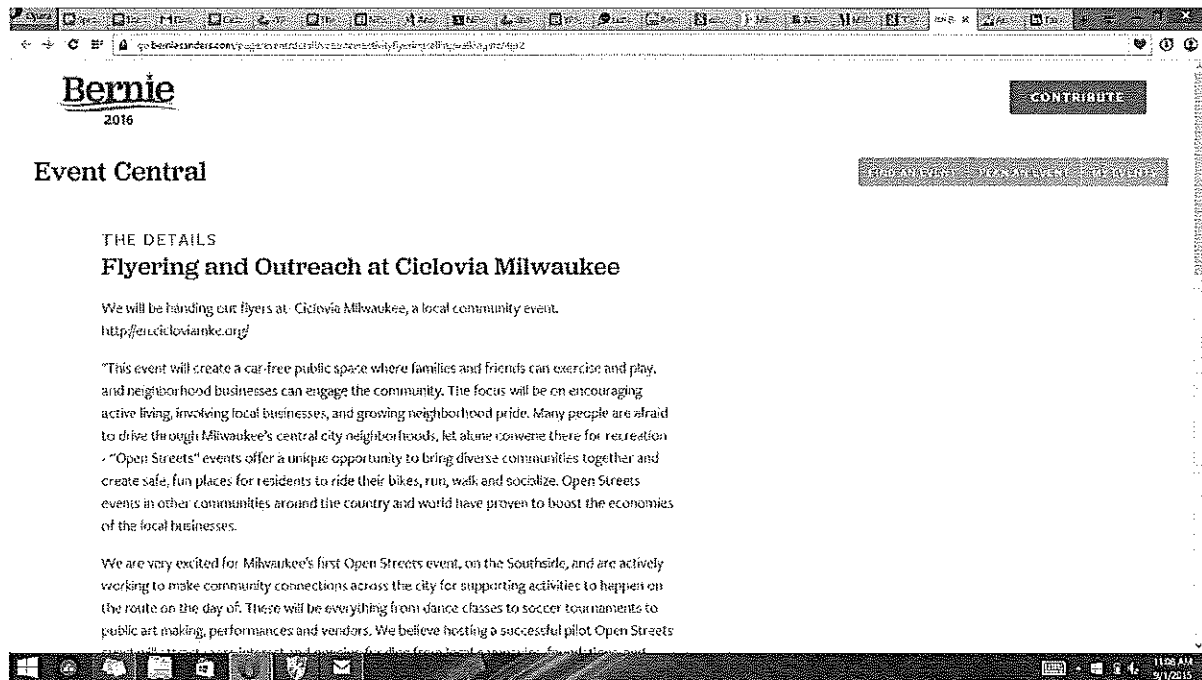


LinkedIn: 3,477 impressions Message



Press & Promotion:

https://go.berniesanders.com/page/event/detail/volunteeractivityflyingcallingwalkingetc/4jjs2



Bernie
2016

Event Central

THE DETAILS

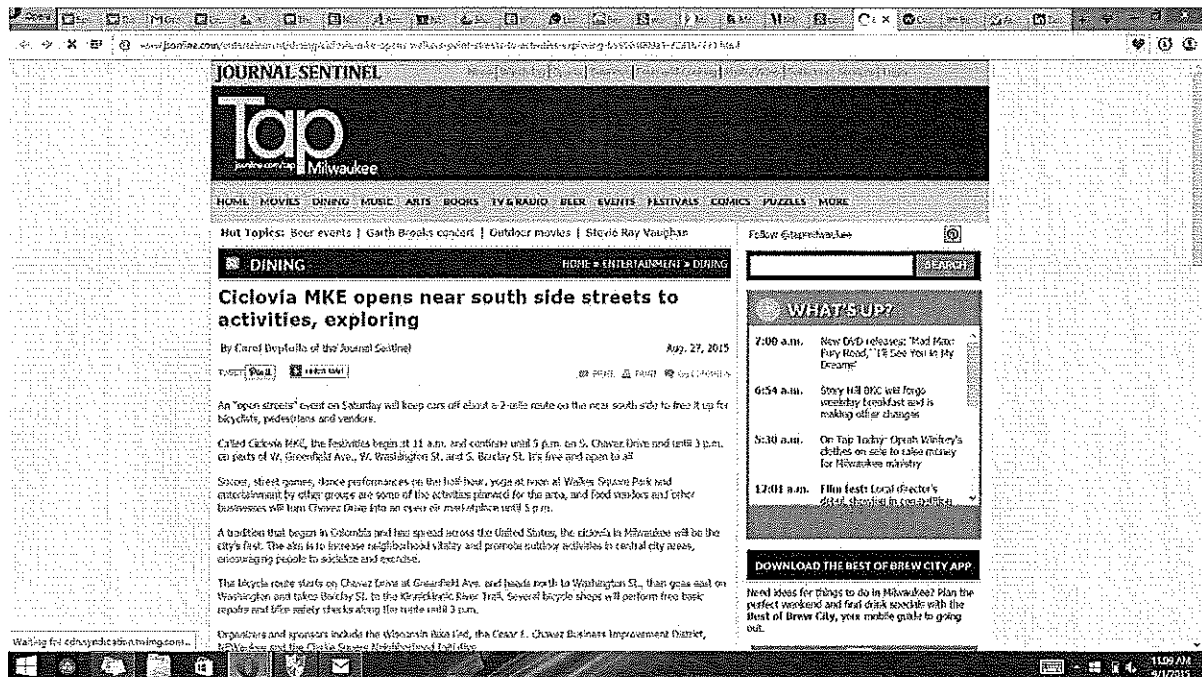
Flyering and Outreach at Ciclovía Milwaukee

We will be handing out flyers at Ciclovía Milwaukee, a local community event.
<http://en.cicloviamke.org/>

"This event will create a car-free public space where families and friends can exercise and play, and neighborhood businesses can engage the community. The focus will be on encouraging active living, involving local businesses, and growing neighborhood pride. Many people are afraid to drive through Milwaukee's central city neighborhoods, let alone convene there for recreation. "Open Streets" events offer a unique opportunity to bring diverse communities together and create safe, fun places for residents to ride their bikes, run, walk and socialize. Open Streets events in other communities around the country and world have proven to boost the economies of the local businesses.

We are very excited for Milwaukee's first Open Streets event, on the Southside, and are actively working to make community connections across the city for supporting activities to happen on the route on the day of. These will be everything from dance classes to soccer tournaments to public art making, performances and vendors. We believe hosting a successful pilot Open Streets event will attract new interest and positive feedback from local business, foundations and

<http://www.jsonline.com/entertainment/dining/ciclovía-mke-opens-walkers-point-streets-to-activities-exploring-b99564009z1-323167771.html>



JOURNAL SENTINEL

Tap
milwaukee

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DINING **HOME » ENTERTAINMENT » DINING**

Ciclovía MKE opens near south side streets to activities, exploring

By Carol Depaulis of the Journal Sentinel
Aug. 27, 2015

An "open streets" event on Saturday will keep cars off about a 2-mile route on the near south side to free it up for bicycles, pedestrians and vendors.

Called Ciclovía MKE, the festivities begin at 11 a.m. and continue until 5 p.m. on S. Chavez Drive and until 3 p.m. on parts of W. Greenfield Ave., W. Washington St. and S. Bradley St. It's free and open to all.

Soccer, street games, dance performances on the half hour, yoga at noon at Walker Square Park and entertainment by other groups are some of the activities planned for the area, and food vendors and other businesses will turn Chavez Drive into an open-air marketplace until 5 p.m.

A tradition that began in Colombia and has spread across the United States, the ciclovía in Milwaukee will be the city's first. The aim is to increase neighborhood vitality and promote outdoor activities in central city areas, encouraging people to exercise.

The bicycle route starts on Chavez Drive at Greenfield Ave. and heads north to Washington St., then goes east on Washington and takes Bailey St. to the Koshongke River Trail. Several bicycle shops will perform free bike repairs and offer safety checks along the route until 3 p.m.

Organizers and sponsors include the Wisconsin Bike Fed, the Cesar E. Chavez Business Improvement District, the Milwaukee Neighborhood Food Project.

WHAT'S UP?

7:00 a.m. New DVD releases: "Mad Max: Fury Road," "I'll See You in My Dreams"

6:54 a.m. Stay till DMC will frogs variety breakfast and is making other changes

5:30 a.m. On Tap Today: Oprah Winfrey's chiles on sale to take money for Milwaukee ministry

12:01 a.m. Film fest Local director's debut about his childhood

DOWNLOAD THE BEST OF BREW CITY APP.

Need ideas for things to do in Milwaukee? Plan the perfect weekend and find drink specials with the Best of Brew City, your mobile guide to going out.

<http://milwaukeeenns.org/2015/09/01/first-ciclovía-mke-brings-community-into-the-streets/>

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MILWAUKEE
NEIGHBORHOOD NEWS SERVICE
Milwaukee Press Club Award Winner 2015

Communities
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Search Milwaukee
Tuesday, September 1, 2015 83°F

Subscribe to NNS

First 'Ciclovía MKE' brings community into the streets


SEPTEMBER 1, 2015 BY ANDREA WAXMAN LEAVE A COMMENT

Sign up for the NNS daily email



Milwaukee, WI Residents Are 'Rattled' By New Public Records Website

MILWAUKEE NNS ON INSTAGRAM



<http://www.milwaukeeemag.com/pec-events/ciclovía-mke-2/>

Milwaukee
MAGAZINE



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Ciclovía MKE

DATE: SEPTEMBER 25, 2015 SHARE ON: f i+ p t



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NEWSLETTER

<http://onmilwaukee.com/buzz/articles/cicloviamke.html>

(PHOTO: NEWaukee's Facebook)

Open Streets "Ciclovía" MKE: Aug. 29

Published Aug. 24, 2015 at 3:14 p.m.

The OnMilwaukee.com Summer Festivals Guide is presented by Pick 'n Save. Where Wisconsin Saves on Groceries. Pick 'n Save is Wisconsin proud, and excited to help promote and feed the great Milwaukee summer that includes festivals and fun nearly every day. Click to save here!

Try to imagine Milwaukee without cars or buses. You need to make your way to the store several blocks down the street. Imagine what it would look like to walk down the street and everyone else is biking and walking to the grocery store, to work, to pick up their kids just like you?

That vision is what Ciclovía MKE will attempt to recreate on Saturday, Aug. 29 as one of 90 Open Streets initiatives across North America. For four hours, a stretch of Cesar Chavez Dr. and Washington Ave. -- spanning over twenty blocks -- will be closed off for people to walk, bike and experience a city without automobiles.

The goals of this community event are beyond the scope of a street festival or block party. The event aims to reassert walking and biking as viable transportation options. By envisioning the city streets as something other than simply traffic congested roadways, "Open Streets" aims to cut down on fuel consumption and pollution within cities.

So make the trek to the South Side on your bike or on foot this Saturday. There will be soccer tournaments, performances, art-makers and local vendors lining the streets, and residents will be able to socialize and enjoy the afternoon on the "paved park" of Milwaukee's streets. Don't miss your chance to see what Milwaukee would look like as a car-free city!

Where? The route will extend from Greenfield Ave. to Washington St. along Cesar Chavez Dr. A section of Washington St. will be closed extending from Barclay St. to the beginning of the

BEER
Loversfest 2015 4 9:30 A.M.

POLITICS
2016 must learn from 2014 5:16 A.M.

MITCHELL STREET
MILWAUKEE'S NEWEST STREET 10:01

BECAUSE FOOD CONNECTS US ALL

Top Clicks

Example: Studies | Ice Searches | Most Connected

1. Why is this video not getting more Milwaukee
2. Milwaukee Foodie Pick Rocking
3. 5 biggest takeaways from the Pockus ...
4. Mahanaga celebration, 10 years with my dad
5. Milwaukee City by guide

<http://www.suffieldtimes.com/breaking/ciclovía-mke-opens-walkers-point-streets-to-activities-exploring/62492/>

THE TIMES

Home » Breaking

Ciclovía MKE opens Walker's Point streets to activities, exploring

Start Download

Search Videos w/ HowToSimplified™ On How to Do it Yourself - Free!

By Times Staff on August 28, 2015

An "open streets" occasion on Saturday will maintain automobiles off a few 2-mile route on the close to south aspect to free it up for bicyclists, pedestrians and distributors.

Referred to as Ciclovía MKE, the festivities start at 11 a.m. and proceed till 5 p.m. on S. Chavez Drive and till three p.m. on elements of W. Greenfield Ave., W. Washington St. and S. Barclay St. It is free and open to all.

Soccer, road video games, dance performances on the half-hour, yoga at midday at Walker Sq. Park and leisure by different teams are a number of the actions deliberate for the world, and meals distributors and different companies will flip Chavez Drive into an open-air market till 5 p.m.

CONCORDIA UNIVERSITY WISCONSIN
70+ UNDERGRADUATE MAJORS
APPLY TODAY cuw.edu

<http://www.wisconsin gazette.com/community/open-streets-event-promotes-car-free-milwaukee.html>

The screenshot shows the Wisconsin Gazette website. The header includes the site logo, navigation links (HOME, NEWS, LOCAL, ENTERTAINMENT, LIFESTYLE, CALENDAR, DIRECTORY, ADVERTISE, LOGIN), and a search bar. The main article is titled "Open Streets event promotes car-free Milwaukee". It features a sub-header "CICLOVIA-MKE" and a photo of a person riding a bicycle. The article text describes the event as a "first open streets event in Milwaukee" and mentions that it will be held on Thursday, August 20, 2015, from 11 a.m. to 3 p.m. on Greenfield Avenue. The article also includes a quote from the Wisconsin Gazette and a link to the event page. On the right side, there is a "BE THE FIRST TO KNOW" section with a registration form and a "COMMUNITY BRIEFS" section with links to various local news items.

<http://urbanmilwaukee.com/2015/08/21/bike-czar-open-streets-event-finally-comes-to-milwaukee/>

The screenshot shows the Urban Milwaukee website. The header includes the site logo, navigation links (Real Estate, Politics, Business, Arts & Entertainment), and a search bar. The main article is titled "Open Streets Event Finally Comes to Milwaukee". It features a sub-header "BIKE CZAR" and a photo of a person riding a bicycle. The article text describes the event as a "first open streets event in Milwaukee" and mentions that it will be held on Thursday, August 20, 2015, from 11 a.m. to 3 p.m. on Greenfield Avenue. The article also includes a quote from the Urban Milwaukee website and a link to the event page. On the right side, there is a "Fun & Food at every stop!" section with a link to the event page and a "Latest Articles & Columns" section with links to various local news items.

<http://urbanmilwaukee.com/pressrelease/ciclovia-mke-to-encourage-active-living-with-the-involvement-of-local-businesses/>

Involvement of Local Businesses
Ciclovía MKE will take place on Saturday, August 29th, 2015
By Urban Milwaukee - Aug 26th 12:51 pm

WALK, DANCE, BIKE, HOP!
CICLOVIA MKE

Ciclovía MKE offers a unique opportunity to bring diverse communities together and create safe fun places for residents to ride their bikes, socialize and participate in physical activities. Ciclovía invites Milwaukee residents to become active and enjoy open public spaces.

Milwaukee, WI...Ciclovía MKE will take place on Saturday, August 29th, 2015 at the intersection of Cesar Chavez Drive, and Washington St. The bike route is open from 11 a.m. - 3 p.m., which starts on Washington St. and goes from Cesar Chavez Drive to Barclay St., and ends at the opening of the KK River Trail. An open market will be on Cesar Chavez drive from 11 a.m. - 3 p.m. for participants that want to buy products from the local businesses.

The success of Ciclovía MKE is based on an engaging environment where families can participate in fun activities. Physical activities will include a soccer area coordinated by the Milwaukee Soccer Development along with a variety of traditional Mexican and American street games. Also, dance lessons and interactive entertainment will be provided by Academia.

Br!NK
NEW WORK FESTIVAL

<http://urbanmilwaukee.com/2015/08/19/ciclovia-comes-to-milwaukee/>

URBAN MILWAUKEE

SEE IF YOU HAVE PRE-QUALIFIED FOR THE HOME DEPOT CONSUMER CREDIT CARD.

Real Estate Politics Business Arts & Entertainment

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Ciclovía Comes to Milwaukee
A community biking event created in Colombia and launched in U.S. cities, it comes here August 29.

By Amanda Michalek - Aug 19th 2015 12:02 pm

Sign up for the Urban Milwaukee daily email

The first Ciclovía MKE event — for bikers and walkers — is coming to Milwaukee Saturday, August 29th. Translated from Spanish, Ciclovía actually means “open streets” or “bike path.” It’s a concept that originated in Colombia and has already been hosted nationwide in cities like Minneapolis, Chicago, Los Angeles, and Philadelphia. This will be the first of what its planners hope will be many Ciclovía events in Milwaukee.

Fun & Food at every stop!
TOUR DE OUTPOST
RIDE 45
Help celebrate Outpost's 45th birthday by joining our 45-mile bike ride from store to store!

Latest Articles & Columns

Yesterday's Milwaukee: Public Museum Exhibits, 1880s by JEFF BAUGHMAN

New School Opens in Silver City Neighborhood by Edgar Mendez

Dining: La Masa Is Tasty Addition to Brady Street by Carl Taylor-Carlson

Data Work: Mysteries of the


Br!NK
NEW WORK FESTIVAL

Newsletters: 64,317 impressions

Google taking back the streets

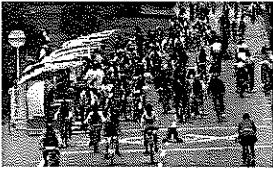
Mail • [Move to Inbox](#) [More](#)

5 of about 113

NEWAUKEE 

Street closures offer a great deal of new perspective. Morning traffic clears up a new landscape for folks, it explores parts of the city they've never seen. This Saturday, over 24 miles of major city thoroughfares will be closed for playful adventure during the first Ciciavia Open Streets Milwaukee.

The race starts on Greenfield Ave. north to Washington St. on Center Street. Or, trail east on Washington St. down to Barclay St. and ends at the opening of the K&L River Trail.



Join us from 8am to 2pm with your best, fit, stroller or children! Experience pop up dance and musical performances all day long as well as a food market with loads of yummy treats. This program is free and open to the public.

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- Aurora Health Care
- Badger Meter
- COMPASS PROPERTIES
- DISCOVERY WORLD

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11:57 AM 9/1/2015

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107 of many

Aug 12

NEWAUKEE 

NEWAUKEE is a non-profit organization that is dedicated to creating a more vibrant, active, and connected community in Milwaukee. We are currently looking for volunteers to help us with our upcoming events and projects.

What is Ciciavia?
Ciciavia is a global initiative that temporarily closes streets to motor vehicle traffic, so that people can use them for walking, vending, performances, cycling, dance, play, and socialized. With over 100 documented initiatives in North America, Ciciavia is more and more common in cities in search of innovative ways to achieve environmental, social, economic and public health objectives.

Why do we want one in Milwaukee?
The most effective way to have an impact on the community of Milwaukee is to promote physical activity, environmental health, access to community resources, pride in neighborhoods, and connections between different geographical parts of the city. Forward Milwaukee is more about Ciciavia in other cities.

SPONSORS & PARTNERS

- Associated
- Aurora Health Care

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11:59 AM 9/1/2015

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Starred

Important

Sent Mail

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Angela Damanti
Brendan Thomas
Daniel Stankus
Ian Abston
Ian Gariboa
Jennifer Utke
Nicole Behnke
Rita DeMent

Don't miss live music from the Jordan Bass followed by Jeremy Cabada this Friday night on the Milwaukee Avenue Club Rooftop. Grab a Blue Moon and dance the night away! A big thank you to our friends at Mashed Group for making the night possible! [View photo here](#)

Upcoming NKE Event

Ciclovía: Open Streets
August 28th 11AM-3PM
Ciclovía or Open Streets is a global initiative that temporarily closes streets to motor vehicle traffic - so that people can use them for walking, running, performance, cycling, dance, play, and socializing! With over 100 documented initiatives in North America, bike ways are more and more common in cities in search of innovative ways to achieve environmental, social, economic and public health objectives. [View photo here](#)

Upcoming NKE Event

Last Summer BBQ
September 18th 5-8PM
The summer is coming to a close, but the good times are still rolling! Join us for the Last Summer BBQ at Haymarket Square Park for a pig roast, live tunes, beer bag toss and shuffleboard tournament! As Milwaukee's newest pocket park, Haymarket Square Park is a gorgeous new asset for the Park East. Come explore the magnificent Associated Bank made for the whole community to enjoy! [View photo here](#)

Featured NKE Weekender

Gregory Leon - Amillinda
Was there a point where you decided this was the city you wanted to live in?
After being in NKE for a few days

network health
penrod
Pick'n Save
88.9NINE RADIO MILWAUKEE
97.3NOW MILWAUKEE
The Original GRAND AVENUE
Jazzdowntown

70 of many

12:05 PM 9/1/2015

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Mail -

COMPOSE

Inbox (22,338)

Starred

Important

Sent Mail

Drafts

Circles

Friends

More labels

Angela Damanti
Brendan Thomas
Daniel Stankus
Ian Abston
Ian Gariboa
Jennifer Utke
Nicole Behnke
Rita DeMent

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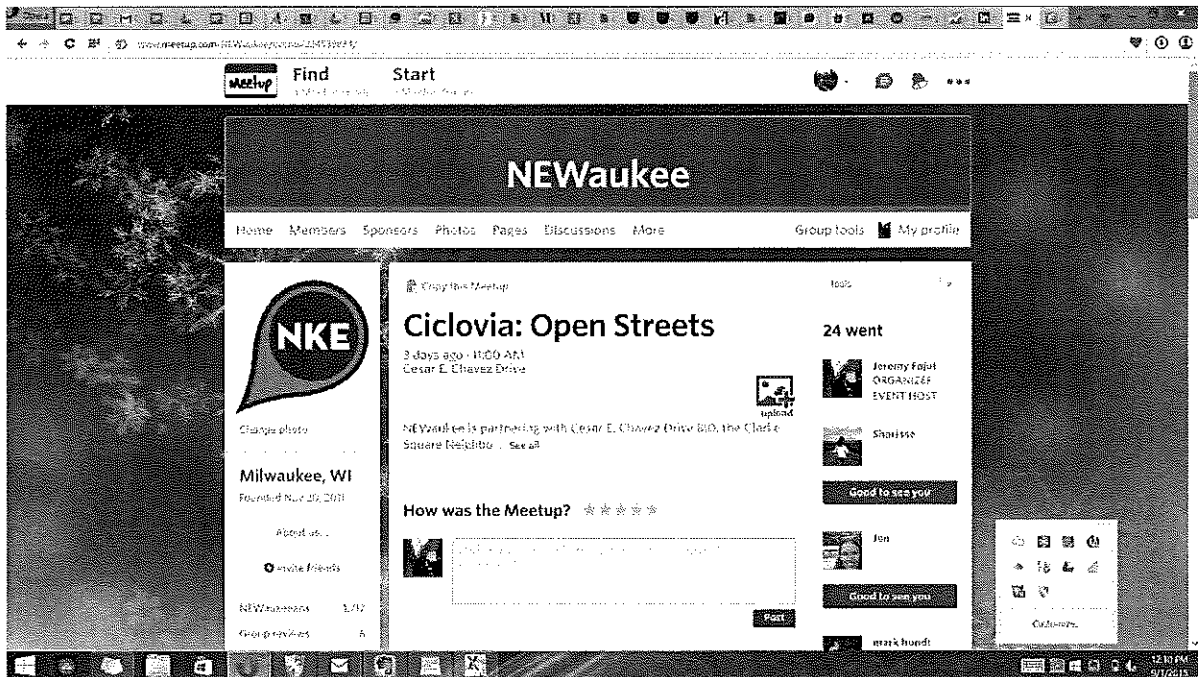
Gregory Leon - Amillinda
Was there a point where you decided this was the city you wanted to live in?
After being in NKE for a few days

network health
penrod
Pick'n Save
88.9NINE RADIO MILWAUKEE
97.3NOW MILWAUKEE
The Original GRAND AVENUE
Jazzdowntown

70 of many

12:05 PM 9/1/2015

Meetup: 24 people



Eventbrite

First Name	Last Name	Email
Lloyd	Seawright II	seawrightlws@yahoo.com
Anibal	Balza	anibalviasjes@gmail.com
Ashanti	Cook	ashanti.k.c@gmail.com
Nadav	David	david.n@husky.neu.edu
Katya	Santiago	santiagokatya388@gmail.com
Courtney	Bopp	courtney.bopp@yahoo.com
Craig	Daemmrch	cldaemmrch@hotmail.com
Melissa	Riley	mnriley59@gmail.com
Stephen	Blanchard	stephen101b@gmail.com
Eunice	Beckendorf	lizzyt2@sbcglobal.net
Paul	Berger	pberger@christ-stpeter.com
cindy	richardson	cindyrichardson@live.com
Ron	English	reenglish@gmail.com
Mary	Langmyer	mlangmyer@gmail.com
Debbie	Urbanek	debbie.urbanek@gmail.com
cris	gonzalez	cmorales228@yahoo.com
Julia	Teeguarden	misst814@gmail.com
Marcella	Baruzzini	baruzzmx@hotmail.com

CICLOVIA MKE TO ENCOURAGE ACTIVE LIVING WITH THE INVOLVEMENT OF LOCAL BUSINESSES

FOR IMMEDIATE RELEASE
August 3, 2015

CONTACT: Karen Oliva
PHONE: 414-559-4891

Ciclovía MKE offers a unique opportunity to bring diverse communities together and create safe fun places for residents to ride their bikes, socialize and participate in physical activities. Ciclovía invites Milwaukee residents to become active and enjoy open public spaces.

Milwaukee, WI...Ciclovía MKE will take place on Saturday, August 29th, 2015 at the intersection of Cesar Chavez Drive, and Washington St. The bike route is open from 11 a.m. - 3 p.m., which starts on Washington St. and goes from Cesar Chavez Drive to Barclay St., and ends at the opening of the KK River Trail. An open market will be on Cesar Chavez drive from 11 a.m. - 5 p.m. for participants that want to buy products from the local businesses.

The success of Ciclovía MKE is based on an engaging environment where families can participate in fun activities. Physical activities will include a soccer area coordinated by the Milwaukee Soccer Development along with a variety of traditional Mexican and American street games. Also, dance lessons and interactive entertainment will be provided by Academia de Danza Mexico and Instituto Cultural de Danza.

The Ciclovía MKE initiative allows local businesses to become integrated with the community as they join physical and social activities. In other communities, this initiative has proven to boost the economies of the local businesses. We believe hosting a successful Ciclovía event will vitalize the economic growth on Cesar Chavez Drive and benefit both local businesses and residents.

This event provides support to the community through the involvement of the Wisconsin Bike Federation, Cesar Chavez BID, Clarke Square Neighborhood Initiative, NEWaukee, Sixteenth Street Community Health Center, City of Milwaukee, Walker Square Neighborhood Association and Milwaukee County Parks.

Ciclovía derives from a Latin American tradition, more specifically from Colombia, that is about minimizing the use of cars and promoting biking to explore the communal spaces. This way, residents can have the space available for walking, dancing, playing games, socializing, and most importantly promoting bike use for daily purposes. Ciclovía MKE is the first event of this type in Milwaukee and we encourage participants to adopt the healthy initiative. For more information, please visit Cicloviamke.org.

###

CICLOVIA

MKE

SOCIAL MEDIA REPORT

**MALDONADO
& MORGAN**



GROUP REPORT from August 3, 2015 - September 1, 2015



@cesarchavezmk



Cesar E. Chavez Bu...



Ciclovia MKE

GROUP STATS

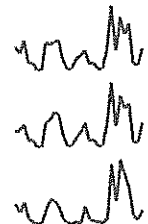
across all Twitter and Facebook accounts

Incoming Messages	881	
Sent Messages	97	
New Twitter Followers	27	
New Facebook Fans	211	

905 INTERACTIONS

BY 717 UNIQUE USERS

100,889 POTENTIAL REACH



TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS



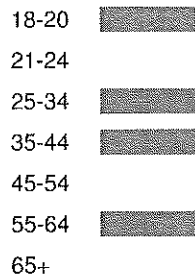
57%

MALE FOLLOWERS



43%

FEMALE FOLLOWERS



TWITTER STATS



27

New Twitter Followers in this time period



0

Link Clicks



15

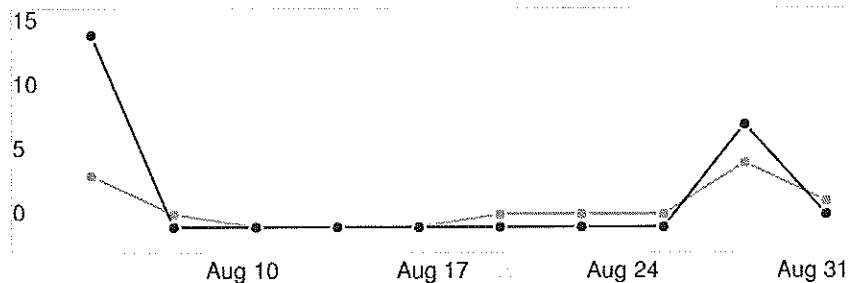
Mentions



24

Retweets

DAILY INTERACTIONS



@MENTIONS 15

RETWEETS 24

OUTBOUND TWEET CONTENT



4 Plain Text



2 Links to Pages



19 Photo Links

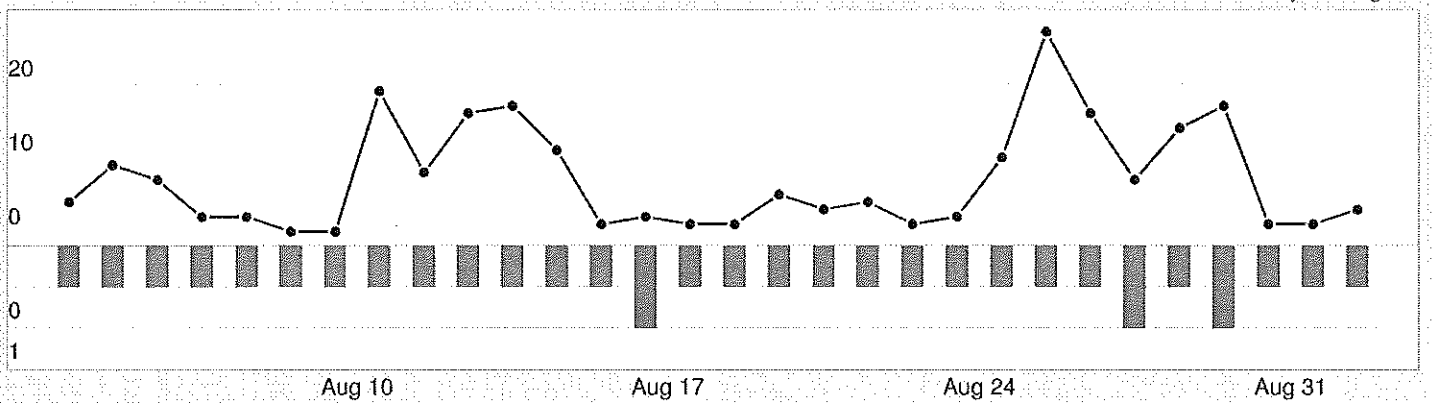
FACEBOOK STATS across all Facebook pages



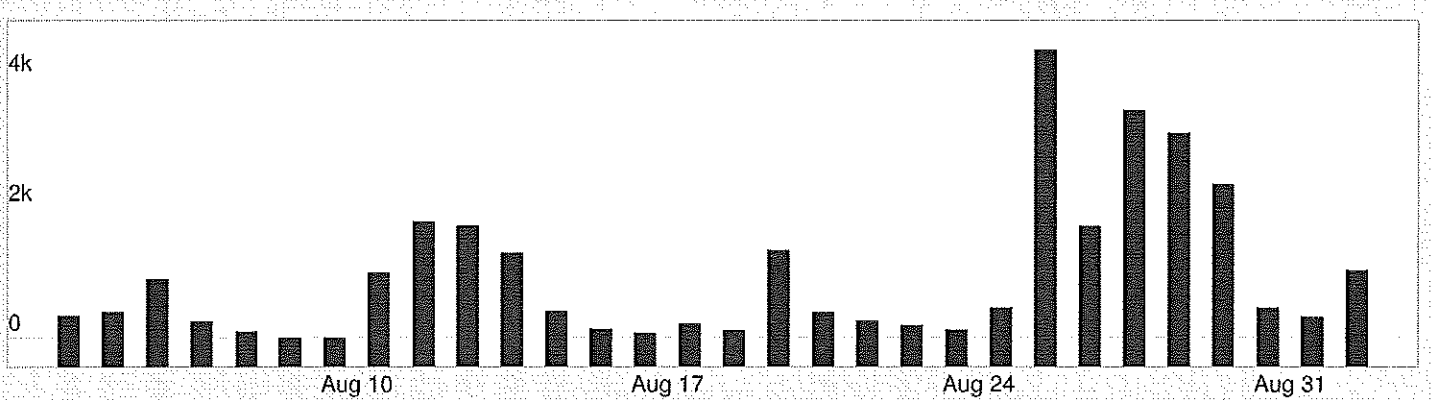
My Facebook Pages

463 Total Likes, and 144 people talking about this

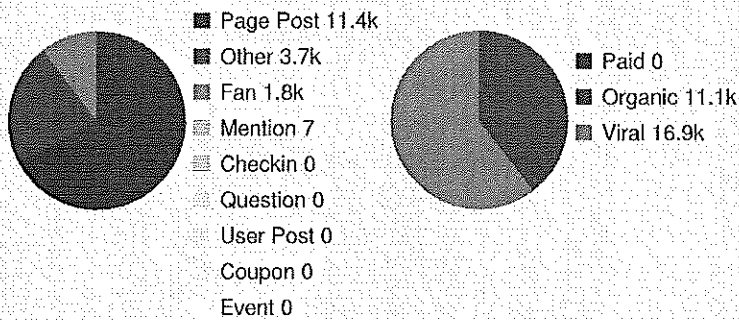
FAN GROWTH



PAGE IMPRESSIONS



IMPRESSIONS



BY DAY OF WEEK

	AVG	TOTAL
Sun	166	664
Mon	468.4	2.3k
Tue	1.6k	7.8k
Wed	1.4k	5.7k
Thu	1.4k	5.5k
Fri	984.8	3.9k
Sat	675.3	2.7k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

13-17	30 / 24
18-24	660 / 944
25-34	1.6k / 1.8k
35-44	1.2k / 1.2k
45-54	602 / 596
55+	403 / 504

TOP COUNTRIES

United States	9.3k
Mexico	156
Germany	62
United Kingdom	28
Puerto Rico	21

TOP CITIES

Milwaukee, WI	4.6k
Madison, WI	297
Chicago, IL	269
Wauwatosa, WI	151
Lincoln, NE	128



47%
Male



53%
Female



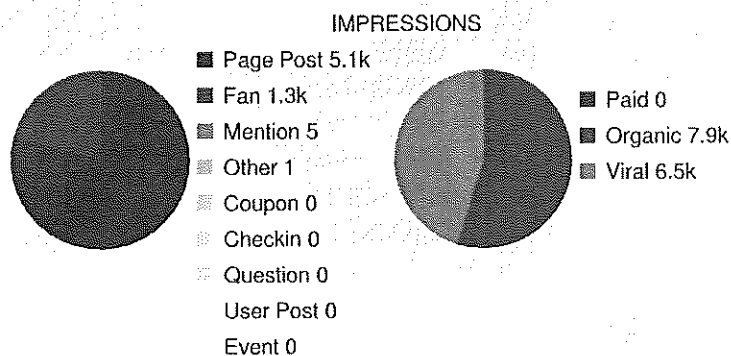
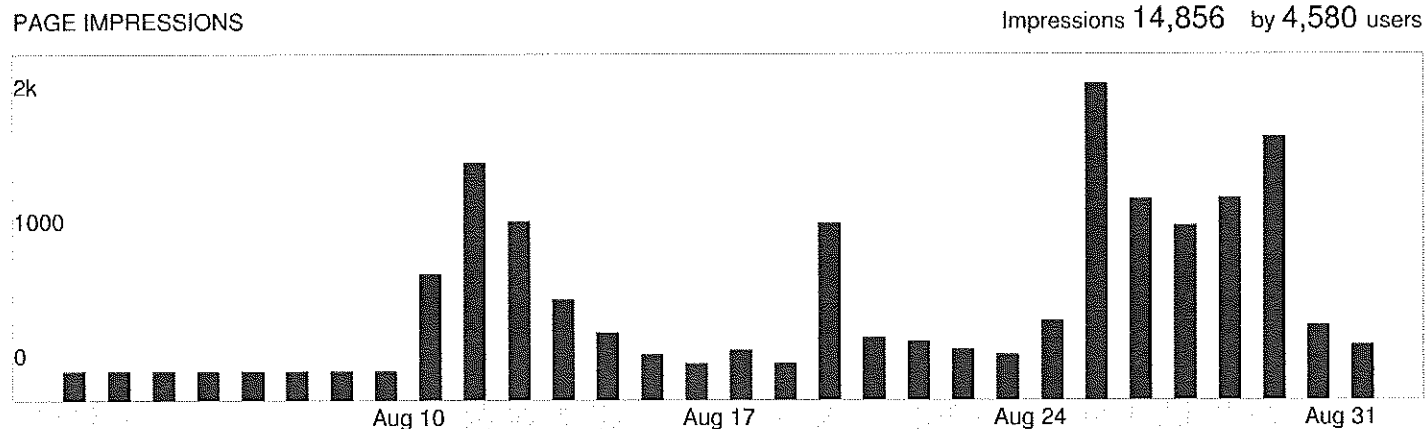
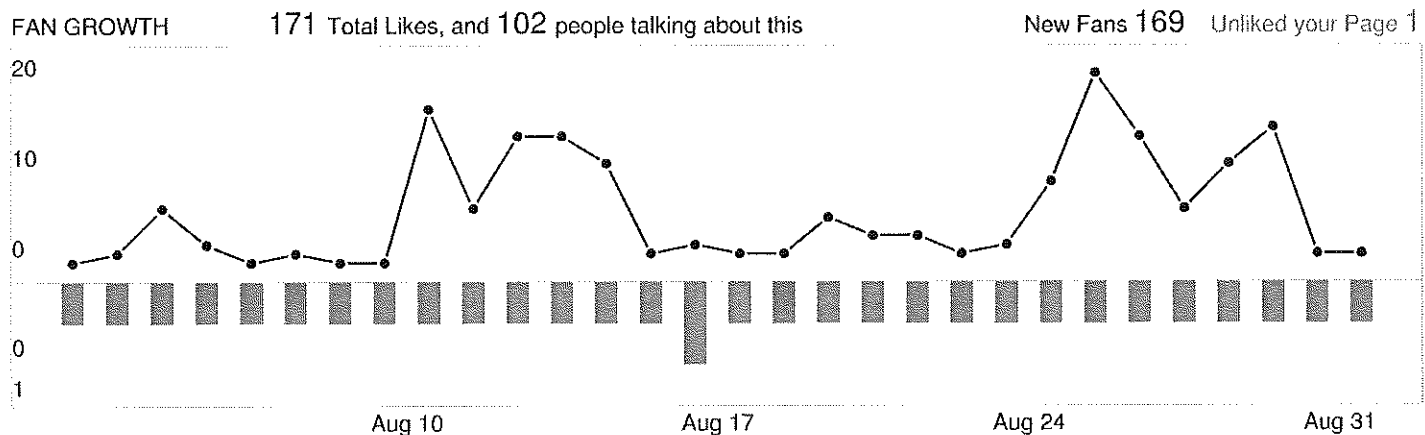
FACEBOOK PAGE REPORT

from August 2, 2015 - August 31, 2015

11/11/15



Ciclovia MKE



BY DAY OF WEEK		AVG	TOTAL
Sun		102.8	514
Mon		288.8	1.4k
Tue		935.8	3.7k
Wed		872.3	3.5k
Thu		464.5	1.9k
Fri		447.8	1.8k
Sat		504.3	2.0k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

13-17	3 / 8
18-24	335 / 578
25-34	752 / 930
35-44	369 / 402
45-54	142 / 188
55+	121 / 178



43%
Male



57%
Female

TOP COUNTRIES

United States	3.9k
Mexico	59
Germany	58
United Kingdom	22
Puerto Rico	9

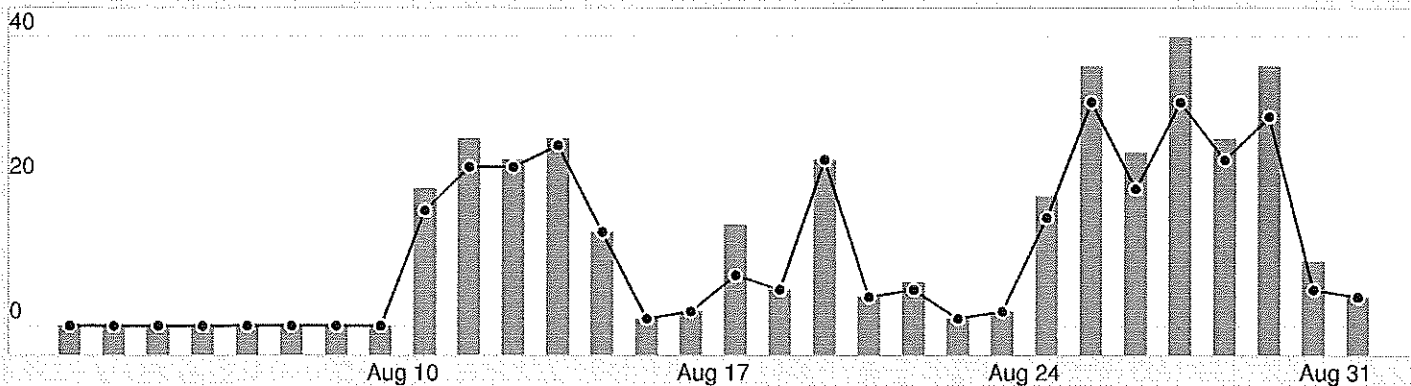
TOP CITIES

Milwaukee, WI	1.9k
Chicago, IL	132
Lincoln, NE	122
Madison, WI	122
West Bend, WI	58

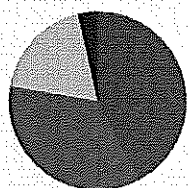
SHARING how people are sharing your content

STORIES

Stories Created 358 by 305 users



SHARE TYPE



- Fan 151
- Other 127
- Page Post 67
- Mention 13
- Coupon 0
- Checkin 0
- Question 0
- User Post 0
- Event 0

BY DAY OF WEEK

AVG

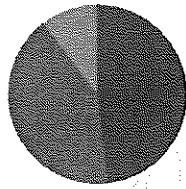
TOTAL

Sun	<div></div>	2.6	13
Mon	<div></div>	11	55
Tue	<div></div>	16.8	67
Wed	<div></div>	17.5	70
Thu	<div></div>	17.5	70
Fri	<div></div>	11.3	45
Sat	<div></div>	9.5	38

YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 14
- Photo 12
- Video 3

AVG TOTAL

Reach	230.97	6.7k
People Talking About This	3.69	107
Engagement	4.55%	3.91%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
08/30/15	[Photo]	53	8	3	3	--	--	15.09%
08/30/15	[Photo]	48	3	1	1	--	--	6.25%
08/29/15	Currently setting up! Rain won't stop...	99	8	3	3	--	--	8.08%
08/28/15	Join us tomorrow rain or shine! Bike ...	103	11	1	1	--	--	10.68%
08/28/15	[Link]	114	2	0	--	--	--	1.75%
08/27/15	Saturday, August 29, join us as Mayor...	434	35	19	15	--	7	8.06%
08/26/15	Thank you Milwaukee Magazine for the ...	183	5	2	1	--	1	2.73%
08/26/15	We are very excited to have Mercadito...	143	--	0	--	--	--	%
08/25/15	LAST CALL FOR VENDORS! If you or anyo...	205	15	0	--	--	--	7.32%
08/25/15	Coast In Bikes & Third Coast Inn will...	220	4	2	2	--	--	1.82%
08/25/15	"Ciclovía MKE is one of 90 Open Stree...	565	13	7	5	2	2	2.3%
08/25/15	Salsabrosa MKE will be teaching dance...	177	1	0	--	--	--	0.56%
08/24/15	Thanks for the mention! Ciclovía MKE ...	194	3	2	2	--	--	1.55%
08/21/15	Interested in volunteering for Ciclov...	199	1	1	1	--	--	0.5%
08/21/15	Dance Academy of Mexico // Academia d...	214	19	6	6	--	--	8.88%
08/19/15	Ciclovía is coming to Milwaukee Augus...	208	3	1	1	--	--	1.44%
08/18/15	Be part of the movement! Support Cicl...	220	2	2	1	--	1	0.91%
08/17/15	Check out different Ciclovías all thr...	188	9	9	8	--	1	4.79%
08/13/15	A big thanks to another of one of our...	163	2	2	2	--	--	1.23%
08/12/15	A big thank you to one of our partner...	185	9	7	7	--	--	4.86%
08/11/15	"Ciclovía reminds us that the city be...	581	23	13	11	1	3	3.96%
08/11/15	Curious what the deal is with this wh...	171	1	1	1	--	--	0.58%
08/10/15	Thank you Milwaukee Neighborhood News...	486	14	6	5	--	1	2.88%
08/10/15	Ciclovía MKE is right around the corn...	493	10	3	--	--	3	2.03%

FACEBOOK PAGE REPORT

from August 3, 2015 - September 1, 2015

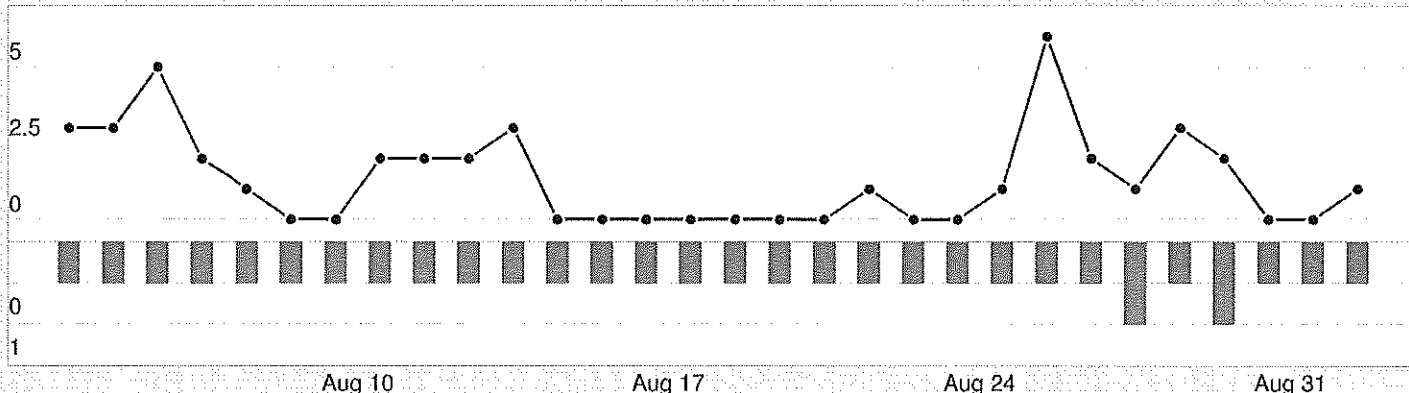


Cesar E. Chavez Business Improvement District

FAN GROWTH

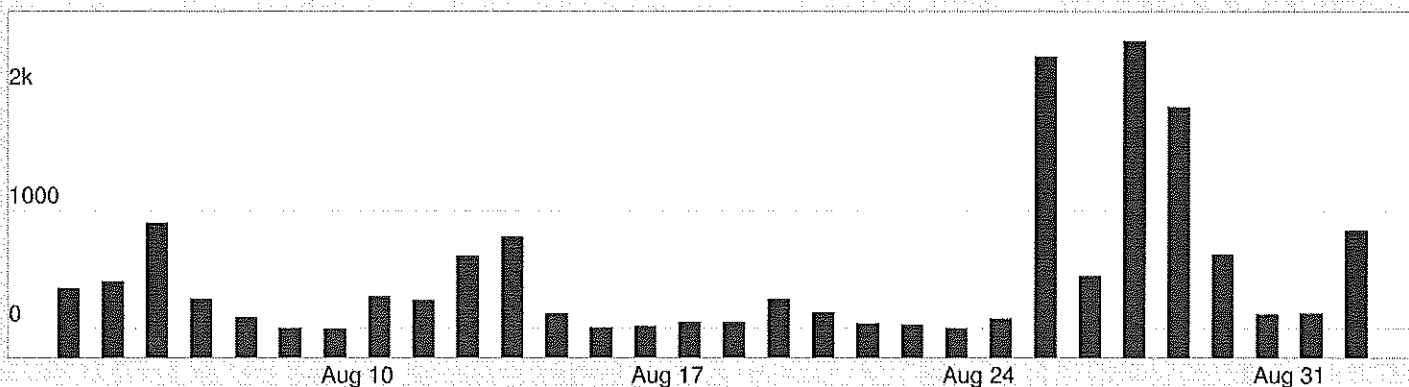
290 Total Likes, and 36 people talking about this

New Fans 40 Unliked your Page 2



PAGE IMPRESSIONS

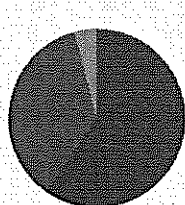
Impressions 13,541 by 6,685 users



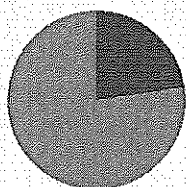
IMPRESSIONS

BY DAY OF WEEK

AVG TOTAL



Page Post 6.2k
 Other 3.7k
 Fan 414
 Mention 2
 Checkin 0
 Question 0
 User Post 0
 Coupon 0
 Event 0



Paid 0
 Organic 3.0k
 Viral 10.3k

Day	Impressions	Avg	Total
Sun	100	37.5	150
Mon	200	179.6	898
Tue	700	767	3.8k
Wed	500	554	2.2k
Thu	900	902.5	3.6k
Fri	500	537	2.1k
Sat	100	171	684

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Male	Female
13-17	27	16
18-24	325	366
25-34	830	862
35-44	823	782
45-54	460	408
55+	282	326

Country	Impressions
United States	5.4k
Mexico	97
Puerto Rico	12
Spain	12
Canada	11

City	Impressions
Milwaukee, WI	2.7k
Madison, WI	175
Chicago, IL	137
Wauwatosa, WI	100
Racine, WI	57

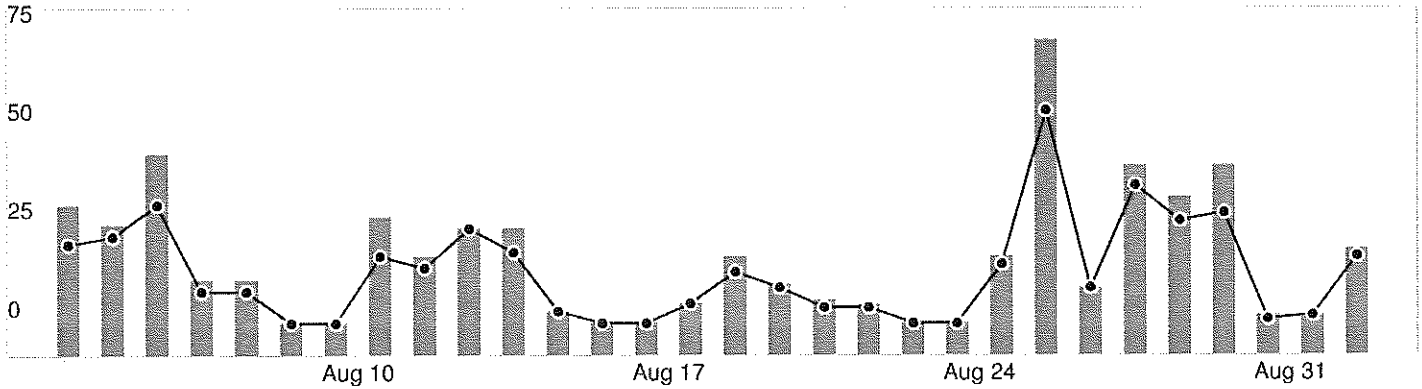


SHARING

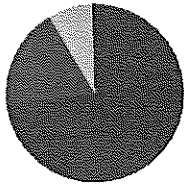
how people are sharing your content

STORIES

Stories Created 491 by 386 users



SHARE TYPE



BY DAY OF WEEK

AVG

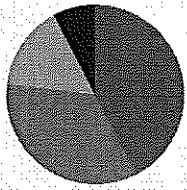
TOTAL

Day	Bar Length (Relative)	AVG	TOTAL
Sun	1	0.5	2
Mon	16.2	16.2	81
Tue	30	30	150
Wed	21.5	21.5	86
Thu	20.3	20.3	81
Fri	12.8	12.8	51
Sat	10	10	40

YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 11
- Link 9
- Event 4
- Video 2

	AVG	TOTAL
Reach	112.62	2.93k
People Talking About This	3.54	92
Engagement	6.27%	5.43%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
09/01/15	Stop by the Open House Mitchell Stree...	470	20	12	9	2	3	4.26%
09/01/15	Once again, thank you to everyone tha...	62	9	2	2	--	--	14.52%
08/31/15	[Link]	31	1	1	1	--	--	3.23%
08/28/15	[Photo]	34	1	1	1	--	--	2.94%
08/28/15	Tomorrow is the day! Mayor Tom Barre...	34	4	2	2	--	--	11.76%
08/27/15	Saturday, August 29, join us as Mayor...	92	6	5	5	--	--	6.52%
08/26/15	Only three more days! #CiclovíaMKE #S...	42	2	1	1	--	--	4.76%
08/25/15	LAST CALL FOR VENDORS! If you or anyo...	385	21	6	--	4	4	5.45%
08/25/15	"Ciclovía MKE is one of 90 Open Stree...	42	2	0	--	--	--	4.76%
08/24/15	We are ready! Are you? Ciclovía MKE i...	43	1	1	1	--	--	2.33%
08/20/15	The first Ciclovía is right around th...	49	3	1	1	--	--	6.12%
08/19/15	Mexican Fiesta is one of the largest ...	64	4	0	--	--	--	6.25%
08/19/15	"The Route was chosen with a view to ...	110	16	13	13	--	1	14.55%
08/18/15	Be part of the movement! Support Cicl...	37	1	1	1	--	--	2.7%
08/17/15	Ciclovía MKE is right around the corn...	37	4	4	4	--	--	10.81%
08/14/15	[Photo]	50	2	1	--	--	1	4%
08/13/15	Targeting one of Milwaukee County's m...	101	11	7	6	2	--	10.89%
08/12/15	A big thank you to one of our partner...	539	22	15	15	--	2	4.08%
08/11/15	"Ciclovía reminds us that the city be...	133	10	7	7	1	1	7.52%
08/10/15	[Link]	245	6	3	2	--	1	2.45%
08/10/15	The first Ciclovía is right around th...	27	2	2	2	--	--	7.41%
08/07/15	Will you be joining us? Leave your ca...	34	3	2	2	--	--	8.82%
08/05/15	Please join Alderman Perez, Alderman ...	42	1	1	1	--	--	2.38%
08/05/15	Leave your car behind! Bike through t...	54	2	0	--	--	--	3.7%

Public · Festival · Hosted by Cesar E. Chavez Business Improvement Distri...

Going +

Invite

Edit

...

🕒 Saturday, August 29 at 11:00am - 5:00pm
3 days ago

📍 Milwaukee, Wisconsin

Walk, Dance, Bike, Move!

Get out and explore your community! Join us for the first ever Ciclovía MKE. Leave your cars behind and walk or bike through Cesar Chavez Drive. The Ciclovía MKE initiative allows local businesses to become integrated with the community as they join physical and social activities.

When: August 29th, 2015

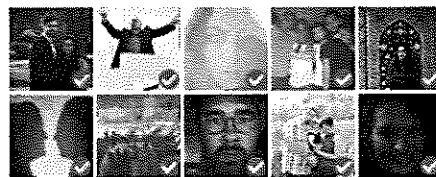
Time: 11am to 3pm

Where: Cesar E. Chavez Drive to the KK River Trail

Website: <http://en.cicloviamke.org/>

The bike route is open to everyone from 11am – 3pm, which starts on Washington St., from Cesar Chavez Drive to Barclay St., which ends at the opening of the KK River Trail.

An open market and food vendors will be on Cesar Chavez drive from 11am-5pm.



Julio, Jackie and 33 other friends went

217

went

66

maybe

1.8k

invited

INSIGHTS 📊

7.5k reached 📈

626 new this week



1.2k viewed 📈

196 new this week



307 engaged 📈

45 new this week



Updated 2 seconds ago

TWEETREACH SNAPSHOT FOR #CiclovíaMke

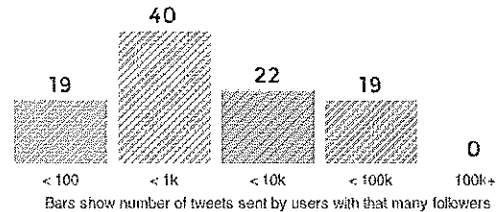
ESTIMATED REACH

118,356

ACCOUNTS REACHED

EXPOSURE

366,443 IMPRESSIONS

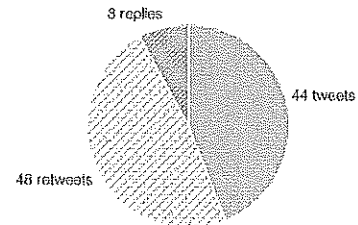
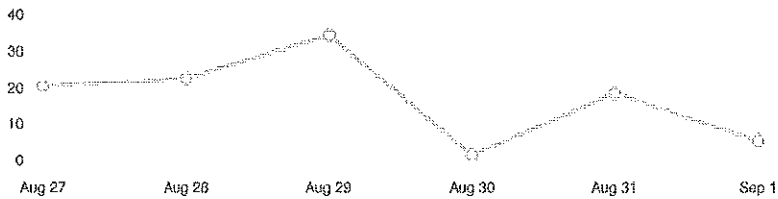


ACTIVITY

100
TWEETS

32
CONTRIBUTORS

6
DAYS



TOP CONTRIBUTORS

206.1k IMPRESSIONS		@localfirstmke
16 RETWEETS		@localfirstmke
17 MENTIONS		@localfirstmke

MOST RETWEETED TWEETS

5		Local First MKE @localfirstmke #ciclovíaMKE is pretty great - a neat, different way to enjoy a neighborhood! #WalkersPoint #ciclovía http://t.co/c8mmyueJ0
4		Cesar Chavez @cesarchaveznmke Ciclovía, a community #biking event created in Colombia comes to #Milwaukee August 29. #CiclovíaMKE @fox9now http://t.co/qOr6KrmPmc
4		NEWaukee @NEWaukee "To enjoy Open Streets, all you need is two feet and a heartbeat!" #CiclovíaMKE bit.ly/1NXgtMP

CONTRIBUTORS

	Tweets	RTs	Impressions
localfirstmke	17	16	206.1k
visitmilwaukee	1	0	32.8k
MidwestPhoto	12	4	31.8k
CityofMKE	1	0	31k
NEWaukee	1	4	16.3k
UrbanMilwaukee	1	0	8.5k
JackieSteinmetz	1	0	6.1k
MKE_CC	1	0	5k
TransferMKE	1	1	4k
BikeFed	1	0	3.5k
cesarchavezmkc	28	6	3.4k
BensCycleMKE	1	3	2.7k
AmerHeartWisc	1	0	2.5k
MILSoccerDG	2	0	2.2k
anyadventure	1	0	2k
ChooseSochC	1	0	1.7k
preppieculer	1	0	917
JeremyLFojut	2	0	826
MilwaukeeDCD	1	2	748
Infomilwaukee	1	0	716
KPasaClarkeSq	11	7	601
nativehuskymesa	1	0	523
MikeCrivello	1	0	503
B@OutspokenMKE	3	2	471
karenofiva330	1	1	449
MichaelDamond	1	0	406
historichwy41	1	0	352
evikk292mke	1	0	255
amgwic	1	0	102
BlackCatMKE	1	0	34
IvanFP14	1	2	25
TruthTellinCotK	1	0	25

TWEETS TIMELINE

⌚ Sep 1, 2015 at 4:01pm UTC

Clarke Square @KPasaClarkeSq
First #CiclovíaMKE brings community into the streets
milwaukeeenns.org/2015/09/01/fr... Gracias to Milwaukee NNS

Troy Freund @MidwestPhoto
see above, @brewcitybiker1 @BubliBikes @Coastnbikes
@WIConservation #ciclovíaMKE pics and words! #biking #bicycling
#ciclovía

Troy Freund @MidwestPhoto
#ciclovíaMKE happened and it was great.
troyfreund.com/2015/09/01/mil... #ciclovía @cesarchavezmkc
@wellcitymke @cityofmilwaukee @MayorOfMKE @MKE_CC

Liker @ChooseSochC
pinbestpin.com This vid sums up the many benefits of permanently-
scheduled #ciclovía in MKE vimeo.com/78886448 #ciclovíaMKE...

Troy Freund @MidwestPhoto
This vid sums up the many benefits of permanently-scheduled
#ciclovía in MKE vimeo.com/78886448 #ciclovíaMKE #openstreets
@MayorOfMKE

⌚ Sep 1, 2015 at 12:00am UTC



MKE Soccer Dev Group @MILSoccerDG
RT @localfirstmke: Here's a few more pics from Saturday's first
#ciclovíaMKE - can't wait for this to be a regular occurrence! http://t.co/...



MKE Soccer Dev Group @MILSoccerDG
RT @localfirstmke: @Coastnbikes @MILSoccerDG - see above - pics
from #ciclovíaMKE #ciclovía



Local First MKE @localfirstmke
@Coastnbikes @MILSoccerDG - see above - pics from #ciclovíaMKE
#ciclovía



Local First MKE @localfirstmke
Here's a few more pics from Saturday's first #ciclovíaMKE - can't wait
for this to be a regular occurrence! http://t.co/4HhRLYBFS

Clarke Square @KPasaClarkeSq
Gracias a todos k hicieron #CiclovíaMKE el éxito que fue a pesar de la
lluvia #Thanks 2 all who made Sat a success http://t.co/B2jli6YAvN

Troy Freund @MidwestPhoto
Thank you, @cesarchavezmkc, for putting together #ciclovíaMKE - I
look forward to it being a regular occurrence! @cityofmilwaukee

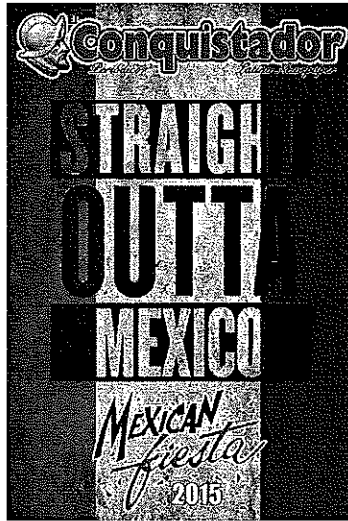
Cesar Chavez @cesarchavezmkc
A big thank to everyone that participated in #CiclovíaMKE

Cesar Chavez @cesarchavezmkc
RT @MidwestPhoto: #ciclovíaMKE means I can be in the middle of the
street. :) #WalkersPoint instagram.com/p/G-VTMSI27T/

Cesar Chavez @cesarchavezmkc
RT @KPasaClarkeSq: Instituto Cultural de la Danza on stage now - en
vivo ahora #CiclovíaMKE http://t.co/3aZGk23F2

Cesar Chavez @cesarchavezmkc
RT @localfirstmke: #ciclovíaMKE is pretty great - a neat, different way

PRESS & PROMOTION



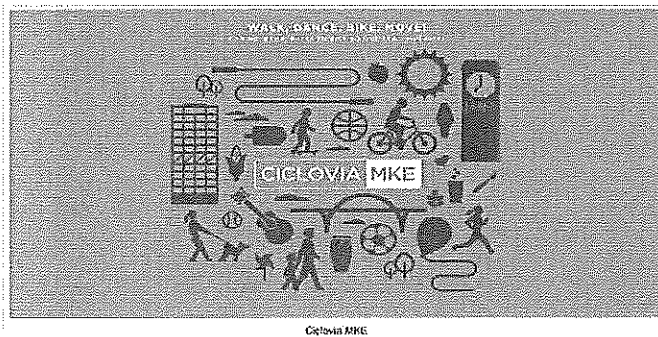
AD WAS PLACED
FEATURED (PRESS RELEASE)

PRESS RELEASE

Ciclovía MKE to Encourage Active Living With the Involvement of Local Businesses

Ciclovía MKE will take place on Saturday, August 29th, 2015

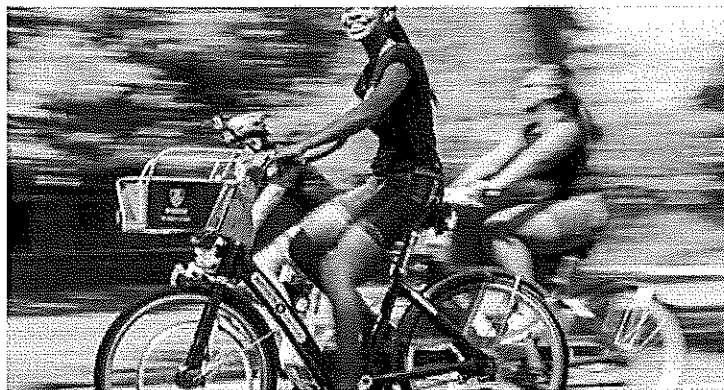
By Urban Milwaukee - Aug 16th, 2015 12:51 pm



Ciclovía MKE

Ciclovía MKE offers a unique opportunity to bring diverse communities together and create safe fun places for residents to ride their bikes, socialize and participate in physical activities. Ciclovía invites Milwaukee residents to become active and enjoy open public spaces.

[HTTP://BIT.LY/1USVDQI](http://bit.ly/1USVDQI)



[HTTP://BIT.LY/1ILQEDS](http://bit.ly/1ILQEDS)

Ciclovía MKE is Milwaukee's first Open Streets event | Wisconsin Bike Fed

Ciclovía MKE is Milwaukee's first Open Streets event Posted on August 11, 2015 by Dave Schlabowske, Deputy Director The Wisconsin Bike Fed is happy to be...

WISCONSINBIKEFED.ORG

PRESS & PROMOTION



[HTTP://BIT.LY/1ECYLGL](http://bit.ly/1ECYLGL)

Open Streets event promotes car-free Milwaukee | Community | Wisconsin Gazette - Smart,...

Open Streets events encourage people to get out and bike, run, walk and mingle in a safe and fun environment.

WISCONSINGAZETTE.COM



[HTTP://BIT.LY/1FWG2H1](http://bit.ly/1FWG2H1)

Ciclovía Comes to Milwaukee

A community open streets event created in Columbia and launched in U.S. cities, it comes here August 29.

URBANMILWAUKEE.COM



[HTTP://BIT.LY/1Q9YLR6](http://bit.ly/1Q9YLR6)

Open Streets 'Ciclovía' MKE: Aug. 29

Head to the South Side this Saturday and re-imagine Milwaukee without cars. Bike or walk down the middle of the street as vendors, performers and community events line the sidewalks.

ONMILWAUKEE.COM

PRESS & PROMOTION

Milwaukee
MAGAZINE



Ciclovía MKE - Milwaukee Magazine

August 29, 2015 - 11:00 AM The route starts on Greenfield Ave. north to Washington St. on Cesar Chavez Dr. then east on Washington St. down to Barclay St. and ends at the opening of the KK River Trail.en.cicloviamke.orgWhen...

MILWAUKEEMAG.COM

[HTTP://BIT.LY/1VXMORI](http://bit.ly/1VXMORI)

HISPANIC NEWS NETWORK



Hispanic News Network U.S.A.: Miniature César E. Chávez Replica Bronze Statue Showcased At...

"Words conveyed by wisdom and truth influence inevitable change, Las palabras que contienen sabiduría y verdad influyen inevitablemente al cambio" H. Nelson...

HISPANICNEWSNETWORK.BLOGSPOT.COM | BY H. NELSON GOODSON

[HTTP://BIT.LY/1EAPVRF](http://bit.ly/1EAPVRF)

MILWAUKEE
NEIGHBORHOOD NEWS SERVICE
Milwaukee Press Club Award Winner 2015



First 'Ciclovía MKE' brings community into the streets

After months of planning, South Side organizations launched an "Open Streets" event along Cesar E. Chavez Drive and Washington Street, offering exercise, food and fun.

MILWAUKEENNS.ORG | BY ANDREA WAXMAN

[HTTP://BIT.LY/1NL6JLY](http://bit.ly/1NL6JLY)

PRESS & PROMOTION

Tap

Ciclovia MKE opens near south side streets to activities, exploring

By Carol Deptoila of the Journal Sentinel

Aug. 27, 2015

[Tweet](#) [Share](#) [17](#) [Pin it](#) [reblog this](#)

[EMAIL](#) [PRINT](#) [\(5\) COMMENTS](#)

An "open streets" event on Saturday will keep cars off about a 2-mile route on the near south side to free it up for bicyclists, pedestrians and vendors.

Called Ciclovia MKE, the festivities begin at 11 a.m. and continue until 5 p.m. on S. Chavez Drive and until 3 p.m. on parts of W. Greenfield Ave., W. Washington St. and S. Barclay St. It's free and open to all.

Soccer, street games, dance performances on the half-hour, yoga at noon at Walker Square Park and entertainment by other groups are some of the activities planned for the area, and food vendors and other businesses will turn Chavez Drive into an open-air marketplace until 5 p.m.

A tradition that began in Colombia and has spread across the United States, the ciclovia in Milwaukee will be the city's first. The aim is to increase neighborhood vitality and promote outdoor activities in central city areas, encouraging people to socialize and exercise.

The bicycle route starts on Chavez Drive at Greenfield Ave. and heads north to Washington St., then goes east on Washington and takes Barclay St. to the Kinnickinnic River Trail. Several bicycle shops will perform free basic repairs and bike safety checks along the route until 3 p.m.

Organizers and sponsors include the Wisconsin Bike Fed, the Cesar E. Chavez Business Improvement District, NEWaukee and the Clarke Square Neighborhood Initiative.

[HTTP://BIT.LY/1LWATGW](http://bit.ly/1LWATGW)



[HTTP://BIT.LY/1LMOQDY](http://bit.ly/1LMOQDY)

Ciclovia MKE to encourage active living with the involvement of local businesses

Ciclovia MKE will take place on Saturday, August 29th, 2015 at the intersection of Cesar Chavez Drive, and Washington St. The bike route is open from 11 a.m.

MILWAUKEENNS.ORG | BY CESAR CHAVEZ DRIVE BID



[HTTP://BIT.LY/1NL6JLY](http://bit.ly/1NL6JLY)

First 'Ciclovia MKE' brings community into the streets

After months of planning, South Side organizations launched an "Open Streets" event along Cesar E. Chavez Drive and Washington Street, offering exercise, food and fun.

MILWAUKEENNS.ORG | BY ANDREA WAXMAN

How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Facebook	No answer	No answer	No answer	No answer	No answer
La Luz del Mundo	Very good	Somewhat good	Somewhat good	Somewhat good	Somewhat good
Facebook	Very good	Very good	Somewhat good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/be active in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
No answer	No answer	Yes	Owning a bike, Feeling safer in the streets, Motivation/Support of others	No answer	Yes
Somewhat good	Somewhat good	Yes	Owning a bike	Somewhat likely	Yes
Very good	Very good	Yes	Feeling safer in the streets	Very likely	Yes

Please tell us what zip code you live in:
53204
53204
53204

How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Out walking	Somewhat good	Very good	Very good	Very good	Very good
Journey House	Very good	Very good	Very good	Very good	Very good
Friend/Neighbor	Very good	No answer	Very good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Very good	Yes	Feeling safer in the streets	Somewhat likely	Yes
Very good	Very good	Yes	Motivation/Support of others	Somewhat likely	Yes
Very good	Somewhat good	No answer	No answer	No answer	No answer

Please tells us what zip code you live in:	53204	53215	Only filled out front of survey
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Friend/Neighbor	Very good	Very good	Very good	Very good	Very good
Street Fair	Somewhat good	Very good	Very good	Very good	Somewhat good
Facebook	Very good	Very good	Very good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/be active in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Very good	Yes	Having more time	Somewhat likely	Yes
Very good	Very good	Yes	Feeling safer in the streets	Very likely	Yes
Very good	Very good	Yes	Roller Blade	Very likely	Yes

<p>Please tells us what zip code you live in:</p>	<p>53204</p>	<p>53204</p>	<p>53204</p>
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Julio Maldonado	Somewhat poor	Somewhat good	Somewhat good	Somewhat poor	Somewhat good
Friend/Neighbor	Very good	Very good	Very good	Somewhat good	Very good
Friend/Neighbor	Very good	Very good	Very good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Somewhat good	Very good	Yes	Learning how to ride a bike, Feeling safer in the streets	Somewhat likely	Yes
Somewhat good	No answer	Yes	Feeling safer in the streets, Motivation/Support of others	Very likely	Yes
Very good	Very good	Yes	Having more time, Feeling safer in the streets	Very likely	Yes

Please tells us what zip code you live in:	53207	53219	53204
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
TV	No answer	Somewhat good	Very good	Very good	Somewhat good
Facebook and OnMilwaukee Website	Very poor	Very poor	Somewhat poor	Somewhat poor	Somewhat poor
No clue! Walked up and Bam! There it is!	No answer	Very good	Very good	Very good	No answer

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Somewhat good	Yes	Feeling safer in the streets	Somewhat likely	Yes
Somewhat good	No answer	No	No answer	Very unlikely	Yes
Very good	No answer	Yes	Owning a bike	Very likely	Yes

Please tell us what zip code you live in:	53227	53219	53204
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Friend/Neighbor	Very good	Very good	Somewhat good	Very good	Very good
TV	Very good	Very good	Very good	Very good	Very good
Flyer/Poster	Very good	Very good	Somewhat good	Somewhat good	Somewhat good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Very good	Yes	Feeling safer in the streets	Very likely	Yes
Very good	Very good	Yes	Motivation/Support of others	Very likely	Yes
Very good	Very good	Yes	Motivation/Support of others	Somewhat likely	Yes

Please tell us what zip code you live in:	53204	53204	53204
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Flyer/Poster	Very good	Very good	Somewhat good	Somewhat good	Somewhat good
No specification	Somewhat good	Very good	Very good	Very good	Very good
Friend/Neighbor	Very good	Very good	Very good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/be active in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Very good	Yes	Motivation/Support of others	Somewhat likely	Yes
Very good	Very good	Yes	Owning a bike	Very likely	Yes
Very good	Very good	Yes	Learning how to ride a bike	Very likely	Yes

<p>Please tells us what zip code you live in:</p>	<p>53204</p>	<p>53209</p>	<p>53204</p>
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Facebook and Friend	Very good	Very good	Very good	Somewhat poor	No answer
Friend/Neighbor	Very good	Very good	Very good	Very good	Very good
Radio	Very good	Very good	Very good	Very good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Somewhat poor	Somewhat good	Yes	More bike parking availability	Somewhat likely	Yes
Very good	Very good	Yes	Motivation/Support of others	Very likely	Yes
Very good	Very good	Yes	Learning how to ride a bike	Very likely	Yes

Please tells us what zip code you live in:	53215	53215	53204
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How did you hear about this event?	Food Experience	Local Businesses Present Experience	Community Organizations Present Experience	Information/Education/Services Received Experience	Exercise and Physical Activities Experience
Visited the event	Very good	Somewhat good	Somewhat good	Somewhat good	Very good

Entertainment on Stage Experience	Family Friendly Experience	Would you like to bike/walk/run/be active in your neighborhood more often?	If yes, what would help you to bike/walk/run/beactive in your neighborhood? Choose one:	How likely will you walk or bicycle in your neighborhood or in general because of this event?	Would you like more events like Ciclovía in your neighborhood or in other areas of Milwaukee?
Very good	Very good	Yes	Feeling safer in the streets	Very likely	Yes

<p>Please tell us what zip code you live in:</p>	<p>53204</p>
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BID #38 (Cesar Chavez Drive) Board Member Sheet

Board Organization: 5 members; @ least 3 members shall be owners/occupants of properties within the BID district; Term= 3 years.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Brenda Boyd	Member	3/19/2013	3/19/2016
Ivan Gamboa	Member	12/8/2010	12/8/2013
Vacancies (3)			

