



## MSM BOOSTS BUSINESS GROWTH



More than 597 businesses worked with the Main Street Milwaukee program to improve commercial properties, expand operations,

leverage private investment, and attract additional customers and new businesses to neighborhood Main Streets. The results:

- 68 businesses expanded/attractioned to MSM districts
- 160 new jobs
- 59 buildings updated
- \$4.4 million additional private investment leveraged

## BUILDING STRONGER NEIGHBORHOODS



Mayor Tom Barrett

Mayor Barrett launched Main Street Milwaukee in 2005. It's a program to revitalize Milwaukee older commercial districts

to grow businesses and to attract private investment to neighborhoods.

Based on a national model, Milwaukee's program is a collaboration between the City and Local Initiatives Support Corporation (LISC).



## CHANGING OF THE GUARD

### Partners Board Steers MSM Success

MSM is advised by the Partners Board of volunteers, offering expertise in business, finance and community economic development.

WHEDA representative, **Jesse Greenlee**, was unanimously voted to the seat as Chairman of the Main Street Milwaukee Partners Board.



Jesse Greenlee

"Jesse Greenlee is an excellent choice to lead Main Street Milwaukee into its next level as a mature Main Street program", said Program Coordinator, Abra Fortson.

In addition to his board responsibilities with Main Street, Jesse also sits as a member of the Local Initiative Support Corporation (LISC) credit committee.

Julie Penman, of HGA, formerly served as chair and remains a strong advocate of the program.

MSM is extremely pleased to welcome **Margaret Henningsen** to the Main Street Milwaukee Partners Board. Ms. Henningsen is the founder of Legacy Bank and served as its first president.

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## WELCOMING TWO NEW DISTRICTS!

### King Drive and North Avenue Main Streets Join Main Street Milwaukee Family

MSM expanded this year to include two new districts: Historic King Drive and North Avenue Gateway.



The 'King Drive' District is located on Dr. Martin Luther King Jr. Drive and is part of a 2-mile business improvement district. This bustling Main Street has seen several of its historic storefronts restored and occupied. Professionals and entrepreneurs are drawn to the district as a place to own their own businesses and for the networking 'mixers' held regularly.

Marjorie Rucker, King Drive Main Street District Manager, welcomes the partnership with the MSM program. "Main Street Milwaukee provides our organization with technical resources that will help us achieve our committee's initiatives," said Rucker.

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## WELCOMING TWO NEW DISTRICTS! - CONT'D FROM PAGE 1



An early MSM 'win': assistance with the MLK Street Jam during Harley-Davidson's 105th Anniversary celebration. Organized with Rumblin' Steel bike club, the event featured 'Brew City's Best BBQ' competition. This national event drew not only thousands of Harley

enthusiasts, but crowds of local residents. A special family area offered many Harley-related activities.

MLK businesses remained opened during the event, benefiting from the new exposure to local customers; retail stores reported brisk sales. The barbecue competition will become an annual event for the district.

Main Street Manager, **Marjorie Rucker** is no stranger to the Main Street approach. Since 2005, she has followed the 4-point model in her position as Business Assistance Coordinator for the King Drive Business Improvement District.



*Marjorie Rucker, Historic MLK Main Street Manager*

Rucker said the approach works: 25 new businesses opened on King Drive and the group leveraged more than \$100 million in additional private investment in King Drive properties. From special events to newsletters, Rucker has experience in reaching businesses and customers with the right energy.

**"King Drive is the only place you can walk from a bookstore to a hardware store, flower shop and chocolate store."**

- Teig Whaley Smith, director - King Drive BID



In just one year, more than 13 new businesses have moved into the North Avenue Gateway district, from 27th Street to Sherman Boulevard. The district is positioning itself to be preferred choice for new or growing businesses to locate.

"Our main goal as a Main Street is to provide business technical assistance to not only help businesses establish themselves,

but also to expand," said North Avenue Main Street Manager, Travis Evans. "The growth potential for the North Avenue Gateway District is exceptional." Travis is extremely enthusiastic about the opportunity to partner with the Main Street Milwaukee program.

This commercial street serves a number of local neighborhoods including Metcalfe Park, Washington Park and parts of Sherman Park.

MSM and the Department of City Development's Targeted Investment Neighborhood program worked with the Gateway District to hire local residents to serve as 'Ambassadors' to keep the district clean and maintain a friendly, visible presence along this neighborhood Main Street.

North Avenue Gateway tapped into the community and economic development experience of **Travis Evans** to manage its Main Street District.

Evans is the former U.S. Bank Vice President, charged with community development for the Wisconsin metropolitan region. In this role, he sought opportunities for U.S. Bank to invest in economic development projects that grow small businesses and create stronger neighborhoods. Evans previously served as a member of the Main Street Milwaukee Partners Board and looks forward to connecting neighborhood businesses with resources to grow.



*Travis Evans, North Avenue Gateway Main Street Manager*

**"North Avenue always welcomes healthy partnerships and that's exactly what this program has proven itself to be."**

- Renee Booker, President North Avenue Community Development Corporation

## CHANGING OF THE GUARD: PARTNERS BOARD STEERS MSM SUCCESS - CONT'D FROM PAGE 1



Margaret Henningsen

She was instrumental in raising over seven million dollars to begin Legacy Bank, and formed a bank holding company to allow for future growth.

Ms. Henningsen is a native of Milwaukee. She has served on more than 30 boards, commissions, panels, and committees to advance the cause of equal opportunity for all. Currently, she serves as a board member of the Milwaukee Public Debt Commission.

She says: *"I'm convinced that the Main Street approach is the best model aimed at empowering communities with tools to implement real sustainable economic change."*



Danae Davis

**Danae Davis**, Executive Director of PEARLS for Teen Girls, was pleased with the opportunity to serve as a MSM board member.

She's long felt that the strategic delivery of neighborhood services and healthy partnerships was the key to sustainable economic development in Milwaukee's neighborhood commercial corridors.

*"Main Street Milwaukee demonstrates practical examples of community involvement through volunteerism. Committee volunteers are responsible for the planning and execution of revitalization efforts in their communities,"* said Davis.



Joseph L. Rupkey

**Joseph L. Rupkey** is senior counsel with Foley & Lardner LLP. He is a member of the firm's Real Estate Practice and Sports Industry Team.

He also has significant experience representing corporate clients in connection with the real estate aspects of mergers and acquisitions.

When asked why he chose to serve, Mr. Rupkey stated: *"For the opportunity to become more actively involved in the community and to continue to build on the public-private partnership that's been created through Main Street."*

### Partners Board Members

Danae Davis

Jesse R. Greenlee

Kristine Hinrichs

Joan Prince

Joseph Rupkey

Gladys Gonzalez

Margaret Henningsen

Julia O'Connor

Ald. Joe Davis

## PEOPLE POWER FUELING PROGRAM'S SUCCESS

Main Street Milwaukee's success depends largely on the hard work of neighborhood residents and business owners.

In 2007, 200 volunteers logged more than 15,000 volunteer hours on various events and projects among four Main Street Milwaukee Districts.

A Volunteer Appreciation Awards Night held this spring was as energetic as the volunteers themselves, featuring prizes for 'Red-Eye' Volunteer of the year and more.



February 2008 Volunteer Appreciation Party



## LINCOLN VILLAGE DISTRICT UPDATES



### Milwaukee Bicycle Company Off and Racing!

A 75-year-old Lincoln Village business at 1018 W. Lincoln Avenue is growing with a \$225,000 expansion of a family urban biking division across the street (1013 W. Lincoln Avenue.)



1018 West Lincoln Avenue before (pictured above) and after (pictured below) the Milwaukee Bicycle Company expansion



Third-generation owner, Vince Hanoski purchased a blighted building and in partnership with the Main Street Milwaukee program, renovated it to grow a successful family-owned company and add 10 new jobs.

Ben's Cycle is also home to Milwaukee Bicycle, a national company that distributes Ben's own brand of bikes. MSM provided a Retail Investment Fund grant and façade grant for the project.

This business expansion highlights more than \$8 million in private investment along Lincoln Avenue since Lincoln Village became a Main Street District. A total of 32 buildings have been renovated as part of this City of Milwaukee neighborhood business initiative.

MSM created a 'bike race' ribbon-cutting to draw media attention to this business-expansion.

### Lincoln Village ramping up efforts to form a BID

Lincoln Village Main Street is working to organize businesses into a business improvement district, a natural progression in developing a strong commercial corridor.

In Business Improvement Districts (BIDs), property owners voluntarily tax themselves an annual assessment that is spent on projects that enhance the local business environment. These may include improvements to the streetscape, marketing efforts, business recruitment activity, and security programs.

Public meetings will provide opportunity for input on the formation of a Lincoln Village BID. For a schedule, visit [www.lincolnvillagemilwaukee.org](http://www.lincolnvillagemilwaukee.org).

**“Clearly, a well conceptualized, planned, and implemented BID project can generate great benefits to the community.”**

– Manuel Perez President, Co-owner JNA Staffing  
Lincoln Village Main Street BID Committee Chair

### Keep Milwaukee Beautiful



Old receptacles are replaced with the newly refurbished personalized Lincoln Village receptacles.

It's sometimes the small details that make a difference in attracting customers and businesses. This year Lincoln Village Main Street District brought back a Milwaukee classic: older litter cans were replaced with refurbished 'Keep Milwaukee Beautiful' litter cans, featuring the LV Main Street logo.

### Main Street Businesses Voted Best of Latino Milwaukee

In the October/November issue of *Aqui! Milwaukee Magazine* businesses in the Lincoln Village & Silver City Main Streets were voted the best of Latino Milwaukee. Congratulations to the following businesses:

**Best Sports Gear Shop**  
*Stefan's Soccer Supply*  
1125 W. Lincoln Avenue  
414.384.1415

**Best Central American Food**  
*El Salvador Restaurant*  
2316 S. 6th Street  
414.383.2039

**Best Coctel De Camaron**  
*Tres Hermanos Restaurant*  
1332 W. Lincoln Avenue  
414.384.9050

**Best Non-Mexican Bakery**  
*Mekato's (Silver City)*  
3500 W. National Avenue  
414.383.2233

## THE MOSAIC ON BURLEIGH DISTRICT UPDATES

# The mosaic on Burleigh

Sherman Boulevard to 60th Street

### Action Coaching Seminars Prove Beneficial

Mosaic District business owner, Carolyn Walker, says she used to spend so much time working 'in' her business that it left her little time to work on her ideas to grow her business. Walker owns and operates Great Impressions, a graphics and imaging company.



Left to right: Aggo Akeya, Director of the Bureau of Minority Business Development (BMBD), Jeane Meyers (Mosaic Manager), Beth Dufek (LISC), Seyoum Mengesha (BMBD), Carolyn Walker (Mosaic business owner), and Kathryn Berger (LISC)

Thanks to Main Street Milwaukee and the WI Department of Commerce, Walker and other Main Street Milwaukee business owners were able to attend an 8-week 'Action Coaching' series.

Tom Palezwicz of Action Coaching led sessions designed to help entrepreneurs establish goals and develop strategies to achieve them. Main Street Milwaukee offers a variety of informational sessions for districts to learn new techniques to grow and attract businesses.

Walker said she learned through the coaching sessions to redefine her vision and connect with tools to branch into a targeted market.

Earlier this year she launched funeralprogramsonline.com – a high-end graphic design source for funeral programs.

### ArtWindows: Marketing Mosaic

The Mosaic On Burleigh unveiled a new guerilla marketing project this spring to showcase available retail and business space in the district. 'ArtWindows on Burleigh' featured 10



An ArtWindows display being installed

photo installations by UWM Peck School of the Arts students. The photo exhibits were installed in empty storefronts, each with a different inspiration. Some students were inspired by the history of the building, others were inspired by revitalization work underway.

All installations provided an opportunity for artists to showcase their work as well as enhance vacant commercial spaces in the Mosaic on Burleigh.

The art installation was introduced during an 'Art Crawl' in conjunction with the third annual Burleigh Blooms Celebration this past spring. Burleigh Blooms is an annual spring clean-up and planting event done in collaboration with Keep Greater Milwaukee Beautiful.



### Going Once, Going Twice...

The Mosaic on Burleigh Main Street will hold its 2nd annual silent auction event on November 8th at the Schragger Auction Gallery at 2915 N. Sherman

Boulevard. This event will benefit Mosaic on Burleigh Main Street activities. All items have been donated by supporters of the Mosaic on Burleigh Main Street. All proceeds will benefit The Mosaic On Burleigh Main Street.

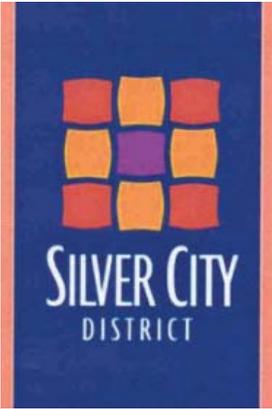
"We expect to auction off everything from gift certificates to a Versace tea set and a mink coat," says Jeane Meyers, Mosaic on Burleigh Main Street Manager.

This event has been graciously coordinated by members of the Mosaic's Promotion committee, headed by Crime and Grime committee volunteer, Oretha Harris. All Main Street Milwaukee Districts must raise additional funds in order to participate in the program.



Oretha Harris

## SILVER CITY DISTRICT UPDATES



Longtime resident & businessman, **Zongcheng Moua**, was recently hired to head the Silver City Main Street program. Moua has over 15 years of successful professional experience in the financial services industry, working with both corporate and non-profit customers.



*Zongcheng Moua, Silver City Main Street Manager*

Moua worked on building businesses and brings this experience to Silver City, along with his ability to build strong community relations. He replaces Helen Hermus, Silver City's Manager for three years, who is working towards a masters degree but remains a loyal volunteer.

**"I believe in the Silver City community and plan to dedicate myself and my experience to making it the best Main Street program possible."**

**– Zongcheng Moua, Silver City Main Street Manager**

### Silver City Plans for 2009 Face Lift

A new Silver City gateway marker will be placed at 43rd and National Avenue as part of a larger streetscape project in 2009 along National Avenue.

Developed through planning sessions over the past few years, the streetscape plan includes improvements to enhance public safety, greening and lighting. The City of Milwaukee and State of Wisconsin awarded a total of \$700,000 for the project as well as the Helen Bader Foundation, which granted \$15,000 for 'gateway' signage.

West Milwaukee has a special agreement with Silver City's Main Street District in order to expand the boundaries all the way to Miller Park. This yields more consistency along National Avenue as well as offering bordering businesses the opportunity to build a strong district identity.



*Proposed Silver City streetscape*

Partners in the streetscape design project include Plunkett Raysich Architects and Community Design Solutions (CDS), a division of the University of Wisconsin-Milwaukee School of Architecture.

### Silver City Asian Festival Promotes District

Home to 17 Asian-owned businesses, including five restaurants, the Silver City District offers a variety of authentic Asian food and retail.

To promote this market niche, Silver City brought back an Asian Festival to Milwaukee last year. This September marked the second year for the Silver City Asian Festival, featuring vendors and entertainers of Hmong, Chinese, Thai, Indian, Japanese, Filipino, Vietnamese, Korean, and Laotian descent. Festival goers could take in the opening parade of cultures, including ornate traditional costumes and martial arts and dance performances.

This year, to market more Asian-owned businesses, a second stage was added to feature cooking demonstrations by Silver City restaurant chefs of area restaurants.



*Upper left: Hmong dancers*

*Lower left: Chinese Lion dance*

*Right: local restaurant, Noodle House*



## SOHI's Location Appeals to China Taste

SOHI's proximity to Marquette University is a selling point for businesses looking to reach the student market.

Though China Garden Buffet already enjoyed steady business from Marquette students at its location on 16th & Wells, when new owners took over the restaurant, they decided to tap into the expanded market that SOHI's location offers, since it is close to Marquette and to a number of employers. 'China Taste' reopened at 749 N. 27th Street a few months ago.



China Taste in the SOHI district



China Taste owner, Jun Mei, serving a customer

"Our goal is to serve more customers," said new owner, Jun Mei. "We look forward to tapping into the SOHI lunch crowd and welcoming the many other area employees who lunch here in the SOHI district."

China Taste is currently working with the SOHI Main Street to market and promote its menu and location. SOHI launched a new marketing and public safety initiative this year, to promote the number of employers (and hungry employees) in the area as well as the district's ongoing work to improve public safety.

## LaBrew's Opens in SOHI

When Shan Owens saw the opportunity to launch his pizzeria at 925 N. 27th Street, he didn't hesitate. "There is so much potential for growth here in the SOHI Main Street District," Owens said.



LaBrew's Pizzeria

The Famous LaBrew's Pizzeria is the home of the Milwaukee Maid-Rite sandwich, and offers such delicacies as deep fried Twinkies and Oreos. The business employs seven people and also prepares lunches for several daycare programs and private schools. It has not taken long for the word to spread about The Famous LaBrew's Pizzeria. Talk to employees of area companies such as AT&T, Harley Davidson and Miller Brewing Company and they will tell you a visit to Labrew's is worth every cent.

"I'm happy to be a part of this district, said Owens "It feels good to know that we have an advocate and a resource here in the district. Keith Stanley and Jennifer Colbert of the SOHI Main Street have been more than helpful with the delivery of program resources to LaBrew's Pizzeria.

## SOHI Harnesses Power of YouTube



Take a walk through the SOHI District on any given day and you might catch SOHI Main Street Manager, Keith Stanley, and Program Assistant, Jennifer Colbert, filming a SOHI video update to distribute via video sharing website 'YouTube.'

This guerilla marketing technique has helped boost visibility for the SOHI district.

"By utilizing social online media we've been able to tell our story and document success," said Keith Stanley.

"We've seen increased interest in real estate in the district, and something we didn't anticipate: it's been a great volunteer recruitment tool."

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## SOHI DISTRICT UPDATES - CONT'D FROM PAGE 7

Since mainstream media outlets tend to overlook the positive stories and everyday improvements taking place in SOHI, Stanley decided to take SOHI's stories directly to the people through YouTube.

SOHI also uses 'Yahoo Groups' to provide weekly email updates and promote district events. Visit [www.youtube.com](http://www.youtube.com) and enter 'SOHI District' for a list of video updates.

### New Partner, New Home for SOHI Offices

The SOHI Main Street District developed a new partnership with the Avenues West Association, a successful neighborhood association and business improvement district.

West End Development, the coordinating agency for SOHI, closed operations earlier this year.



*Keith Stanley and June Moberly*

*"This partnership just seems a perfect fit. Avenues West has always been committed to Main Street efforts, and we see the results of the hard work SOHI Main Street Manager, Keith Stanley, and the very dedicated SOHI*

*Main Street volunteers, so we're stepping up and helping with this transition in any way we can,"* said June Moberly, Avenues West Executive Director and SOHI Design Committee member.

SOHI's offices moved to Avenues West Association at 624 N. 24th Street. The phone number remains the same: 414.933.9007.

## NOTABLE QUOTABLES ON THE MAIN STREET MILWAUKEE PROGRAM

"Initially there were only four pilot Main Street programs in the City of Milwaukee and I was fortunate, out of 15 aldermen, to receive one in my district. The Main Street 4-point approach is an excellent model to consider when planning neighborhood commercial revitalization strategies. It's a great way to engage residents, government and businesses in collaborative economic development efforts."

*Alderman Willie Wade, 7th District*



*Alderman Wade speaks at the unveiling of the Mosaic on Burleigh abelisk*

"This [Main Street Milwaukee Program] is another great example of what can be accomplished when a city and its citizens work together - we need more of these in our community."

*Alderman Robert Donovan, 8th District*



*Mayor Barrett and Alderman Donovan with Chuedang and Youa Vue, owners of Rice Palace in Silver City*

## FACADE HIGHLIGHTS: MSM MAKEOVERS = CURB APPEAL

Since 2005, MSM worked with property owners to update more than 57 building façades in four Main Street districts. An additional 36 building interiors were renovated to make way for new businesses and growing businesses. By investing \$347,000 in public dollars towards façade updates, MSM leveraged \$4.3 million in private investment by property owners.

### Tres Hermanos expands!

What was once a traffic hazard has been turned into a business expansion, neighborhood plaza and a burst of visual energy in Lincoln Village.



*Tres Hermanos and the Quartet sculpture*

The City closed S. 14th Street where it meets Lincoln Avenue, next to Tres Hermanos restaurant at 1313 W. Lincoln Avenue. Tres Hermanos owner, Ramon Orozco, purchased the land to expand his restaurant's space to include outdoor patio seating on a raised deck, surrounded by elaborate planters and ornate banisters. MSM provided a \$20,000 façade grant to assist with the project.

"We wanted to evoke the feeling of dining in a tropical paradise, right on Lincoln Avenue," Orozco said.

A vivid public plaza was created at the end of the patio, and is now home to 'Quartet', a public sculpture by Lincoln Village

artist, Celine Farrell, to honor the spirit and cultural mix of the neighborhood. The sculpture was funded in part by LISC via the Main Street Milwaukee Program and supplemented by a WE Energies grant secured in 2005.

### Practicing the Principle

Self-help is number three of "Eight Guiding Principles of Success" when implementing the Main Street Four-Point Approach™:

*"No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street – the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort."*



*2611-13 N. 27th Street before (pictured above) and after (pictured below) the renovation*



Property owner Chuck Hausmann has done just that in the SOHI District. Mr. Hausmann's most recent rehab is located at 2611-13 N. 27th Street. This building renovation received a \$10,000 façade grant from the City-wide Façade Grant Program. The estimated total project cost was \$34,000.

Hausmann is currently looking to lease this space for the right restaurateur. Mr. Hausmann is also a member of the SOHI

Economic Restructuring committee and owns the famous "phoenix rising" building located at 954 N. 27th Street.

## DEPARTMENT OF COMMERCE TOURS MAIN STREETS

Western Bilingual Services President, Pa Britney Xiong, spoke to members of the Department of Commerce Minority Business Development team headed by Director, Aggo Akeya.

The Department of Commerce funds Main Street efforts by providing minority business development grants. The Minority Business Development Team visited all six designated Main Streets districts during a LISC sponsored tour.

"Main Street Milwaukee is the perfect avenue to connect resources to small businesses that wouldn't otherwise have



*Pa Britney Xiong giving her presentation.*

access" said Aggo Aykea during the tour.

The Department of Commerce is very excited about the opportunity to partner with Main Street Milwaukee for the delivery of these vital funds.

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809 North Broadway  
 Milwaukee WI 53202



## RECOGNITION OF OUR FUNDERS

Main Street Milwaukee would like to extend a very special thank you to our program partners.



**“We’re excited to work with the City on the Main Street Milwaukee program, which will help strengthen the economic foundation of our community. We are confident this program will lead to greater success for families and businesses, such as ours, in Milwaukee’s neighborhoods.”**  
 Kelly Savage, *State Farm Insurance*