



BID 39 – Annual Report

AUGUST 2022 - AUGUST 2023

The Center of What's Happening !!

BID 39 – The Center Street Marketplace

Tel 414.306.3586

P.O. Box 100511 Milwaukee, WI 53210

www.centerstreetmarketplacebid39.org

“The BID is transformative”

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 attracting and cultivating new businesses into vacant or dormant commercial properties. Our **Priorities** are surrounded by the constant realization that small business awareness is key in a busy commercial corridor. Shopping locally and having an awareness of customer needs continually rises to the top as a priority need in order to achieve equity, 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 on the Northside – from 29th and Center Street through 60th and Center Street, with several businesses adjacent to Center Street. Currently, the properties located within the BID district exceed 9 million dollars in value. The BID utilizes the assessment funds to focus on current property and business owner viability; of which is shone through via “Shop Center Street” and other outreach opportunities. The BID also has recruited some dynamic businesses into the commercial corridor through the sustained work of each board member. Our Shop Center Street event places a push to market and raise awareness of the benefits of shopping locally. The projected BID assessment for 2024 is approximately \$39,000.00 of which is stable from 2023.

Strategic Highlights

In 2022-2023 (through the current month of August) the BID39 Board of Directors are connected to the current businesses, prospective business owners, new businesses, and the community. We provide outreach and opportunities for marketing, grants, and education. We have actively marketed the BID message to all property and business owners by the way of the BID 39 social and in person sites, to include Instagram and Facebook page, face to face interactions, as well as creative and timely flyers and brochures regarding business building opportunities as well as sensitive issues that arise.

Business/Community mixture & Engagement

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 memberships**, with the Veteran's Chamber of Commerce, the Wisconsin Black Chamber of Commerce, C'Renee Consulting and Management, as well as the Business Information and Resource Center (BRIC) information sharing and resource generating.
- Sponsored the **Community Health Fair at the Asha project with UWM** on July 19, 2023 at 3719 W. Center Street. The event was a total success.
- High level participation with **neighborhood associations** to include the Middle Ground, Inc., Center Peace Block Club, Metcalfe Park, and the Sherman Park Community Association as an agency of which information is received and shared.
- Participated in Mayor Cavalier Johnsons **State of the City Address** at the Summerfest grounds on June 26, 2023.
- Sponsored the "**Shop Center Street the New Black Wall Street**" BID 39 marketing event on Saturday, August 27, 2022. There were over 250 participants in attendance with a host of vendors and community resources.
- Supported **Ms. Cynthia's Back to School event** on August 19, 2023.
- Continued support to the **Little Free Library systems** that the BID sponsors in the Commercial Corridor and neighborhoods, with the latest donation being August 25, 2023, from our strong retired educators.
- Utilizing fully developed **marketing materials**, including brochures and sell sheets for BID 39s current vacant city property stock.
- Participated in some of the **Sherman Park Eco** initiatives.
- Participated in the groundbreaking of the **Postage Stamp Park** on June 16, 2023. A Collaboration of Sherman Park Community Association, NAF and UWM.
- Hosted the **BID 39 Small Business Saturday** initiative on November 25, 2022 – (6th year Business Champion). BID 39 is supported by the US Small Business Administration for resources.
- Marketed **Uptown Barber and Beauty Salon** on November 26, 2022 – a BID 39 Family Business that is community driven.

- Sponsored the **Breaking Bread Thanksgiving Community Feast** on November 24, 2022 hosted by the Dream Team United MKE.
- Participated in the **TMJ 4 Project Drive Safer**, a Town Hall session related to Reckless Driving at Riverside University High School, with solutions generated on June 1, 2023. BID 39 is committed to sharing knowledge and resources for safe driving strategies within our city and commercial corridor.
- Sponsored the **“BID 39 Community Cleanup All Hands-on Deck”** on August 26, 2022 in the BID 39 Commercial Corridor and Neighborhood.
- Sponsored the **“Bike Ride for Peace – Hosted by Iconz Barbershop”** – located at 5325 West Center Street.
- Connected with **Spectrum news** on numerous times regarding small business sustainability and doing business on Center Street, including the **Master Lock Closure** on June 5, 2023, and **Iconz Barbershop Segment regarding “Stop the Violence”** on July 25, 2023.
- Led the **SBA/WWBIC “Boots to Business” reboot for Veterans** - Seminar on May 24, 2023. Many BID 39 Businesses are connected to the Veterans Community.
- A Strong Partner with the **Wisconsin 175 Study “Reimagining WIS175”** starting in February 2023 to current. The BID is a sponsored partner and will lead informational sessions in late 2023 and early 2024 through a formal partnership.
- Hosted **“Shop Center Street, The new Black Wall Street”** event on
- Participated in the **2023 MKE Business Now Entrepreneurship Summit** hosted by Alderwoman Milele A. Coggs on January 28, 2023. The BID reached over 150 individuals that were interested in connecting to the Center Street BID for resources and information.
- Hosted a **“Center Street BID 39 Ceasefire”** at Milwaukee City Hall on June 17, 2022.
- December 27, 2022 –hosted the **BID 39 Winter Resource drop off** for the BID 39 Businesses. All businesses received Salt for their sidewalks and alley ways, including shovels, trash bags and some Trash Containers.
- Sponsored **Rock the Block Bookbag giveaway** on Saturday, September 10, 2022 hosted by the Dream Team United MKE. The event was on 35th and Center Street.
- Sponsored the **BID 39 Holiday Celebration** at Charquise Hall, 3914 West Center Street on December 2, 2022 – all BID 39 businesses and patrons were invited, it was a great turnout and networking event.
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BID 39 Core Programs

BID 39 does not have any employees, all board members are volunteers. The BID Executive Director was formerly an employee in past years, however the BID added a small stipend to the budget for the Executive Director.

Small Business Saturday. BID 39 championed Small Business Saturday in 2022. The turnout was wonderful, The 2023 Small Business Saturday event **may be a “Doors Open on Center Street”** event. The BID recently had surveys completed (August 2023) to garner the business owner’s perspective for celebrating and marketing their business.

Economic Development

There are several businesses that are new and have opened in the Commercial Corridor, to include Jackson’s Soul Food on 45th and Center, DLK Legacy continues to develop their purchased property (54th & Center) as well as the **Community within the Corridor** on 32nd and Center. Also, “Heiress Networking lounge” has opened and is located at 4919 West Center Street. Dedai enterprises has purchased a commercial property at 5124-5126 West Center for a Business incubator and other usages, this project is currently in the development phase in excellence.

Grants – 2022-23 BID 39 has connected business owners to the City of Milwaukee to utilize the Façade, Signage and Whitebox grants for business improvement. Our Executive Director and Chairperson, as well as board members and the treasurer has provided technical assistance to business owners to apply for (with success) for the grant products. BID 39 was a major contributor to the WEDC Badger Bounce back Grants totaling appx. 100 grant letters, as well as owner interviews and site visits as of December 2022.

Debt Service – to date, BID39 has no debt service.

Rapid Implementation

The BID is the recipient of a Rapid Implementation project that has brought safety measures to many intersections in the commercial corridor. The City of Milwaukee has also granted Artists Working in Education a grant to create street in a couple of the rapid implementation projects.

Washington High School Track and Field

BID 39 has been a supporter, as well as many of our small businesses of the Washington High School Track and Field, of which celebrated a Ribbon Cutting on May 26, 2023 to a welcoming neighborhood, academic world, and business district. The project was 2.5 million dollars and was a public/private partnership that will serve the community well. The project is the result of a public-private partnership that involved MPS, the MPS Foundation and the nonprofit group Common Ground, plus the contributions of other generous donors. Over the course of seven years, Common Ground raised \$830,300 — a third of the total cost of the project — from 144 donors for the new athletic field.

The Center Street Economic Development Corporation, Incorporated (CSEDC)

The Center Street Economic Development Corporation was granted IRS 501C3 approval in July 2023. This vehicle will allow the BID to compete for nonprofit dollars to build the economic landscape on Center Street as well as position the BID for sustainable growth through nonprofit investment. The Executive Director has participated in training with the CCI starting in January 2023, with the funding for the Nonprofit being a part of the training and development through the _____. The BID has responded to a grant already (August 2023), with more on deck. The CSEDC has the inaugural board seated and is eager to start board development.

Marketing & Branding

BID 39 boasts several marketing strategies for the entire corridor, as well as individual businesses. We certainly use Facebook for marketing, including boosting posts. The BID is visible in the landscape of Milwaukee through the hard work and tenacity of the board member and leadership.

The BID has provided multiple levels of Window Signage, the BID Facebook page, as well as the Instagram (**#SHOPCENTERSTREETMKE**) blast. The BID also sponsors events within the Business District that have a focal point on maintaining the streets (cleanup projects), and flyer distribution as well as local events that add value to our commercial corridor and image.

City of Milwaukee Office of Violence Prevention event (OVP)

The men of the OVP engaged with the BID to host an event for men at the Center Street Nail Technology Academy, LLC – a licensed school of manicuring located at 3819 W. Center

Street, the space was gifted to the BID for the event. The turnout was awesome and the BID was well received.

BID 39 / UWM Façade Improvement Project

The BID worked with UWM Community Design to bring forth a Façade improvement project for Sabir’s Karate and Fitness, located at 4817 W. Center Street. The newly designed renderings are a snapshot of what the future will hold for Sabir’s. Currently, the BID is working with the owner to suggest funding from the City of Milwaukee.

Officers & Board Members:

- R.P. Potts, Chairperson
- Philip Blake, Treasurer
- Tremereil Robinson, Board Member
- Catina Harwell-Young, Board Member
- Mikal Wesley, Board Member (Community within the Corridor – Que El Amin and Ray Boynes)
- Charles McCoy, Board Member
- 1 Vacancy with one current nomination

Executive Director:

Dr. Jennifer Potts

Location:

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Submitted on August 29, 2023

Approved by the BID 39 Board of Directors on _____ / Jp