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FOR INFORMATION CALL

November 15, 2006

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Council Approves Business Revitalization Initiative for the City's New Airport Gateway

The New Airport Business Improvement District will Attract New Businesses and Revitalize the Area, Alderman Says

The Common Council recently passed legislation approving the operating plan of the new Airport Gateway business improvement district (BID), an area that encompasses on the south College Ave. to 13th Street, 13th Street south to the city limits, west to I-94, north to College Ave., College Ave. south to 17th Street, 13th north to Waterford Ave., Waterford Ave. east to 6th Street, 6th Street south to Layton Ave., and Layton east to the city limits.

"I am really pleased that a forward looking group of businessmen have joined together to improve and help keep this a great area to do business in," said Ald. Terry L. Witkowski of the 13th District, which includes the BID.

A BID is a public or private sector partnership in which property and business owners of a defined area elect to make a collective contribution to the maintenance, development, and marketing or promotion of their commercial district.

This BID is an initiative started by the Airport Business Gateway Association, a group of businessmen who joined forces to devise a plan that will promote the area and also draw new businesses to the area.

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Council Approves Airport BID/ADD ONE

“The goal of the Airport Business Gateway BID is to enhance the economic viability of local businesses, enhance property values, maximize business facilities, and enhance the community image through safety and beautification and, to coordinate overall development of the airport gateway,” said Airport Business Gateway Association President Greg Linder.

“The business developments associated will enhance the gateway to the city, and this area will undergo a beautification and economic transformation,” said Ald. Witkowski.

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