



BID 39 – Annual Report

SEPTEMBER 2017 – AUGUST 2018

The Center of What's Happening !!

BID 39 – The Center Street Marketplace

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“Both 2017 & 2018 have been met with constant movement, growth, and foundation.”

BID 39 - At-A-Glance

Mission, Vision, & Priorities

The sole **Mission** of the Business Improvement District #39 is “Cleaning up the Quality of Life”. This mission is encapsulated within our BID Logo and serves as a reminder that having a variety of services is key, however, to have a quality of life; a safe and clean business environment is necessary. Our **Vision** encompasses not only retaining current businesses and making sure that their needs are met, but also to attract and cultivate new businesses into vacant or dormant commercial properties. Our **Priorities** are surrounded by the constant realization that small business awareness is key in a small commercial corridor. Shopping locally and having an awareness of customer needs equals sustainability and business longevity.

Total assessed properties within the district

BID 39 is settled within a busy commercial corridor in the heart of Milwaukee’s central city. Currently, the properties located within the BID district exceed 10 million dollars in value. However, there is a large amount of mixed use properties within the BID 39, thus, with the facets of Wisconsin Statute 66.1109, BID 39 realized a decrease in assessment opportunities. In 2017, the BID 39 board implemented austerity measures, including a board vote to close the brick and mortar office to utilize assessment funds with a strong focus on the current property and business owners, to include a hard push to market and raise awareness of the benefits of shopping locally. The projected BID assessment for 2018 was \$47,403, whereas the projected assessment for 2019 is \$38,697, a notable decrease.

Strategic Highlights

In 2017, the BID39 Board of Directors connected with the current businesses, prospective business owners, new businesses, and the community. We have hosted wraparound events for the small business owners and have provided outreach and opportunities for marketing, grant applications and education. 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 business owners and community stakeholders.

Business/Community mixture

With the dynamics of BID 39 we have laid the foundation for the local community to patronize the businesses and support their efforts. Since BID 39 hosts developmental opportunities for board members to engage stakeholders and participate in community events, there is a wide array of activities, some are:

- Small business seminars with the African American Chamber of Commerce.
- Business building seminars with the Wisconsin Veterans Chamber of Commerce (as a member organization).
- Walking interactions with BID businesses to understand their needs and offer resources.
- Utilizing fully developed marketing materials, including brochures and sell sheets for BID 39s current vacant property stock.

BID 39 Board members business/community engagement efforts:

- Purchased 3 new Wrought Iron Trash Cans (totaling 10) - 2017
- Participated in the MKE Business Now Summit – 2017 & 2018
- Hosted over 5 BID 39 Neighborhood & Commercial Corridor Cleanups in 2017 & 2018.
- Co-Sponsored “The Great American Cleanup for our businesses 2017 & 2018
- Contracted w/ Riverworks for Ambassador commercial corridor upkeep – 2017 & 2018.
- Co-sponsored the Justice for Emani Back to school block party in 2018 on 38th & Center
- Co-sponsored the Ms. Cynthia’s back to school resource fair – 38th Street – August 2017 & 2018.
- Supported Farina’s back to school bash in 2018 – an activation of a formerly vacant city owned lot on 37th and Center.
- Participation in many neighborhood level block club meetings to garner interest and patronization of the small businesses nestled in our commercial corridor. To include The Middle Ground, Inc., and Center Peace Block Club Association.
- BID 39 continues to be an active participant in the MPD Crime and Safety meetings – 2017 – 2018.
- Hosted MPD at the BID office for Safety Plan Rollout and CPTED information - 2017

- An active participant in Community based neighborhood meetings (Metcalf Park, the bridge, 38th Street block club, Sherman Park, Center Peace and the Next-door Sherman Park web based communication portal).
- Organized and held Center Street to Main Street Training sessions – 2017
- Hosted BID 39 Small Business Saturday initiative – November 2017 (Champion)
- Hosted BID 39 Customer Appreciation Days – July 2017
- Rolled out the BID 39 Safety Plan – 2017 (with resource material for each business).
- Hosted Small Business Seminar (Speaker Series) workshops at the BID office (MPD, Towne Bank, AACW, Venus Consulting, McCray Accounting, C'. Renee Consulting and Great Impressions – 2017).
- Marketed the BID 39 Assets on WNOV and Riverworks Radio (2017-2018).
- Sponsored the “Sherman Park Rising” City Mural on 47th And Center – 2017

BID 39 Core Programs

BID 39 does not have any employees, all board members are volunteers. The BID Executive Director was formerly an employee for 1 year, however, with the diminished assessment, the board voted to dissolve the employee/employer relationship, albeit the payroll – adding a small stipend to the budget.

Public Art Initiatives – In 2017 Tia Richardson garnered a contract from the City of Milwaukee to create a public art piece on 47th & Center entitled “Sherman Park Rising”. Ms. Richardson, along with many stakeholders, including the BID 39 board, participated in a series of sessions to determine what a safe Sherman Park looks like. All in all, the artwork was unveiled to rave media reviews and participation from elected officials, the community, business owners, and dignitaries. Subsequently, Ms. Richardson was hired to create another mural on the opposite (North) side of the street in a vacant City of Milwaukee owned property. Both art projects have a positive bright impact on the commercial corridor.

In 2018, Art Saves Lives (Nick Hansen) has been involved in several neighborhood level initiatives within the BID District by promoting photos and awareness of the benefits of art at structured events such as back to school events, and the Justice for Emani Robinson event as well.

Small Business Saturday. BID 39 championed Small Business Saturday in November 2017. We received an award from Linda McMahon, the SBA Administrator for our efforts, outreach, and enlightenment about the small businesses in operation on Center Street from 32nd to 60th

streets. Since there are over 95 operating businesses in the BID 39 commercial corridor, it was befitting for our board to take a highlighted stance and engage business owners during this national event.

A spring egg hunt in April 2018 was held on 37th and Meinecke within the Sherman Park Area. Volunteers from the community, the middle ground, Inc., Center Peace Neighborhood Association, the MPD as well as a staff volunteer from the Downtown BID #21, The event was held in Scholars Park, a location that hosts a BID 39 sponsored Little Free Library. There were over 100 children and adult participants. The day was rainy, but the turnout was great.

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.

Economic Development

Within the previous 12 months, BID 39 has had more than 11 new business openings, some are; Pink Selfies, Tanya’s Hair Braiding, Little Wobblers, Dream Foods, Motor Cars on 33rd and Center, The Purple daycare; infants, toddlers, and school age scholar’s daycare, Vernita Salon, the Plug Mart, a new Metro PCS on Sherman and Center, and a new African hair braiding business on 53rd and Center. We have had a dormant city owned vacant cleaners demolished in July 2018 through the City of Milwaukee. There are several businesses on the horizon for opening in 2018 – 2019 to include Maven Hair on 35th and Center, a daycare on 39th and Center (formerly vacant for over 4 years), and Freddy’s Pizza and Taco’s on 45th and Center. Many properties are being remodeled of which were formerly vacant and eyesores. In early 2018 the BID sent a strong letter to each vacant and/or abandoned commercial property owner, including the City of Milwaukee to elicit the plans for the vacant properties, to include if the BID could offer support or assistance. From that concerted outreach, movement occurred.

Currently (September 2018), there are over **95** active businesses within the BID 39 commercial corridor, **24** vacant buildings to include city owned properties and **10** vacant lots (some city owned). The vacant lots within the district are activated as much as possible (neighborhood & community events, a peace garden, an orchard, and the Metcalfe pocket park lot).

Grants – In 2017, BID 39 issued \$3,700 worth of grants to business owners for improvements such as signage and window replacement. In 2016, the BID issued \$10,811 worth of grants, using the BID assessment funds. Our Executive Director has provided technical assistance to business owners to apply for (with success) the City of Milwaukee façade, signage, and white box grants. While in 2019, the goal is to match funds from the BID assessments with the City of Milwaukee façade and signage grant funds in the amount of \$2,000 (\$500 for 4 properties).

Debt Service – to date, BID39 has no debt service

Security Programs – BID 39 spearheaded a “Safe Business Zone” safety program in 2017, continuing through the current date. We worked with the City of Milwaukee Police Department to host crime prevention meetings at the former BID office. We also crafted the BID 39 Safety plan of which was rolled out to each business. The Safety Kit included (Crime Prevention Training by Environmental Design models and the contact information for the MPD district liaison for individualized CPTED sessions. We also included “safe business” information for posting within the business as well as tools for marketing for the windows. Notably, information was included regarding how to respond to negative events and keep customers and employees safe such as during a robbery, fire, or natural disaster, or an active shooter engagement. During Shop Center Street MKE, our BID assured security was provided within the commercial corridor for the 1-day event.

Marketing & Branding

BID 39 boasts several marketing strategies for the entire corridor, as well as individual businesses. We keep our website current, have procured individualized business T-shirts (that are worn by the businessowners often – building capacity as well as a BID team spirit), Individualized business Cards, Window Signage, the BID Facebook page, as well as the Instagram (**#SHOPCENTERSTREETMKE**) blast.

From 2017 – 2018, BID 39 distributed **over 2,000 flyers & postcards** to market and promote the businesses in the district. We also handed out over **500 copies of our business list** at outreach events.

In 2017. BID 39 received a neighborhood stars award from the Summit Park Neighborhood Association for our efforts in the community for beautification, outreach, and availability.

Dusk to Dawn – in 2018 our BID engaged with Dawn Powell, a gardening, flower, and community activist powerhouse during Shop Center Street MKE. For every businessowner that

signed up for personalized T-shirts, we posted 10 potted plants in businesses to highlight spring and freshness.

BID advocacy – The African American Chamber of Commerce, the Wisconsin Veterans Chamber of Commerce, UEDA, C. Renee Consulting, as well as a plethora of organizations both for profit, and nonprofit are actively engaging their customer/client base regarding the need to shop locally and support small businesses, such as those in the Central City.

Core Events

On June 30, 2018, the BID hosted **Shop Center Street MKE** after months of planning through the committee structure. The day's events were supported by all 3 Aldermen who represent the BID 39 District (Alderman Stamper, Alderman Rainey, and Alderman Murphy). The BID targeted the business and local community not only for pinpointed marketing of our district, but also to bring an increased awareness of the types of businesses that are currently operating in the district. The event was met with open arms by our proponents.

The event was well received with **over 1000 hits via Social Media** Outlets (Facebook, Twitter, and Instagram). The social media guru is Rosha Bruster; the owner of the Style Hub. We also work with Robin Pitts, from the Divine Executive Solution company to maintain and host our website. The BID utilized 3 sites during Shop Center Street MKE (37th, 47th, and 53rd streets). There were well over **500 individuals** that stopped by and shopped during the event (#SHOPCENTERSTREETMKE). The Board members garnered spots on WNOV, Riverwest Radio, Local News stations (Channel 4 & others), The Milwaukee Community Journal, the Neighborhood News Service, as well as a plethora of marketing material (signage boards, business t-shirts, business door knockers, business poster boards as well as postcards and flyers in each operating establishment). A press release was created by all 3 BID 39 Aldermen encouraging the community to support the event (Alderman Stamper, Alderman Rainey, and Alderman Murphy).

Collaborative Initiatives

BID 39 formed a relationship with City Year in 2018. Many City Year employees volunteered time in the BID 39 commercial corridor to help with outreach and marketing initiatives on several different days. This partnership gave the City Year employees a wherewithal of urban business opportunities, as well as the locations where the schoolchildren live that receive City

Year services. BID 39 has been active with the initiatives of the Greater Milwaukee Foundation and LISC related to small business strategies and BID development.

New Committee & looking ahead

The BID board, at the annual meeting in August 2018' voted to form a committee to host Shop Center Street MKE- 2019. There will be 3 distinct committees: **Leadership; Fund Development; and Marketing, Promotion, & Outreach.** BID 39 currently has all 7 board member seats filled. Each board member is positioned to guide the committees through the planning and outreach phases for Shop Center Street MKE – 2019. Each committee's membership will be comprised of local neighbors, business owners, and community members.

Officers & Board Members:

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

Executive Director:

Dr. Jennifer Potts

Location:

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