



BID 39 – Annual Report

2016 - 2017

The Center of What's Happening !!

BID 39 – The Center Street Marketplace

Tel 414.306.3586

5303 W Center (P.O. Box 100511)
Milwaukee, WI 53210

www.centerstreetmarketplacebid39.org

“2016 has been a year of major organizational strides for our commercial corridor, we took time to develop our businesses through education, training and the application of our solidarity plans.”

BID 39 - At-A-Glance

Strategic Highlights

In 2016, the BID39 Board of Directors has made measurable strides to connect with current businesses and offer support. We have worked with all 3 elected Aldermen in our district to identify ways to build trust with the business owners. We have actively marketed the BID message to all property and business owners by the way of the BID 39 Newsletter, Personalized letters to property owners, Flyers, Brochures, as well as in person meetings with businesses.

Business/Community mixture

With the dynamics of BID 39 there must be a vehicle for the local community to patronize the businesses, have input on the types of businesses needed and support their efforts. Since BID 39 is a rejuvenated board with a vision for engaging stakeholders and the need to make strides, BID 39 rolled out a targeted strategy in 2016, to include:

- BID Board member development training for New Board Members
- BID Board retreat at the St. Ann's Intergenerational Center
- Walking interactions with BID businesses to understand their needs and offer resources.
- Utilized fully developed marketing materials, including brochures and sell sheets for BID 39s current vacant property stock.
- Worked diligently to solidify a part time funded BID 39 Director position.

BID 39 Board members business/community engagement efforts:

- Upgraded the Banners in the commercial corridor – 2016
- Purchased 3 new Wrought Iron Trash Cans (totaling 10) - 2017
- Participated in the MKE Business Now Summit – January 2017
- Milwaukee Professionals Association – September 2017 (Net Neutrality MOU)
- Hosted BID 39 Neighborhood Cleanups (Middle Ground, Sherman Park and Metcalfe Park) – 2016-2017
- Co-Sponsored “The Great American Cleanup” March 2017
- Contracted w/ River works for Ambassador commercial corridor upkeep – 2016/2017

- Co-sponsored the Justice for Emani Back to school block party
- Co-sponsored “The Asha Project” open house and awareness event – June 2017
- Co-sponsored the Ms, Cynthia’s back to school resource fair – 38th Street – August 2017
- Participated in the Small Business Sustainability Conference – 2016
- An active participant in the MPD Crime and Safety meetings – 2016-17
- Hosted MPD at the BID office for Safety Plan Rollout and CPTED information - 2017
- An active participant in Community based neighborhood meetings (Metcalfe Park, the bridge, 38th Street block club, Sherman Park, Center Peace and the Next-door Sherman Park web based communication portal).
- Participated in Money Smart Week
- Organized and held Center Street to Main Street Training sessions – 2017
- Hosted BID 39 Small Business Saturday initiative – November 2016 (Champion)
- Participated in the City of Milwaukee Better Buildings Challenge – 2017
- Hosted BID 39 Customer Appreciation Days – July 2017
- Rolled out the BID 39 Safety Plan – 2017 (resource material included)
- Hosted Small Business Seminar (Speaker Series) workshops at the BID office (MPD, Towne Bank, AACW, Venus Consulting, C’Renee Consulting and Great Impressions – 10/2017).
- Marketed the BID 39 Assets on WNOV (8/2017) and Riverworks Radio (9/2017).
- Sponsored the “Sherman Park Rising” City Mural on 47th And Center – 2017

BID 39 Grants

In 2016, BID 39 held a grant process for business improvements in the amount of \$500.00. To date, the BID has issued out over 16 grants to small business and property owners for items such as window replacement, façade improvements, security cameras, marketing and outreach as well as signage.

BID 39 applied for a “Reasons for Hope MKE grant” from the Greater Milwaukee Foundation. The grant was awarded in the amount of \$3,500.00. We were able to place 4 additional Little Free Libraries in the Sherman Park Community. Each Library is kept up by a host of community volunteers, retired educators, parents, and BID Board Members. BID 39 has worked with many commercial property owners for submittal of City of Milwaukee Façade and Signage grant applications.

Looking Ahead

The BID 39 filled the 2 new seats for board membership. We sought nominations from board members, as well as community input. We held a vigorous vetting process and selected new members not only related to their background, but what they aspired to do within the commercial corridor in order to lead the BID board into the future. Our BID develops board members who may not have a lengthy CV of board appointments, but those that realistically want to lend a hand to the stability of the commercial corridor.

Executive Director: In 2016 BID 39 voted to hire a BID Director to move our Operating Plan forward with a consistent structure and pace. This individual spearheaded the BID office space for community and BID events, trainings, a resource center, and a place for small business technical assistance and planning. The investment in a BID Director was prudent and only lasted as a part time staff person for 1 year.

Officers & Board Members:

R.P. Potts, Chairperson
Tremereil Robinson, Secretary
Philip Blake, Treasurer
O'dean Taylor, Board Member
Norman Johnson, Board Member
Catina Harwell-Young, Board Member

Executive Director:

Jennifer Potts

Location:

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