MAIN STREET MILWAUKEE PROGRAM
City of Milwaukee & LISC Partnership

The Main Street Milwaukee Initiative is a collaborative effort between LISC and the City of Milwaukee to develop and implement a City-wide Main Street Program. Research conducted on various citywide Main Street programs led us to believe that such a program in Milwaukee will potentially yield significant results. This program will provide structured systematic support for revitalization of older commercial districts of the City. The program is based on the "four point approach" developed by the National Main Street Center of the National Trust for Historic Preservation, which incorporates the creation and maintenance of a strong organization to advocate for the street, business recruitment and retention, promotion and design.

Throughout the summer of 2003, a diverse work group of community representatives from various sectors have developed guidelines and operating procedures for a Main Street Milwaukee program. The program will incorporate the following principles:

- Build capacity of community groups;
- Create a systematic, comprehensive approach to commercial district revitalization;
- Use Federal Block Grant money to leverage corporate and philanthropic support;
- Designate areas through a competitive process;
- Insure multi-year funding contingent on performance and accountability;
- Provide technical assistance through trainings, workshops and consultants to practitioners and community groups;
- Mandate detailed annual work plans, and
- Require a full-time staff person to manage the commercial revitalization efforts at the street or district level.

Main Street Milwaukee Program (MSMP) will help nonprofit community development corporations (CDCs) and other established neighborhood based organizations transform neighborhood business districts into productive centers of economic activity by strategically channeling financial resources and providing quality technical assistance that is relevant to Main Street practitioners.

MSMP will provide financial and technical assistance to designated organizations to help them organize stakeholders from the neighborhood, improve the appearance of the street and its store fronts, attract and manage public infrastructure improvements, generate new business development, and identify sources of capital for private investment and development within their communities. Designated organizations will act as catalysts of economic development in ways that build on their neighborhoods' assets – i.e. the talents and energies of local residents, local property and business owners, and the physical, social and cultural character of a neighborhood.

LISC, using resources from various funders, will provide specialized consultant services, training and mentoring experiences from experts in Milwaukee and other Main Street cities to designated districts in Milwaukee. Collaborating on this effort will be the City of Milwaukee Community Block Grant Administration (CBGA) and the Department of City Development (DCD). DCD, using funds provided by CBGA, will coordinate the program, oversee the management of the designated districts and expedite the delivery of city services and programs to projects located within the designated districts.

National Main Street Program

The National Main Street Program, established in 1980 by the National Trust for Historic Preservation, successfully combines historic preservation and economic development in local revitalization initiatives. Nationally, the Main Street Four Point Approach™ has been adopted by organizations in more than 1,500 communities throughout the United States and has generated nearly 70,000 building rehabilitations and

174,000 jobs over the past 20 years. Generally, the program has focused on smaller towns in rural America, but in recent years, largely with help from LISC, the program is being increasingly applied to commercial strips in large urban centers.

The four basic elements of the Main Street Four Point Approach™ are:

- ***Organization:*** Successful commercial districts must establish consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. Designated districts will create a structure that provides effective, ongoing management and advocacy of the commercial district. Diverse groups from the public and private sectors must work together to create and maintain a successful program
- ***Design:*** Every neighborhood has inherent visual opportunities: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays and promotional materials. The Design Committee of designated districts uses these elements, and specific programs and resources help improve the physical appearance and cohesiveness of their neighborhood business districts.
- ***Marketing and Promotional Activities:*** Successful urban retail centers provide events, entertainment and more to help attract customers. Those types of programs, which seek to create a positive image of the commercial strip in order to rekindle neighborhood pride, are a central aspect of the Main Street Approach. These promotional activities improve retail sales and create a positive public image of the commercial strip in order to attract investors, developers and new businesses. Participating districts will be required to have an active Promotions Committee.
- ***Economic Restructuring:*** Strengthening and diversifying the commercial strip's economic base is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix and by converting unused or underutilized space into productive property. In addition, the program works to strengthen existing businesses by helping them to update their business practices, market their goods and services more effectively, and become more competitive in a changing global economic environment.

Wisconsin Main Street Program:
The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce. Currently there are 32 designated Main Street Communities in Wisconsin, two of which are in the Milwaukee area – i.e. Lincoln Village and West Allis (Greenfield Avenue).

In the first five years of a local Main Street program, the State of Wisconsin invests approximately $93,000 in on-site visits, training, and technical assistance. In addition, the Wisconsin Main Street Program, the National Main Street Center, and private consultants spend more than 80 days in each new community during the start-up phase.

In 2003, it was mutually agreed by the State Program and the City of Milwaukee, that the Main Street Approach to commercial revitalization would be administered by the City of Milwaukee and not the State of Wisconsin. This was done for two reasons:

The state no longer has the fiscal capacity to designate more than 2 districts statewide each year, and in Milwaukee there are many potential districts for designation; and
Urban "Main Streets", while similar to small town Main Streets, are different enough that the state program would need to be significantly modified to accommodate a substantial amount of interest from Milwaukee.

Consequently, the City of Milwaukee joined forces with LISC to create a Main Street Milwaukee Program responsive to the unique needs and conditions of Milwaukee's neighborhoods.

Main Street Milwaukee Program

A Commercial Corridor Revitalization Initiative

Budget (Assumes designation of 4 districts)

SOURCES	2003 Planning & Program Development	2004 - 2007 Estimated annual Implementation
City of Milwaukee (CDBG funds)	$ 71,000	$ 400,000
City of Milwaukee (DCD in-kind)		$ 25,000
LISC (Helen Bader and State Farm)	$ 65,000	
Corporate, philantrophic & non-City government support		$ 275,820
LISC (HUD Section 4 funds)		$ 70,000
Total Sources	**$ 136,000**	**$ 770,820**
USES		
Program Administration		
Program coordinator & clerical support - salary & fringe	$ 52,000	$ 105,000
Revitalization specialist (broker & secure district-appropriate TA)		$ 60,000
National Main Street Consultant (on retainer)	$ 10,000	$ 22,600
Office Expense		$ 10,000
Marketing & Promotion Expenses		$ 16,620
Professional Development	$ 7,000	$ 2,000
Staff Travel	$ 2,000	$ 4,800
LISC administrative fee		$ 24,000
Total Program Administrtion	**$ 71,000**	**$ 245,020**
Program Support to Specific Districts (Assumes 4 designated districts)		
District managers - salary & fringe		$ 280,000
Architectural & Engineering Services ($15,000 per district)	$ 14,000	$ 60,000
Trainings and Workshops	$ 20,000	$ 40,000
Planning Services		$ 50,000
Urban Planning Services		$ 20,000
TA to Businesses in Districts ($10,000 per district)		$ 40,000
Issue-Specific TA consultant ($2,000 per district)	$ 21,000	$ 8,000
Issue-Specific TA consultant for non-designated areas		$ 10,000
Promotion/Marketing Grants ($2,000 per district)		$ 8,000
Façade grant (for small projects such as signage, paint, awnings)		$ 8,000
Historic Preservation ($1,000 per district)		$ 4,000
Conference Scholarships	$ 10,000	$ 4,000
Main Street Membership Fees		$ 800
Training Materials		$ 1,000
Total: Direct District Support	**$ 65,000**	**$ 533,800**
Total Projected Uses	**$ 136,000**	**$ 778,820**

Other program resources & services available to Main Street districts:

- Spot Acquistion funds (to assemble development parcels)
- Façade Grants (to improve store facades)
- MEDC Revolving Loan Fund (to finance façade improvements not covered by grant)
- Retail Investment Fund (grants to assist in business creation and expansion)
- MEDC loans (to finance business creation and expansion)
- LISC loans (for CDC-sponsored projects)
- LISC recoverable grants (for CDC-sponsored projects)
- Renewal Community tax credits
- New Market Tax Credits

WISCONSIN MAIN STREET

LINCOLN VILLAGE, MILWAUKEE
A WISCONSIN MAIN STREET COMMUNITY est. 2001

LINCOLN VILLAGE WISCONSIN MAIN STREET COMMUNITY BUSINESS ASSN.

1133 WEST LINCOLN AVE.
MILWAUKEE, WI 53215
PHONE: 414-672-2249
FAX: 414-672-2261
NEIL5150@HOTMAIL.COM

Recap of activities in Lincoln Village Main Street Distinct (Since November of 2001)

11 new facade grants accepted
Lincoln Art Pottery, Auri's Café, Ben's Cycle, Studio One Signs, Benny's Pizza, Lincoln Theater, 1108 W. Lincoln, 1101 W. Lincoln, Freddy's Video, The Hishmeh Building (1301 W. Lincoln), Paul Mitchell Salon

12 new businesses
Paul Mitchell Signature Salon (10)
Tio Alfredo's (4)
Studio One Signs (1)
Benny's Pizza (6)
Hispanomex Travel (3)
Isla Tropical (3)
Freddy's Video (4)
Fiesta Garibaldi (6)
Nail Art Gallery (1)
El Salvador (4)
Latin Graphics (1)
Cellular & Electronics (2)

These 12 businesses have spawned 44 full time jobs (equivalent)
In that time the district has lost 5 businesses, 15 jobs
(Tio Beto's, Layton Dental Lab, Nu Style Salon, Lily's Floral, Nash's Irish Castle)

- Net gain of businesses = 7
- Net gain on full time jobs = 29
- 4 businesses have expanded operations in this time.

Since Main Street District Created:

- Over $600,000 on new private investment on the street
- Over $80,000 of public investment (Façade Grants, RIF grant and Banners)

COMPANY	DATE	AD	ADDRESS	Initial JOBS	New JOBS	Total Project INVESTMENT	MEDC INVESTMENT	MEDC Loan	CAP Loan	
Brian Green dba Fresh Look Beuaty Salon	10/1/1999	5	7743 W. Medford	5	5	$58,000				1
Taylor-Weber Academy	8/18/2000	5	8703 W. Fond du Lac Ave.	10	10	$50,000				1
Elctro Installations	7/20/2001	5	4406 N. 82nd St	0	1	$15,000				1
David J. Kyhn dba Home Instead Senior Care	8/31/1999	5	4811 N. 76th Street	1	25	$27,000				2
Noemi A. Prieto, M.D., S.C.	7/19/2001	5	8532 W. Capitol Dr.	7	4	$1,117,000	$360,000	1		
Felsing Service, Inc.	10/3/2001	5	9128 W. Burleigh	7	2	$275,000	$82,500	1		
Rose Polymer Technology	1/27/1999	9	5915 N. 55th St.	5	10	$50,000				1
To go Disposal, Inc.	8/13/1999	9	7039 N. 50th Street	1	0	$15,000				1
Rose Polymer Technology	1/6/2000	9	5915 N. 55th Street	5	10	$25,000				1
Demetrus Harrison	2/18/2000	9	6719 N. 58th St.	2	4	$60,000				1
American Way Car Wash Systems, Inc.	4/5/2000	9	6635 N. Industrial Rd.	1	0	$20,146				1
Rose Polymer Technology	9/27/2000	9	5915 N. 55th St.	*	*	$25,000				1
David J. Kohanski dba Hall TV	8/27/1999	9	8060 N. 76th Street	1	0	$27,000				2
Power Wash, Inc.	5/16/2000	9	3820 W. Villard Ave.	4	2	$65,000				2
O'Donohue Industries	10/29/1998	9	6505 W. Calumet Avenue	6	2	$600,000	$150,000	1		
The Kopfman Co., Inc.	11/30/1998	9	3142 W. Mill Road Court	18	5	$520,000	$208,000	1		
Acme Corporation	12/29/1998	9	529 W. National Ave.	16	2	$500,000	$180,000	1		
Kallas Brothers/Kallas Honey Farm	9/28/1999	9	5500 W. Douglas Avenue	10	4	$525,000	$210,000	1		
Banner Tool & Engineering Corp.	12/21/1999	9	7254 N. Teutonia Ave.	39	7	$650,000	$260,000	1		
United Tool Properties	5/14/1999	9	8219 W. Bradley Rd.	7	4	$525,225	$131,306	1		
Professional Grounds Management	12/29/1999	9	3526 W. Kiehnau Ave	21	9	$125,000	$50,000	1		
Silver Spring Property II, LLC/Pak Tech.	2/29/2000	9	2700-30 W. Silver Spring	32	12	$1,130,000	$280,000	1		
Gorenc Enterprises/Converted Products	3/16/2000	9	2005 S. 54th Street	45	15	$1,600,000	$500,000	1		
Molecular Biology Resources, Inc.	3/21/2000	9	6143 North 60th St.	26	28	$3,620,000	$500,000	1		
Gordon Properties, LLC/Pro-Safety, Inc.	5/2/2000	9	5805 West Hemlock	15	5	$546,000	$204,000	1		
Bachman Properties, LLP/Bachman Landscaping	6/2/2000	9	5115 W. Good Hope Rd.	2	6	$150,000	$60,000	1		
Community Fitness Center	7/26/2000	9	4108 W. Villard	5	8	$274,000	$60,000	1		
Altman Enterprises, Inc.	11/3/2000	9	7720 N. 81st St.	7	20	$575,000	$144,000	1		
VMR Investments	11/3/2000	9	3711 W. Elm St.	4	8	$500,000	$200,000	1		
Northern Rail Car	12/7/2000	9	5300 N. 33rd St.	100	20	$1,400,000	$500,000	1		
Ashley's Multicultural Child Care Center, Inc.	6/14/2001	9	9111 W. Lisbon Ave.	1	10	$190,000	$76,000	1		
PAW Investments, LLP	9/11/2001	9	6301 W. Douglas	17	3	$576,000	$230,400	1		
Hoffer's Tropic Life Pets LLC	11/21/2001	9	7313 North 76th Street	17	6	$1,650,000	$500,000	1		
LPI Arnold, Inc.	1/23/2002	9	3835 W. Green Tree	38	45	$940,000	$370,000	1		
Nohl Real Estate Investments, LLC	2/26/2002	9	6360 North 60th St.	47	5	$1,358,341	470,000	1		

COMPANY	DATE	AD	ADDRESS	Initial JOBS	New JOBS	Total Project INVESTMENT	MEDC INVESTMENT	MEDC Loan	CAP Loan
Berg Investments	3/19/2002	9	5203 W. Clinton St.	12	4	$710,000	249,000	1	
Holland Beauty Flower and Bulb Corp.	5/15/2002	9	7611-7615 N. 73rd Street	8	5	$1,100,000	382,500	1	
Steel Magnolia Hair & T.L. Finke & Associates	5/28/1999	14	130 E. Morgan Ave.	5	2	$190,000	$69,000	1	
National Baking Co.	11/5/1999	14	3200 South 16th Street	37	4	$328,000	$131,000	1	
Au Bon Appetit, Ltd.	4/22/2002	14	2207-2211 S. Kinnickinnic	4	3	$242,000	96,800	1	
T.H. Stemper	5/24/2002	14	1125 E. Potter Ave.	15	2	$51,346	$20,500	1	
Gehl Expedient Truck Service	10/20/1999	15	10179 W. Good Hope Rd.	1	2	$59,434			1
Franklin Investments, Ltd	9/15/1999	15	6516 S. Lovers Lane	2	1	$23,000			1
Creative Graphics Imaging, LLC	9/3/1999	15	8728 W. Greenfiled	2	1	$13,200			1
Mary Stollenwerk d/b/a Shear Energy Hair	5/20/1999	15	9037 W. National Ave., West Allis	3	0	$12,000			1
Associated Construction Services	8/9/2000	15	6405 N. 87th St.	0	6	$17,000			1
King's Small Engine Repair	5/14/2002	15	9325 W. Allyn St.	3	0	$17,201			1
Alan's Auto Sales of Brown Deer	8/25/1999	15	5290 N. 124th Street	10	8	$270,000	$95,000	1	
Weld Specialty Supply	6/21/1999	15	8929 North 107th St.	18	5	$367,600	$146,000	1	
Pro Welding & Manufacturing, Inc.	6/23/2000	15	11175 W. Heather Ave.	26	5	$1,440,000	$360,000	1	
Cathedral Builders	6/29/2000	15	5825-29 N. 96th St.	6	2	$215,000	$86,000	1	
Briskie, LLP/Midwestern Anodizing Corp.	8/18/2000	15	10909 W. Heather	30	5	$1,209,000	$400,000	1	
TMP Worldwide, Inc.	4/1/2002	15	7800 W. Brown Deer Rd.	344	140	$6,460,000	500,000	1	
Rockmores Discovery Coaches & Tours	1/6/2000	17	1367 W. Clark St.	?	?	$20,000			1
New Covenant Housing Corporation	7/31/2001	17	2331 N. 39th St.	3	3	$125,000			1
North Avenue Community Development	9/5/2001	17	3624 W. North Ave.	2	0	$90,000			1
E&M Citgo, LLC	5/1/2002	17	3708 W. North Ave.	0	5	$20,000			1
Watts Publishing, Inc. dba Martin Assoc.	9/1/1998	17	5027 W. North Ave.	2	1	$40,000			2
Flip Side Music	1/27/1999	17	3716 W. North Ave.	2	1	$52,000	$20,800	1	
Children's Pantry Daycare	3/30/2000	17	3130 W. Lisbon Ave.	2	17	$275,000	$105,000	1	
Jo's Play Pen, Inc./Jo's Daycare Academy	11/16/2000	17	4801-3 W. North Ave.	7	27	$547,000	$219,000	1	
Cunningham Ace Hardware	9/6/2000	17	5020 W. North Ave.	0	8	$1,000,000	$300,000	2	