

Summer / Fall 2023

THE GATEWAY TO MILWAUKEE

2022
Annual Report
Enclosed

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*Economic Development, Safety & Security,
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ECONOMIC DEVELOPMENT

New development abounds in the Gateway to Milwaukee. Over the past year, existing projects have moved forward while new projects continue to sprout up along major commercial corridors such as W Layton Ave, S 13th Street, and elsewhere throughout the district. Whether it be new locally owned restaurants making a name for themselves in reimagined spaces, new names bringing new industry, or longtime businesses adding a new and refreshed look to their properties – the list of new development and area investment taking place right now is unprecedented.

Below is just a sample of the major development and business expansion taking place within the Airport Gateway Business Improvement District, many of which have received various levels of support, assistance, and guidance from The Gateway to Milwaukee:



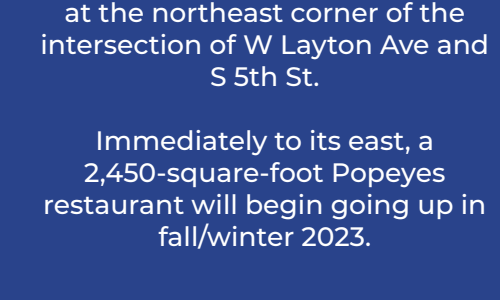
Café 94 Indian Fusion 6331 S 13th St

Having opened earlier this summer, Café 94 Indian Fusion brings new life and great food to this hotel restaurant space (occupied most recently by the Tavern On 13th bar & grill). Developed with the concept of bringing a larger scale full-service restaurant and bar to an easily accessible location with interstate access, the new restaurant's owner Parminder Singh and his family saw the need in the market to provide an Indian food option with additional American and Mexican fare that attracts not only travelers from the surrounding hotel cluster in search of new flavors, but also locals from the greater Milwaukee community.



Nutex Health Micro Hospital 1751 W Layton Ave

Located on a site that – prior to the Layton Ave on/off-ramp reconfiguration did not exist, this former WisDOT property sat vacant many years prior to a proposal submitted by current ownership Nutex Health that was approved in December of 2021 along with support from the Gateway to Milwaukee. Currently under construction, this state-of-the-art medical facility with emergency room aims to be the first for-profit “Micro Hospital” in the state of Wisconsin.



Taco John's - 4650 S 5th St Popeyes - 350 W Layton Ave

A 2,4000-square-foot Taco John's restaurant has been constructed at the northeast corner of the intersection of W Layton Ave and S 5th St.

Immediately to its east, a 2,450-square-foot Popeyes restaurant will begin going up in fall/winter 2023.

SAFETY AND SECURITY

Partnerships and continued collaboration have been at the center of the Gateway to Milwaukee's ongoing effort to lead and support improvements and innovation in business district safety and security for years. As a continuation of that ongoing effort, a collaboration formed in the fall of 2022 between The Gateway to Milwaukee, The Historic Highway 41 Business Improvement District, and The Crisol Corridor Business Improvement District around a longstanding gap in the area's law enforcement infrastructure - namely the lack of a Community Prosecutor position dedicated to the MPD District 6 region. As a result, the three business districts quickly partnered with MPD District 6, the Milwaukee County District Attorney's Office, and a host of dedicated business



pictured above: MPD District 6 Community Prosecutor, Francesco Mineo, and members of the Milwaukee Police Department.

and commercial property owners to create a strategy to bring back a dedicated prosecutor to our shared geography here on Milwaukee's far Southside, as well as raise additional funding that would support new and expanded investment in safety and security initiatives.

As we fast forward to where we are today in the summer of 2023, this public-private

partnership has successfully secured a community prosecutor position for the MPD District 6 area, which has been filled since January, as well as raised funds totaling just over \$100,000 from both individual business owners as well as a matching investment from the three partnered business improvement districts. Managed by leadership from the three corresponding business districts,

a Joint Safety Committee consisting of those contributing members from the business community was formed and has been working regularly alongside local law enforcement to locate and bridge additional gaps in safety and security in our area, with an emphasis on addressing hot-spot areas of need throughout MPD District 6. The partnership has already implemented a strategy based on crime trend data that places additional manpower at key locations, at peak times throughout the commercial corridors in an effort to combat retail and auto theft for a three-month period here in 2023.

Who's On Layton 512 W Layton Ave

With a big idea and a design concept from the amazing team at RINKA Architects, Who's On Layton owner Bobby Wiltgen purchased the property at 512 W Layton Avenue at the beginning of 2023 (formerly the long-loved Beer Belly's bar & grill) with the vision of expanding the footprint of the existing building and creating not only a destination that would attract those traveling through the Gateway area, but also a place where neighborhood and community were front and center.



BEAUTIFICATION

2023 MAYOR'S DESIGN AWARD RECIPIENT: The Packing House Restaurant

Seeing is believing when it comes to investment in the beautification of the business improvement district. In addition to the Gateway's regular investment and commitment to landscape maintenance, plantings, and holiday decor along the business district's major commercial corridors, businesses and property owners also play a key role in creating and maintaining a visually appealing, clean, and welcoming commercial district. After the snow has melted each year, we look forward to seeing each business's commitment to the region and its prosperity through their individual investments in exterior improvements at their respective properties, often with

pictured below: Patrons enjoy dining alfresco on Packing Houses' award winning patio space.



pictured above: Packing House Restaurant's beautifully designed and constructed outdoor dining patio. Features include a gas fireplace, water feature, retractable roof and heaters.



pictured above: Packing House Restaurant outdoor space BEFORE patio construction.

outstanding new landscaping features, building enhancements, and lighting. One such business that always takes pride in its property and the district is The Packing House at 900 E Layton Ave. As a recipient of the 2023 Mayor's Design Award in May of this year, The Packing House was highlighted for the design and construction of their outdoor dining patio and event space that was completed in 2022.

In preparation for their new addition to the restaurant, The Packing House owner Chris Wiken met with Gateway staff to discuss the project, who then assisted in connecting Wiken to a number of different grant reimbursement programs offered by both the Gateway to Milwaukee as well as those offered

by the City of Milwaukee Commercial Corridors Team. Upon completion of the project, the result is a three-season outdoor dining space that shows an effort that went above and beyond by selecting a thoughtful modern design, blending high-end stonework and other modern elements such as glass-encased gas fireplace heating features throughout, in addition to a custom retractable roof canopy – allowing for dining and event space utilization starting in the spring and taking them right through into the fall.



pictured above: The patio at Packing House features a calming water feature to create an inviting and tranquil dining experience.

For additional information on available grant programs through The Gateway, please visit: www.gatewaytomilwaukee.com

MARKETING & PROMOTION

TASTE OF THE GATEWAY

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 seventh annual event marked the third year using the 'dining discount'

90% of participating restaurants saw an increase in their customer base following the exposure during the event.

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

"WE WERE NICE AND BUSY WITH NEW CLIENTELE AND MANY OF OUR REGULARS.."
-restaurant owner

66% = Average increase in sales during the event (ranging from 20% - 200%)



format. The two-day (Wed - Thurs.) 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 1,540 discounts were utilized, bringing in nearly \$58,000 in gross sales at participating restaurants.

The ten participating restaurants that took part in the 2022 event saw an 87% increase in sales over the 2021 Taste of the Gateway event. That's an additional \$26,933 in gross sales over the two-day event. The Gateway was also able to coordinate extensive media coverage to promote the event and individual businesses, which included eight businesses being featured on live TV segments by local news stations (TMJ4 and Fox6), as well as the entire event being highlighted on 99.1 The Mix radio's 'What You Need To Know' segment.



above: Participating Restaurants in the 2022 Taste of the Gateway - Dining Days event.

Interested in being a part of the 2023 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 2022 Taste of the Gateway event can be found on the '2022 Year in Review' insert.



pictured above: Brian Kramp of Fox6 Wake Up interviews Jalapeño Loco owner, Hugo Saynes, as he prepares for the 2022 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

WHO'S ON LAYTON: Family Style Sports Bar Revitalizes a Gateway 'Local Landmark.'

Who's On Layton, the latest addition to the Cream City Concepts hospitality brand, has brought an authentic Milwaukee experience to the Garden District neighborhood. This family-friendly sports bar, located at 512 W Layton Ave, is the brainchild of industry veterans Bobby Wiltgen and Jack Roman, the same team behind three highly acclaimed establishments all located on King Drive in Milwaukee's Old World Third Street entertainment district.

Cream City Concepts purchased the former Beer Belly's building in early 2023. Beer Belly's closed in December 2019 when its beloved owner, Ralph DiChristopher, was in failing health. "Everyone talks about Ralph," mentions Roman, pointing out that the team is proud to "bring a revitalized business to such an important building in the community." Interestingly enough, DiChristopher once owned a bar called Who's on First - "It's unique and exciting to come full circle with our place, Who's On Layton, in his same building."



pictured above: "The Patio" at Who's On Layton is a newly installed 700-square-foot, four-season space featuring retractable garage doors that open both into the restaurant and to the outdoors.

As a "sister bar" to Who's On Third, Who's On Layton has expanded on the popular sports bar concept, offering a similar atmosphere and delectable menu of pub fare and craft beers. In fact, you can enjoy classic pub favorites, as well as unique creations inspired by sibling establishments; including Oak Barrel Pubic House's famous bacon fat popcorn and Cajun pasta, as well as the tantalizing Tavern Smash Burger from Third Street Tavern. Additionally, Who's On Layton welcomes Jameson Bottle Club Members, offering exclusive perks and experiences to those who appreciate the finer things in life.

An extensive transformation has taken place within the property, which has gone unused for over three years. "Basically, we gutted the entire place," says Wiltgen. The main bar area boasts a sleek and modern design, complete with flat-screen TVs and ample seating for up to 100 guests. Throughout the space, patrons can admire a collection of Wisconsin sport-inspired artworks by the talented artist Jimmy Cha-Cha. These works include a striking outdoor 8-foot tall life-size mural of Giannis Antetokounmpo and

a custom painting depicting the last game ever played at County Stadium.

One of the exciting additions to the space is the 700-square-foot four season patio, which Roman affectionately refers to as "The Porch." Equipped with heating and cooling systems, this versatile space allows guests to enjoy the outdoors regardless of the weather. The area features retractable garage doors that can be opened to connect seamlessly with the indoor bar area. A brand new 110-inch



pictured above: Director of Marketing, Jack Roman proudly shows off the Giannis mural on the front of the building.

stadium television has just been installed on one wall - featuring four 80-inch screens configured into a grid. Whether combined into one giant display or separated into individual screens, these TVs provide the perfect backdrop for watching your favorite teams in action.

The bar also caters to those who prefer to attend sporting events in-person, offering shuttle service to Bucks and Brewers games, as well as coach bus trips to



Lambeau Field for Packers games. Roman elaborates on the Packers bus packages, calling them "Luxury VIP trips," with an all-you-can-drink coach bus ride to Green Bay, a stop at a local establishment for a food buffet and open bar, and a return ride home following the game.

Who's On Layton is more than just a sports bar; it aims to "become a staple and positive influence in the community," explains Roman. "We are looking to be a part of a great neighborhood," he adds. The team is committed to fostering a welcoming and family-friendly environment that caters to the needs and preferences of the local residents. Whether you're a neighborhood regular or a visitor from one of the nearby hotels, get ready to enjoy a memorable time at Who's On Layton.

BUSINESS GRANTS AND RESOURCES

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



BEAUTIFICATION 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).

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).



MARKETING & PROMOTION GRANT

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

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.

SCAN TO APPLY ONLINE



pictured below: Who's On Layton welcomes Jameson Bottle Club Members and greets patrons with a one-of-a-kind feature wall in the newly remodeled bar area.



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



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

DON'T MISS OUT!

Important information for business &
property owners enclosed

2022 ANNUAL REPORT

Organizational Facts and Figures

GATEWAY INITIATIVES

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

BUSINESS RESOURCES

Grant Opportunities

BUSINESS SPOTLIGHT

Who's On Layton

