



October 14, 2020 Media Advisory
FOR IMMEDIATE RELEASE

Contacts: Stephanie Harling 414-431-2274 sharling@havenwoods.org and/or Angelique Sharpe angelique@havenwoods.org 414-431-2255.

Villard Avenue BID Approved for Expansion

MILWAUKEE: The expansion of the current Villard Avenue Business Improvement District (BID) #19, was approved Tuesday September 22nd by the Milwaukee Common Council.

“We are excited to continue the momentum that we have enjoyed on the Villard Ave. retail corridor and create that same energy in the expanded territory. This is an opportunity to raise the exposure and bring enhanced services to an area of Milwaukee that has been historically underserved.” said **Stephanie Harling**, Executive Director of Havenwoods Economic Development Corporation. HEDC is contracted by BID #19 to manage the BID.

The newly-expanded BID will focus on bringing its successful community-improvement initiatives to the entire neighborhood— including efforts such as working with City Department of Development and Department of Public Works to improve infrastructure and pedestrian safety. This BID expansion will provide additional streetscaping and beautification programs, such as litter clean up, urban forestry improvements and the removal of blight.

Our business retention programs such as façade, security, and landscaping grants will now be available to businesses in the expanded territory. Additionally the Villard BID will include the new expansion area in their business promotion, and increase awareness of overlooked businesses that connect with Villard to include Teutonia and Hampton Avenue.

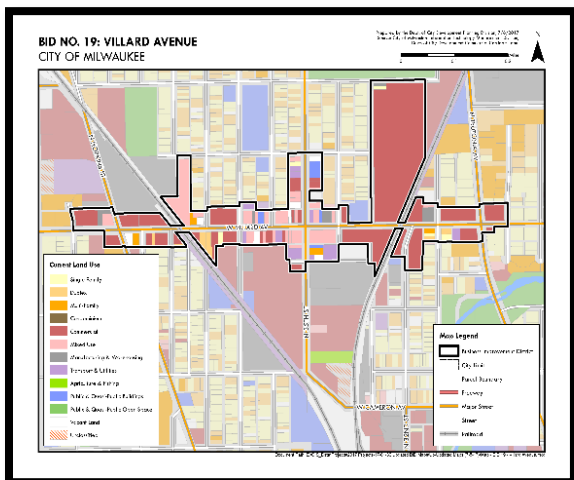
“As a property owner on Villard Avenue, I know first-hand the enormous benefit the BID can bring to our local businesses and commercial corridor,” said **Jeff Hanewall**, President of the current BID #19 and business owner. “The expansion not only provides the Villard BID Board with more resources to continue our efforts to support our business community, but also adds many building, and business owners who will have new ideas for us to consider. To that end, the Board encourages those interested to attend our meetings, and hopefully join the Board to fill open seats. We look forward to this partnership and to kick off 2021 in a much stronger position.”

“The Villard BID was established in 1997 with limited success over the years. In order to truly revitalize our area, some things have to change. Expanding our BID will help us be able to advocate for more of our community and not just the Villard business corridor. Villard Ave. is a walkable main street business district similar to Brady St. It is the original downtown of the Northside of Milwaukee, and was at one point in time, a self-sufficient town on its own, and our goal is to restore Villard’s vibrancy.”- said Villard BID Director Angelique Sharpe.

Business Improvement Districts (BID) and Neighborhood Improvement Districts (NID) are strong partners in the City’s efforts to develop strong commercial, residential and industrial areas of the City that create jobs and a higher quality of life in Milwaukee. BIDs and NIDs are funded and operated by businesses, property owners and other community members located within each district’s defined boundaries. The newly expanded BID#19 boundaries are Teutonia Avenue to Sherman Blvd on the East & West and from Hampton to Silver Spring on the North and South ends.

We would like to thank Milwaukee City Development, the City Planning Commission members, The Milwaukee Common Council, especially Alderman Ashanti Hamilton as well as all of the Community & Economic Development Committee members for supporting our expansion and the work that we are doing to revitalize this important community.

Original BID Map



Newly Expanded map

