

Spring/Summer 2022

THE GATEWAY TO MILWAUKEE

2021
Annual Report
Enclosed

What's Inside

Organization Initiatives

*Safety & Security, Beautification,
Promotion and Development*

Business Resources

Grant Opportunities for BID Businesses

Business Spotlight

Sollazo's 703 Club celebrates 50 years



‘WE ARE The Gateway’

It's time to get excited about being a part of the fantastic business community located right here in Milwaukee's Airport District. Business owners, property owners, employees, community members...WE ARE The Gateway to Milwaukee!



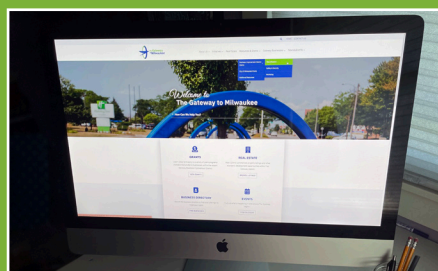
Gateway staff worked closely with the team at Anglès Creations to beautifully illustrate all that The Gateway to Milwaukee has to offer area businesses and the surrounding community. This energizing look at our organization is sure to reignite your passion for the community in which you work, live and play.

WEBSITE MAKEOVER - NEW LOOK, NEW FEATURES www.gatewaytomilwaukee.com

The goal of the revamped website is to provide easy access to valuable resources and information The Gateway provides area businesses and community members. Simplicity, straightforward navigation and streamlined content were the focus for the redesign.

Key website upgrades include:

- the ability for businesses to submit applications for BID grants directly from the website
- intuitive 'How Can We Help You' Home Page navigation, intended to take visitors directly to the content they are looking for
- searchable directory of available commercial real estate in the Gateway region
- interactive directory of businesses located within the district
- easy to view calendar of upcoming Gateway and local partners' events
- 'Spotlight' articles featuring area businesses and organizations
- so much more...



Visit The Gateway to Milwaukee's new **website** and promotional **video** at: www.gatewaytomilwaukee.com or use your smartphone camera to **scan** the QR code at the left.

Video is located on website home page - scroll down to view.

SAFETY AND SECURITY

Safety and security in and around the Gateway district continues to be of great interest to the organization and its members. In early 2022, Gateway hotel partners met with MPD District 6 Community Liaison Officers, Alderman Scott Spike (District 13) and BID staff to discuss the wellbeing of the hotel properties and their customers. Officers Michael Ward and Fabian Garcia provided valuable insight into preventing and minimizing security issues specific to hotel properties.

In addition to the open communication with MPD, the district continues to provide private 'Mobile Security Patrol' through Per Mar Security Services. These patrols focus on larger parking lots, hotel properties and high traffic areas to deter and report crime.



pictured above: Hotel Safety & Security Meeting held at The Crowne Plaza Hotel - Milwaukee Airport in February 2022



pictured above: The Gateway shows support for MPD District 6 as a sponsor of the 2021 National Night Out event held on August 23rd along the Kinnickinnic River Parkway.

ECONOMIC & WORKFORCE DEVELOPMENT

MATC, in partnership with Gateway to Milwaukee, Employ Milwaukee, and South Suburban Chamber put on the "Growing the Workforce" Job Fair on Wednesday, October 27, 2021 at the MATC Oak Creek Campus. A number of Gateway businesses participated and HIRED new employees directly from the event.

pictured right (top): Job Fair hosted at MATC Oak Creek Campus.

pictured right (bottom): RAM Group owner and Gateway member, Rick Marino, meets with job seekers at MATC Job Fair.



Key economic development efforts and services The Gateway remains committed to include:

- Listing and promotion of up-to-date real estate opportunities in the district.
- Coordination of various industry specific work groups in such areas as Transportation & Logistics and Hotel Management.
- Creating and collaborating on industry specific workforce development events & career fairs, employee education & training, as well as local/state/federal business incentive programs.

BEAUTIFICATION

MILWAUKEE HOSTS STORMCON 2021: showcasing the Gateway region on a national level.

The Airport Gateway Business Improvement District was proud to host a guided group bus tour for the StormCon convention, held in Milwaukee mid-September 2021. The afternoon tour provided attendees from around the country with a unique glimpse of a wide variety of modern sustainable stormwater management features and installations located throughout Milwaukee’s far southside region. Led by Gateway to Milwaukee Executive Director Leif Otteson, along with other guest speakers – this tour emphasized the real-world application of sustainable stormwater management on a



variety of scales. Attendees were able to get up close and personal with existing installations, from large scale municipal and midsize commercial, to public parks and river re-naturalization. StormCon is North America’s most tightly focused event dedicated exclusively to elevating and advancing the science and practice of stormwater pollution minimization and prevention. Every year since 2002, StormCon has brought together stormwater and surface water quality professionals from all over the world who are seeking the most up-to-date industry news, breakthroughs in water technology, and the best products and services available in the water sector.

This event was a wonderful opportunity to showcase the Gateway region and our green infrastructure initiatives on a national level.

Gateway Region and Garden District landmarks visited on StormCon tour:

The Energy Exchange at 4121 S. 6th Street

The Green Corridor & Garden District Park

Stonebranch Farm
(formerly home to the Hahlbeck Greenhouses farm)

Pulaski Park – KK River Re-naturalization



*“The improvements around the airport are an **asset** to the city and have this area of Milwaukee looking **spiffy**. From conversations with friends, neighbors and out-of-town visitors, it looks like I’m not the only one who feels this way. ”*

- Garden District Resident

MARKETING & PROMOTION

TASTE OF THE GATEWAY

The airport region is home to some of the Milwaukee’s most diverse and historical restaurants, each bringing their own culture and traditions to the melting pot that is: The Gateway to Milwaukee. Since 2016, the Airport Gateway Business Improvement District has showcased the locally owned and operated food businesses in the area with a community event – The Taste of The Gateway.

The sixth annual event marked the second year using the ‘dining discount’ format. The two-day event brought hundreds of foodies to the airport region. Diners received an instant \$10.00 discount on any purchase totaling \$20.00 or more. Over 800 discounts were utilized, bringing in nearly \$31,000 in gross sales at participating restaurants.



Restaurants that participated in the 2021 Taste of the Gateway - Dining Days event.

85% of participating restaurants believe the additional exposure their business received from the promotion will result in a new customer base

four Event promotion included: businesses featured on Fox6 Wake Up with Brian Kramp

“GREAT EVENT. APPRECIATE THE SUPPORT OFFERED TO SMALLER, LOCAL BUSINESSES.”
-restaurant owner

25% = Average increase in sales during the event (ranging from 10% - 60%)



Interested in being a part of the 2022 Taste of the Gateway event?

The Gateway is always looking to add restaurants and venues to the list of participants. For more information please reach out to Sarah - Marketing & Promotions Manager

sarah@gatewaytomilwaukee.com
(414) 455-3323

Additional facts and figures from the 2021 Taste of the Gateway event can be found on the ‘2021 Year in Review’ insert.

pictured below: Brian Kramp of Fox6 Wake Up interviews *In Plane View* owner, Daniel Martinez, as he prepares for the 2021 Taste of the Gateway - Dining Days event.



ONGOING MARKETING & PROMOTION EFFORTS:

Marketing Grants

Gateway Street Banners

Business Spotlight Articles

Area Event Sponsorships

Comprehensive Online Business Directory

Holiday Lighting Display

Social Media & Website



SPOTLIGHT BUSINESS

**SOLLAZO'S 703 CLUB
CELEBRATES 50 YEARS:**
serving up a half-century of
cold drinks and charming
conversation.

Ron and Terri Sollazo just celebrated 50 years together as business owners; 2021 marked 51 years of marriage for the lucky couple. Aptly named for its location at 703 W. Layton Ave., Sollazo's 703 Club has been owned and operated by the pair since July 1, 1971. Originally opened by Ron's father, the establishment changed hands a number of times until Ron expressed interest after returning home from the service. The newlyweds each had 'day jobs,' but that did not keep them from running a welcoming corner tavern where local workers and residents could unwind. Terri worked days at Briggs & Stratton and nights at the club. Meanwhile, Ron worked the night shift as a corrections officer, and later with the Sheriff's Department, while he held down the fort during the day. Over the years this ambitious team built both a robust business and an adoring family; the Sollazos have four grown children and seven grandchildren. After retiring, the couple downsized their staff, leaving just the two of them to run the show. Terri tends bar during the day while Ron slings drinks and shares his stories each night. The Sollazos have seen plenty



pictured above: Ron and Terri Sollazo proudly show off their beloved bar inside Sollazo's 703 Club, located at 703 West Layton Avenue in Milwaukee's Gateway region.

of changes to their business and the community while enjoying five decades behind the bar. Terri explained that in its heyday, the club would welcome local workers for lunch, and she knew exactly what they were going to order. "I had their



sandwich ready, beer ready, shots ready." 703 Club was open for all three shifts, ensuring that no matter when patrons left work they could swing by for a tasty drink and good conversation. Today the doors open at 1pm, signifying how jobs and businesses in the area have changed. In fact, these days Terri and Ron have seen an uptick in out-of-town guests thanks to the plethora of hotels in the

area. "As soon as they see the Pabst sign, they know it's a true Milwaukee corner bar," Terri explained.

While they are no longer throwing epic holiday parties, Terri continues to keep the place festive throughout the year by changing up the décor. Her custom-made window valances are swapped out each holiday and even the club's mannequin (yes, you read that right) changes her look with the seasons. "She's got a couple bins of costumes," Terri chuckled.

There are plenty of aspects of the Sollazos business that have stood the test of time, including the drinks they offer and the guests they serve. Terri explained how they have "customers who came in, then their children, maybe now even their grandchildren." Gesturing to a gentleman at the end of the bar she smiled, "That's Rudy. His dad used to come in here." Pabst is still on tap, and they have added locally brewed beers, including City

Lights Amber and East Side Dark. If you are looking for signature drinks Ron muddles an incredible Old Fashioned from scratch, not to mention Terri mixes a mean Bloody Mary (also from scratch). What do the next fifty years look like for the exuberant duo? "I know the day will come, but God



willing, we will do it as long as we are able," Terri answered. So, the next time you are in the Gateway area stop in at 703 Club for one of Ron's legendary stories and an Old Fashioned. The Sollazos are ready and eager to show everyone who drops by a true 'taste of Milwaukee.'



Interested in having your business featured in a Business Spotlight? Complete the simple online interest form on our website:
www.gatewaytomilwaukee.com/business-spotlight-request

BUSINESS GRANTS AND RESOURCES

The following list of grants are directly funded by Airport Gateway BID #40.



BEAUTIFICATION (PROPERTY IMPROVEMENT) GRANT

50% matching reimbursement of projects that add a visual improvement to the street-facing / public side of building or property such as updated signage, landscaping improvements, siding, and other projects that improve the look of your business (maximum grant of \$1,000 per business).



MARKETING & PROMOTION GRANT

50% matching reimbursement of marketing, advertising and promotional related expenses (maximum grant of \$500 per business).



SAFETY & SECURITY GRANT

50% matching reimbursement of security related expenses designed to improve the safety and security of your business and property such as surveillance cameras, exterior lighting, security alarms, and other safety measures (maximum grant of \$1,000 per business).



ONLINE APPLICATIONS AVAILABLE

Scan the QR code to the left with your smartphone camera or visit: www.gatewaytomilwaukee.com for information and online applications (located under the 'Resources & Grants' tab).

Curious to see if your project qualifies?

Reach out via phone or email with questions or to receive additional information:

(414) 455-3323 / sarah@gatewaytomilwaukee.com

*Applications must be reviewed & approved prior to the start of project.
All grants are given on a first-come-first-serve basis.*

WI Economic Development Corporation (WEDC) Main Street Bounceback Program - EXTENDED

Established in 2021, the grant offers \$10,000 to those new and existing businesses that opened up/expanded into previously vacant commercial space between the dates of Jan. 1, 2021 and Dec. 31, 2022. For more information, visit: WEDC.ORG





The Gateway
To Milwaukee™

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

DON'T MISS OUT!

Important information for business &
property owners enclosed

2021 ANNUAL REPORT

Organizational Facts and Figures

GATEWAY INITIATIVES

Safety & Security, Beautification, Economic &
Workforce Development, Marketing & Promotion

BUSINESS RESOURCES

Grant Opportunities

BUSINESS SPOTLIGHT

Sollazo's 703 Club celebrated 50 years

