



BID 39 – Annual Report

AUGUST 2023 - AUGUST 2024

The Center of What's Happening!!

BID 39 – The Center Street Marketplace

“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 to achieve equity, sustainability, and business longevity.

Total assessed properties within the district

BID 39 is situated 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 2025 is approximately \$39,000.00 of which is stable from 2024.

Strategic Highlights

In 2023 - 2024 (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 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. The Center Street BID is an active participant in the residential and business community.

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 and connections:** 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.
- High level participation with **neighborhood associations and groups** to include the Middle Ground, Inc., Center Peace Block Club, Metcalf Park, Sherman Phoenix, 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 2024 on March 4th**.
- Participated in the **2024 Black Advocacy Day at the State Capitol in February 2024**
- Is a member of the **Milwaukee Public Schools Community initiative** as of August 2024.
- Participated in the U. S. Global Leadership Coalition – Global Impact Project event in **August 2024**.
- Participated in the **Purple Wisconsin Event** during the RNC at Marquette University on July 16, 2024.
- An active participant of the **“Growing MKE”** initiative 2024.
- Continued support to the **Little Free Library systems** that the BID sponsors in the Commercial Corridor and neighborhoods.
- Supported the Center for Leadership of Afrikan Women's Wellness (**CLAWW**) on July 27, 2024.
- Is a member of the Milwaukee County Sheriffs Departments **Operation Summer Guardian 2024**
- Utilizing fully developed **marketing materials**, including brochures & flyers
- Hosted the **BID 39 Small Business Saturday** initiative in 2023 – (6th year Business Champion). BID 39 is supported by the US Small Business Administration for resources.
- Connected BID 39 Businesses in Cosmetology through a One Day Ticket Event via **Beauty Changes Lives** in 2024.

A Snapshot of BID 39 (2023-2024)

- A 3-year active participant of the **U.S. Military Service Academy Selection team** on behalf of US Senator Tammy Baldwin.
- Collaborated with **Friends of Sherman Park**, a nonprofit organization dedicated to strengthening the entire community, both residents and businesses.
- Sponsored the “**BID 39 Community Cleanup All Hands-on Deck**” on April 20, 2024, in the BID 39 Commercial Corridor and Neighborhood.
- Led the **SBA/WWBIC “Boots to Business” reboot for Veterans** –in 2023 and is a strong partner of WWBIC. 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 through a formal partnership.
- Participated in the **2024 MKE Business Now Entrepreneurship Summit** hosted by Alderwoman Milele A. Coggs on January 24, 2024. The BID reached many individuals that were interested in connecting to the Center Street BID for resources and information.
- Participated in the **LT Governors Small Business Academy** in April 2024.
- Sponsored the **BID 39 Holiday Celebration** at Charquise Hall, 3914 West Center Street on December 2024 – all BID 39 businesses and patrons were invited, it was a great turnout and networking event.

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. The BID is a vehicle to connect people to resources, including start up businesses.

Economic Development

The BID is committed to the ongoing development of Center Street. Through the Center Street Economic Development Corporation, Inc, the intent and forward movement will occur. The Nonprofit will shine a light on the actual needs of the central city BIDs, including Center Street.

During the time period of **2023 - 2024** 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) the grant products. The BID also hosted a Grant Session Q&A at a BID business on April 25, 2024 of which reached over 50 thousand individuals on social media and over 300 in participation, this solidified the stance that there is a need for economic development type services to include training, business solidification and training.

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

The Center Street Economic Development Corporation, Incorporated (CSEDC)

The Center Street Economic Development Corporation was granted IRS 501C3 approval in July 2023. This vehicle has allowed 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 CSEDC has the inaugural board seated and is eager to start board development. The BID and the EDC share a new space within the Community Within the Corridor on Center Street (as of late July 2024). The Center Street EDC, Inc. was the recipient of a grant from the Greaser Milwaukee Foundation in the amount of \$20,000. The grant funds are being used for startup operational costs.

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 members and leadership. The BID has had a website refresh, allowing a local vendor to help with the infusion of tools on the website.

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.

In closing, with the infusion of the Center Street Economic Development Corporation, Inc. the BID is positioned to be a part of the dynamic change on Center Street. With focus and intent. It is the BID's goal to stabilize doing business on Center Street with normalcy.

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
Lee Menefee, Board Member

Executive Director:

Dr. Jennifer Potts



Location:

BID 39 – The Center Street Marketplace

A Snapshot of BID 39 (2023-2024)

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A handwritten signature or set of initials in black ink, appearing to be 'JP' or similar, located to the right of the logo.

Approved by the BID board of directors on 8/14/24/Jp