

The Gateway

New Opportunities Arriving Daily

WINTER 2020

Annual Report:
2019 by the Numbers

Beautification:
New Landscaping

Spotlight:
Reinders, Inc.




Gateway Celebrates 15 Years of New Opportunities in 2020

Looking back on another big year of new infrastructure, new and expanded business development, resource opportunities and more here in the Airport Gateway region in 2019, it's clear that momentum for economic development and revitalization continues to grow. Building off of the continued success of the past few years, 2020 aims to bring with it even more opportunity and development with a number of new locally owned businesses slated to open here in the Business Improvement District, the completion of an upgraded and revamped W Layton Ave. pavement and landscape installation, as well as what is now the 15 year anniversary of The Gateway to Milwaukee.

Starting in 2005, the Gateway began as a single organization of like-minded airport area business owners that came together around the need to bring a new look and feel to the airport district while having a meaningful impact on promotion, public safety and security. From that initial meeting of a few key business and commercial property owners, the group quickly expanded to form the Airport Gateway Business Association – the backbone of what is now known as The Gateway to Milwaukee. Now in 2020, we look back over the past year where we have welcomed new full-time staff to our marketing team, expanded our business support capabilities, sponsored a wider array of positive community and public safety initiatives, all while leveraging unique opportunities to solidify major infrastructure improvements that will benefit the district and our business members for many years.

With major conventions and sporting events slated to bring more people and attention to the district than ever, the coming year presents an opportunity to provide a "red carpet" experience to a wide array of visitors and locals alike. As stewards of this great entryway to the city, we'll be focused on providing the best first impression possible of not only our airport commercial district and its members, but also the greater Milwaukee region and State of Wisconsin as a whole. Perfectly situated around the state's major international airport and transit hub, we have a unique opportunity to make a long-lasting positive first impression for those arriving to and passing through our area every day. We look forward to continuing our work over the next year to ensure that each first and last impression of the district is a great one.




Leif Otteson
 Executive Director

Timeline

- 2005**
Innaugural Airport Gateway Business Association meeting called to order.
- 2006**
AGBID receives official BID approval from the City of Milwaukee Common Council.
- 2007**
The Gateway to Milwaukee brand is launched.
- 2008**
Landscape beautification efforts begin along W Layton Ave.
- 2009**
Milwaukee Gateway Aerotropolis Corporation is formed.
- 2010**
The Gateway Discount Card is developed to encourage shopping within the BID.
- 2011**
The blue arches are installed on W Layton Ave.
- 2012**
Completion of Mitchell Interchange reconstruction & Layton Ave ramps.
- 2013**
Hospitality Committee formed. Dept. of Tourism grant awarded for hotel & traveler market analysis.
- 2014**
Gateway security grant program begins. Five \$1,000 grants distributed to business/property owners.
- 2015**
The "Green Corridor" (S 6th St) is recognized with a Mayor's Design Award.
- 2016**
First Taste of the Gateway event held to promote area restaurants and bring more visitors to the district.
- 2017**
Completion of Aerotropolis Development Plan: brings together the development goals of the 8 municipalities surrounding the airport.
- 2018**
Completion of S Howell road reconstruction. Incorporates Gateway landscaping plan, LED lighting, green infrastructure.
- 2019**
Completion of W Layton Ave repaving project.
- 2020**

Safety & Security

Phase II Security Camera Partnership Expanded for 2019

Along with another impactful year promoting the Gateway Safety & Security matching grant program, the BID again expanded opportunities to improve safety and security throughout the region with a Phase II of the original 2018 MPD-Ring, Inc. camera partnership program. This program leveraged an exclusive discount purchase rate from Ring, Inc. along with the group purchasing power of two additional southside BIDs (Historic HWY 41 BID that runs along S 27th Street and the Crisol Corridor BID which

includes areas of S 13th Street and W Oklahoma Ave). This continued partnership has allowed a purchase and distribution of nearly 200 wireless business and residential security cameras throughout the three BID area in the MPD District 6 geography – targeting known MPD District 6 “calls for service” hotspots, as well as other areas of opportunity highlighted by area residents and business owners.



Ring camera installed in the rear of the Renew Holistic Wellness building, located on S Howell Ave.



Gateway to Milwaukee members, Roy & Sulema De La Rosa, took advantage of the Ring program and installed multiple cameras surrounding the property.

2020 DNC Vendors Needed

Become part of the Democratic National Convention Vendor Directory

Any supplier/vendor interested in doing business with the Milwaukee 2020 Host Committee or the Democratic National Convention should register through the official Portal. All businesses are welcome to register. There are indefinite needs before, during and after the convention itself, so think about what you may have to offer; Event Planning, Venues, Catering, Janitorial Services, Construction Trades, Insurance, Office Buildout, Office Equipment and Supplies, Equipment Rental, Decorating Floral, Car Service, Printing, Promotional Products.

register at: <https://milwaukee2020.myconnxion.com>

Key Vendor Contacts at DNC Host Committee

- **Lefayette Crump**, Vice President of Diversity, Vendor Accountability & Growth
lcump@milwaukee2020.com
- **Neisha Biandin**, Vice President of Engagement & Opportunity
volunteer@milwaukee2020.com
- **Maricruz Sanchez**, Director of Vendor Growth
msanchez@milwaukee2020.com
- **Kelly Gleeson**, Vice President of Events & Productions
events@milwaukee2020.com



Connect With Us



(414) 455-3323



www.gatewaytomilwaukee.com



facebook.com/gatewaytomke



leif@gatewaytomilwaukee.com

sarah@gatewaytomilwaukee.com

laurie@gatewaytomilwaukee.com

Business Spotlight

Reinders, Inc. - Holiday Lighting Division

“For a business, I think it’s a home run.” - Wayne Wheeler, Reinders Holiday Lighting Project Manager

You may have noticed some ‘bright’ additions to the Gateway landscape this past year. Newly installed seasonal snowflake light displays (pictured below) brought a festive vibe to South Howell Avenue, between Grange Ave and Layton Ave. Six LED snowflakes were purchased from Gateway Member Reinders, Inc.

Reinders, Inc. is a family-owned, regional distribution company, founded in 1866 in Elm Grove, Wisconsin. This 5th generation,



locally owned business is currently headquartered in Sussex, WI. Reinders’ depth of vendors provides them an extensive product list, including residential/commercial irrigation, chemicals, seed, turf supply, tools, Toro Commercial Equipment, as well as holiday and outdoor lighting products. We spoke with Wayne Wheeler, Holiday Lighting Product Manager with over two decades of experience in the lighting

industry, about why Reinders is the foremost lighting expert in Wisconsin.

A unique addition to the more traditional services and product lines offered by Reinders, Wayne described how the Lighting Division came to be. “The Lighting Division is a little different from the rest of the company. As we are actually a direct importer of the product, we can then redistribute that product all over the US and Canada”. Mentioning the company’s pioneering spirit, Wayne mentions Reinders as being one of the first companies to take a chance on the new LED technology. “While everyone was focusing on incandescent lights, we went another direction to find a different spot for ourselves in the marketplace”. As a direct importer, Reinders has the ability to offer one-of-a-kind products that other companies just can’t find.

Reinders also works with two fabricators to create custom light



pieces. Wayne explained “you send us a picture or idea and we can sketch it out, make it, and wrap it in lights.” From custom flower displays for the University of Minnesota’s Landscape Arboretum (see photo at left) to a 9-foot Bigfoot wearing a Santa hat, “it’s unlimited.”

Recently, Reinders donated over \$15,000 worth of lighting equipment and labor to The Garden District Winter Wonderland display (pictured above). “We have been operating 150+ years in Milwaukee, so we like to give back when we have a chance.” Included in the contribution was a show-stopping programmable

continued on page 5

LED Christmas tree (pictured pg. 4). "The tree at Winter Wonderland is RGB – red, green, blue. We are big into intelligent lighting, which means it is all programmable, can do different patterns, and can be programmed to music, and you can tell every bulb what to do."

So, should Gateway businesses consider investing in intelligent lighting in the coming years? Wayne believes "they [businesses] have to think of the lighting as not seasonal or holiday, but as a year-round marketing piece. It gives them the ability to change those colors for everything they have going on. A Packer game, the DNC, a sale, a Facebook special, Marquette game, Bucks game. I would absolutely be doing it to make my business stand out from the person to the left and right of me."

Thank you Reinders, for introducing The Gateway to the endless possibilities available with commercial LED lighting. Our newly acquired snowflake displays will continue to shine bright, greeting visitors, businesses and residents alike for years to come.

Reinders

website:

www.reinders.com

Holiday Lighting Office:

(262) 797-6571

Email Wayne Wheeler:

wwheeler@reinders.com

Beautification

New Landscaping & Décor Adds Visual Impact Year Round

The winter 2018 completion of S Howell Ave. road reconstruction brought with it new opportunities in spring of 2019 for a revitalized landscape plan along the corridor, of which The Gateway to Milwaukee played a leading role in collaboration with the City of Milwaukee, to leverage an expansion of the previous perennial plantings, native trees and signature stone planter beds that lined the medians. In addition



Winter holiday decor installation along newly completed S Howell Ave. features LED snowflakes along with festive wreaths and garland.

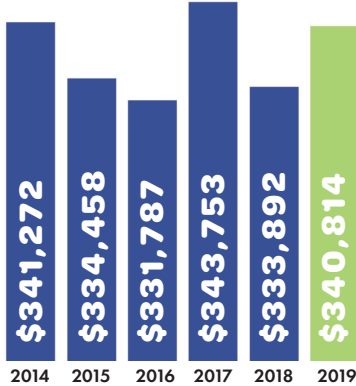
to completely reconstructing the existing stone-lined planter beds, additional features of the plan have expanded to include the install of a variety of colorful flowering perennials within the East and West terrace areas, which in spring of 2020 will add a continuous band of vibrant color within the area between the sidewalk and curb edge running the entire stretch of S Howell Ave. from W Grange to W Layton Aves.

Supporting and extending these new beautification upgrades to landscaping is the BID's 2019 winter holiday décor installation. In addition to a revised holiday wreath and garland mounting throughout the district, the Gateway sourced and installed a larger-than-life winter lighting display that greets travelers and locals alike with the placement of multiple 6' and 10' LED lit three-dimensional snowflakes that line the recently landscaped medians (see Reinders Business Spotlight article for additional details on seasonal and commercial lighting).



2019 YEAR IN REVIEW

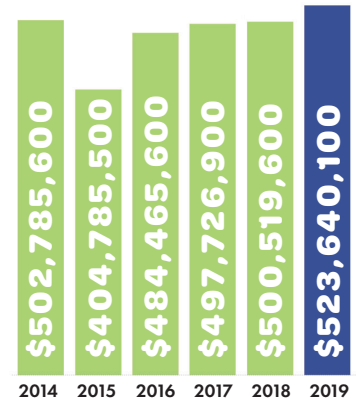
ANNUAL BID ASSESSMENT TRENDS



TOTAL PROPERTY VALUE INCREASE = UP OVER \$12 MILLION



PROPERTY VALUE TRENDS



BEAUTIFICATION & PUBLIC SAFETY

Property improvement matching grants awarded



\$16,500 in improvements leveraged



2,500

hours of mobile patrol privately contracted for the Gateway



23,400

gallons of garbage collected in district

ANNUAL REVENUE

\$432,488

- Airport BID Assessment - \$340,814
- Gateway Membership & Event Proceeds - \$7,453
- Aerotropolis MKE: Administrative - \$30,000
- Crisol Corridor BID #50: Administrative - \$14,220
- Project Carryover - \$40,000

DISTRICT PROMOTION

Programs & events attracted over

1150 people



735 email subscribers

Number of social media followers increased

23%



ANNUAL EXPENSES

\$431,487

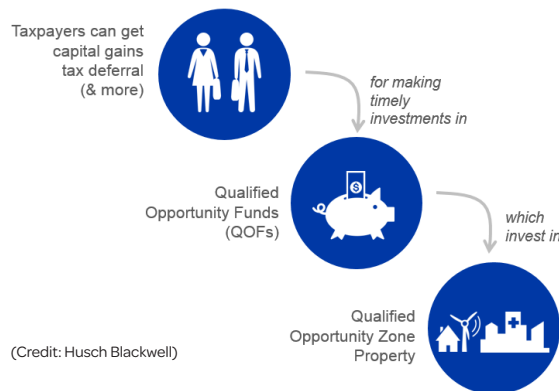
- Beautification - \$104,030
- Safety & Security - \$53,250
- Marketing, Promotion & Events - \$79,692
- Personnel - \$114,808
- Office & Operations - \$31,917
- Accounting & Insurance - \$20,590
- Economic Development - \$27,200

Info At A Glance

The Airport Gateway Opportunity Zone

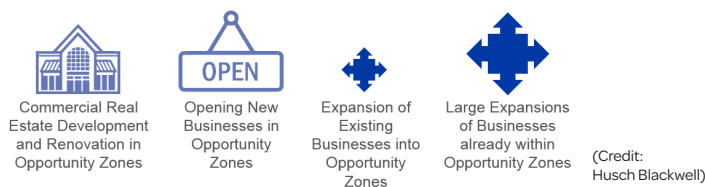
What is an Opportunity Zone and what is its purpose?

Opportunity Zones were created by the 2017 Tax Cuts and Jobs Act. These zones – including the zone designated within the Airport Gateway Business Improvement District - are designed to spur economic development and job creation in key economically distressed areas/communities throughout the country by providing tax benefits to investors who invest eligible capital into these communities. Taxpayers may defer tax on eligible capital gains by making an appropriate investment in a Qualified Opportunity Fund and meeting other requirements.



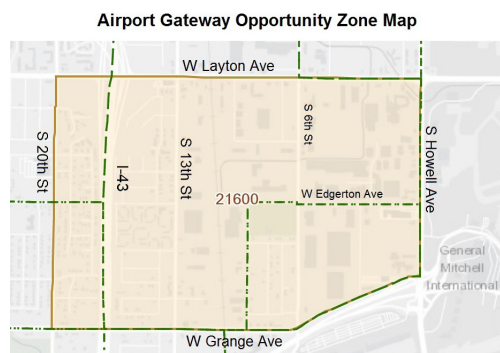
Opportunity Zones were developed as an economic development tool, created as an incentive to spur outside private sector investment and job creation within the opportunity zone geography (source: IRS.gov).

Readily Identifiable Investment Types in Opportunity Zones



Where is the Airport Gateway Opportunity Zone Located?

The Airport Gateway Opportunity Zone is located within the following geographic boundaries as seen in the map to the right:



Where can I find more information on Opportunity Zones?

For general information and up to date regulations related to Opportunity Fund creation and investment, please visit www.IRS.gov.

Board of Directors

Airport Gateway Business Association (AGBA) Board of Directors

Gregg Lindner, *GRL Management*

Jan Krivanek, *USS Special Delivery*

Phil Devlin, *P. Devlin Consulting*

Lynn Sigfred, *Park Bank*

Samer Abulughod, *Crystal Limousine & Coach*

Misty Donough, *Fast Park & Relax*

Dr. Mark Felsheim, *MATC – Oak Creek Campus*

Robert Montemayor, *Monterrey Market*

Doug Seymour, *City of Oak Creek*

Bryan Simon, *Simon Landscape*

Scott Solverson, *HNTB*

Michael Sweeney, *Sweeney's Gym*

Travis Tiede, *MLG Commercial*

Ted Torcivia, *General Mitchell International Airport*

Clark Wantoch, *Wisconsin Concrete Pipe Assn.*

Airport Gateway Business Improvement District (AGBID) #40 Board of Directors

Gregg Lindner, *GRL Management*

Jaime Maliszewski, *Reliable Plating*

Bryan Simon, *Simon Landscape*

Samer Abulughod, *Crystal Limousine & Coach*

Misty Donough, *Fast Park & Relax*

Jan Krivanek, *USS Special Delivery*

Michael Sweeney, *Sweeney's Gym*

S. 13th St. & Oklahoma Business Improvement District #50 – Crisol Corridor Board of Directors

Robert Montemayor, *Monterrey Market*

Ambrosio Chairez, *Tortilleria El Sol*

Jack Green, *Natural Food Shop*

Khawar Khaliq, *Petromart*

Araceli Santoyo/Denisse Pachuca, *BMO Harris Bank*

Paraminder Singh, *Mi Tierra Food Mart*

Aerotropolis Board of Directors

Scott Yauck, *Cobalt Partners*

Samer Abulughod, *Crystal Limousine & Coach*

Joaquin Ato, *WHEDA*

Calli Berg, *City of Franklin*

Robert Dennik, *VJS Construction*

Stephanie Hacker, *City of South Milwaukee*

Danielle Jones, *WEDC*

Joe Liebau, Jr., *Dept. of Natural Resources*

Gregg Lindner, *GRL Management*

Rocky Marcoux, *City of Milwaukee*

Brian Mitchell, *Business Relations, DOT*

Kevin Muhs, *SEWRPC*

Mike Neitzke, *Mayor, City of Greenfield*

Tom Pavlic, *Mayor, City of Cudahy*

Adam Schlicht, *City of Milwaukee*

Doug Seymour, *City of Oak Creek*

Scott Solverson, *HNTB*

Ted Torcivia, *General Mitchell International Airport*

Ken Tutaj, *Mayor, City of St. Francis*

Staff

Leif Otteson, *Executive Director*

Sarah Campeau, *Marketing & Program Manager*

Laurie Siskiewitz, *Operations Manager*



The Gateway
To Milwaukee™

4121 S, 6th St.
Milwaukee, WI 53221
(414) 455-3323

Winter 2020 Gateway Newsletter

Updates from the Executive Director

Spotlight: Reinders, Inc.

Safety & Security:

Phase II Security Camera Partnership Expanded for 2019

Beautification:

New Landscaping & Décor Adds Visual Impact Year Round

Opportunity Zones:

Facts and Resources

www.GatewayToMilwaukee.com

- Save the Date -



ANNUAL EVENT
11 - 1PM



**ACTIVE SHOOTER
PRESENTATION (INTERACTIVE)**
8AM - NOON



TASTE OF THE GATEWAY
5 - 7PM

For more information or to RSVP, please contact Sarah at sarah@gatewaytomilwaukee.com