

# Annual Report

Sept. 2018 – Dec. 2019



## *Mission Statement/Vision/Priorities*

The mission of the Granville Business Improvement District is to enhance the economic viability of local businesses, enhance property values, maximize business facilities (general commerce, manufacturing, distribution, commercial and recreational), market and promote the friendliness and quality of services, enhance the community image through safety and beautification, and overall economic development and area growth.



## *Financial Relationships w/ other entities (CDCs, non-profits, associations)*

The Granville Business Improvement District board of directors also oversees the operations of the Granville Economic Development Corporation.

# Annual Report

Sept. 2018 – Dec. 2019



## *Total Assessed Value of Properties within District*

- The total assessed value of the Granville Business Improvement District is \$773,235.
- Year-to-Year comparison ...in 2018 it was \$769,000.

## *Core Programs*

### *Landscaping and Beautification*

- The BID maintains more than 12 miles of medians. The BID contracts to cut the grass, fertilize the grass, remove litter, and maintain the medians beginning in April and ending with the first frost.
- The BID has planted 16 annual/perennial flower beds on the corridor stretches.
- The BID contracts with the River West ambassadors to remove trash all along the roads surrounding the abandoned Northridge Mall and the Menards area.
- During the holidays the BID decorates the corridors with 200 wreaths and ribbons.

### *Security*

- The BID contracts with SOS security who has responded to more than 400 calls to address issues such as pan handlers, unruly customers, suspicious behavior, suspicious vehicles, employee firings, domestic violence issues warranting employee escorts, parking lot watch, cars broken into, minor arguments, and other matters.
- Crime in the BID is down 30.7 percent over a ten-year period.
- Vehicle theft and thefts from vehicles were down in 2018.
- Most crimes (82.6%) are property related and non-violent.

# Annual Report

Sept. 2018 – Dec. 2019



- The prevalence of crime in Granville is very low compared to the city as a whole.
- Most crime is committed in the commercial corridors. To prepare we now work in collaboration with dealers, ADAMM, the police and security to improve preventative measures to discourage theft.
- However, car crimes moved into the industrial parks. By working with SOS and the police the crime was quickly reported and predators were caught in 2016 and the problem has become nonexistent since July, 2016.
- Drag Racing incidents have decreased by 90 percent in the district.
- Summer, 2019 had almost no crime issues in the industrial district.
- Major security issues involve employee safety because of threats to employees.
- Worked with MPD to attempt to address nagging panhandler.

## Administration

- The BID has three full time employees: an Executive Director, an assistant to the Executive Director and a Community Director.
- The BID hosted 5 board meetings and one annual meeting.

## Economic Development

- Awarded two security camera grants. Occupancy in the industrial sector is more than 95 percent.
- Four major empty buildings are now sold: Target, Latino, Carmart and Toys' R Us
- One car dealer is now sold to Reid Funeral Homes and the other to a church.
- Created roundtables with the BID executives and human resource directors to help us get buy in to critical programs like finding the future workforce in

# Annual Report

Sept. 2018 – Dec. 2019



Granville, supporting Granville, and staying and growing in Granville.

Executives from 47 companies participated.

- Surveyed 120 BID members with personal contacts.
- Provided opportunity for ten local companies to attend diversity inclusion conference.
- Hosted executive seminar on job retention with national speaker.
- Making the former Joanne Fabrics into a Granville HUB. Hosted an expo for small business, Small Business Christmas, Santa Comes to Granville, and a three -part concert series Pop Up Jazz), a Pop Up Music event, a holiday music event, and a disco jazz party in the building while larger plans are put in place to turn it into a retail/restaurant HUB and incubator for local small retailers.
- Created community among the businesses by hosting incumbent training programs. diversity/inclusion expo, roundtable, English as a Second Language, Computer Excel Training, and Basic Computer Skills training and other courses of interest.
- 60 different businesses and 154 employees participated. Ten companies participated in diversity/inclusion conference
- Created Jobs to Go Program. The BID takes the job openings of our BID partners on the road and participates in job fairs throughout the region. More than 25 companies are participating.
- In partnership with the City of Milwaukee hosted in September a Jobs Fair for the community.
- Created Tasty Tuesdays on Tower. Restaurants who utilize the commercial kitchen on 8103 W. Tower Ave. sell lunch items every Tuesday. More than 500 people eat weekly at the event.
- Created Fishy Fridays on Towers. More than 500 people eat lunch at take out dinner.

# Annual Report

Sept. 2018 – Dec. 2019



- Hosting Housing Fair with resources, panel discussions and a tour of houses available in Granville for area employees.
- Hosting an event to introduce Goodrich School Children to the members of the African American car clubs and motorcycle clubs. Prior to the event the children are working with area businesses in the maker space to create projects related to cars and bikes. Day of they will have contests, meet the owners of the vehicles and local car/bike members will begin a mentoring program with 5th and 4th grade youth for a year.
- Hosting manufacturing tours with area middle schoolers.
- Hosted Shop Local at the future sight of the Granville Connection on the day after Labor Day.
- Hosted My City My Biz which brought more than 50 entrepreneurs and more than 500 attendees to the future home of the Granville Connection.





# Annual Report

Sept. 2018 – Dec. 2019



## Marketing & Branding

- The Granville BID received news coverage in 15 articles or television/radio outlets.
- Number of Facebook fans increased from 411 to 900.
- Attended more than 70 events/seminars/outings to promote the Granville area.
- Advertised on billboards, local radio stations, and print outlets.

## Core Events

- Hosted the 5th Annual Granville BID Car, Truck and Bike Spectacular. The purpose of the event was to bring awareness to the thriving auto dealerships on North 76th Streets, advertise the Granville area and build new awareness to the community, celebrate the energy of Granville, and promote the area. The event was much more than a car show. It included vendors for car enthusiasts and the general public, local and national car show celebrities, more than 80 trophies, ten local food providers, a live radio broadcast and a deejay. More than 500 cars participated in the show and the crowds exceeded 2000.



# Annual Report

Sept. 2018 – Dec. 2019



- Hosted the Granville Blues Jazz Festival. Expanded to three days.
- More than 6500 music lovers crowded the parking lot at the old Stein Mart Center for three days of local and regional blues and jazz performers. Local restaurants provided the food. More than 15 entrepreneurs sold goods. Beautiful event featuring the diversity and culture of Granville.



# Annual Report

Sept. 2018 – Dec. 2019



## *Partner/Collaborative Community Initiatives*

- Senior Stock Boxes
- Bread and Bakery Distribution
- ESL classes residents Woodlands
- Two Basketball Leagues
- Trips for Youth in area
- Art classes for youth in area
- Recreational sports for youth in area
- After School Tutoring
- Job Search and Resume Writing Skills
- Summer Meals for Woodlands
- Earn & Learn Summer Program
- Woodlands clean ups and beautification
- Health Outreach with Milwaukee Health Department
- Weekly Music/Food Events for Woodlands
- July 4th celebration
- MATC workforce events

## *New Programs/New Committees Formed*

- In 2020 the Granville BID will continue to work on the initiatives described above and other initiatives that develop. Overall, 2019 has been an active and productive year that continues to build the foundation to revitalize and energize the area. 2020 is a critical year to build on the momentum, bring new business to the area, bring people to Granville, and market the area and wonderful community.



# Annual Report

Sept. 2018 – Dec. 2019



- We will be the leader in the retail/restaurant incubator and an office incubator in 2020.
- We will be hiring the majority of our own security force.
- We hope to expand the BID to 124th Streets to include all of Granville.
- We are actively involved with the new Neighborhood board.