

BUSINESS IMPROVEMENT GRANTS

51

Total number of matching grants distributed to businesses in 2020, leveraging a total combined investment of \$56,295.00

Beautification = **5**

Safety & Security = **5**

Marketing & Promotion = **27**

COVID-19 Facility Improvement = **14**

Number of Grants Distributed by Type

SAFE-START COVID-19 PPE PROGRAM

53

Total number of businesses who requested & received PPE at no additional cost through the Safe-Start PPE Program

8350 disposable masks

4150 disposable gloves

1800 reusable masks

98 bottles of bulk hand sanitizer

PPE Distribution Totals

DISTRICT MARKETING & PROMOTION

TASTE OF THE GATEWAY DINING DAYS RESTAURANT EVENT

4 day event

12 participating restaurants

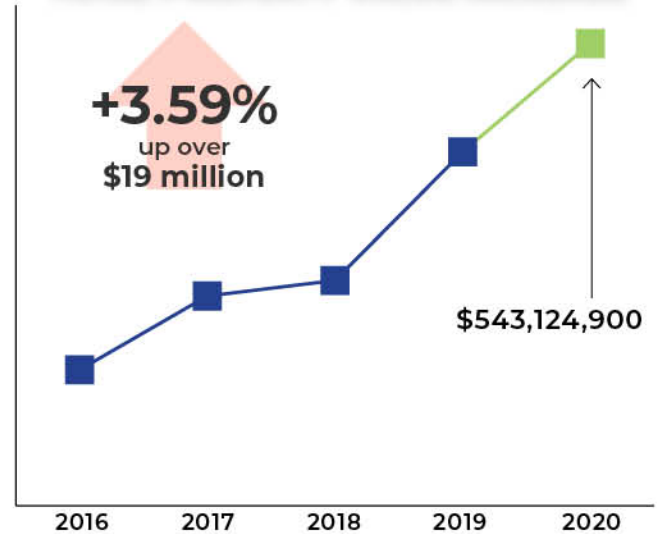
888 discounts redeemed & reimbursed

25%

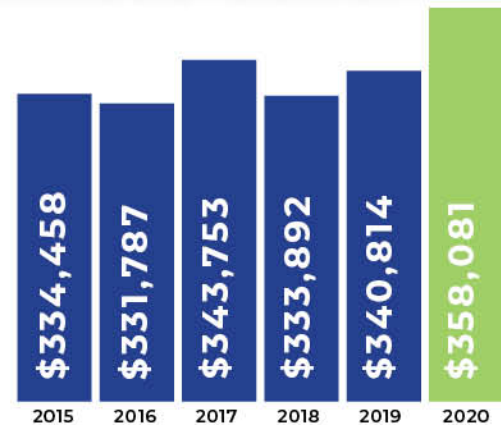
AVERAGE INCREASE IN SALES DURING EVENT

Ranging from 10% - 40%

TOTAL PROPERTY VALUE INCREASE



ANNUAL BID ASSESSMENT TRENDS



2020 FINANCIALS

Revenue = \$451,011

- Airport Gateway BID #40 Assessment = \$358,081
- Gateway Membership & Grant Proceeds = \$7,400
- Aerotropolis MKE: Administrative = \$30,000
- Crisol Corridor BID #50 Administrative = \$15,530
- Project Carryover = \$40,000

Expense = \$448,108

- COVID-19 Safe-Start Program Grants & Support = \$40,290
- District Safety & Security = \$54,647
- District Marketing & Promotion = \$54,481
- Economic Development = \$30,000
- District Landscaping & Beautification = \$82,126
- Personnel = \$150,415
- Office & Operations = \$36,149