



4230 N. Oakland Ave., #295
Shorewood, WI 5321
www.shorewoodwi.com

PRSR STD
U.S. Postage
PAID
Permit No. 6011
Milwaukee, WI

(Tour de Shops continued)

This event generated significant media interest, garnering TV news appearances on three local network affiliates and a prominent mention in the Milwaukee Journal-Sentinel, among other placements. The event was also promoted via social media. The publicity campaign heightened awareness of not only the event, but the Shorewood BID, the Criterium and the *Tour de Shops*.

That same day, the *Tour de Shops* was kicked off, with bike taxis available to transport shoppers throughout the business district and special offers from *Tour* participants. Stamped passports were turned in at **PNC Bank** before the Criterium, and winners were announced during the race event.

This new approach for the BID – combining media outreach, social media and a retail-focused event specifically designed to drive shoppers to the business district and into businesses – was a successful pilot that the BID Board Marketing Committee will consider expanding and modifying for maximum effectiveness moving forward.

To Groupon, or not to Groupon? Savvy Shorewood Business Owners Share Advice on “Deal-of-the-Day” Marketing

Area small business operators considering “deal-of-the-day” marketing collected helpful advice from savvy Shorewood business owners at the BID’s free business development and networking event held in May at the new **Big Bay Brewing Co.**

“The Perks & Perils of Deal-of-the-Day Marketing,” featured an interactive discussion with a panel of Shorewood business operators who have included Groupon offers in their marketing efforts. The panel was moderated by Milwaukee digital media expert Jeff Sherman, president and co-owner of OnMilwaukee.com.

The BID’s goal was to offer a development and networking event on a timely topic that would enable business owners to learn from their peers. This past winter and spring, a number of offers on the biggest group coupon sites – Groupon and Living Social – were from Shorewood businesses. The event’s five panelists represented a diverse group of Shorewood businesses including **The Establishment Salon, Gloss Photography Studios, Performance Running Outfitters, Thief Wine Shop & Bar** and **LaDea Medical Aesthetic & Laser Clinic.**

With at least 16 different “deal-of-the-day” programs running in the Milwaukee area, the panel agreed that there are pros and cons to incorporating this type of social commerce into the marketing plan. But used in the right way, they agreed, it can be a very effective sales tool.

(continued on insert)



Please Keep In Touch www.shorewoodwi.com

Tim Ryan
President-Board of Directors
414.332.3404
tim@shorewoodwi.com

Jim Plaisted
Executive Director
414.272.5823
jim@shorewoodwi.com

Paula Wheeler
Marketing Coordinator
414.906.1663
paula@shorewoodwi.com

SHORELINES

News From The Shorewood Business District



Fall 2011



BOARD PRESIDENT’S MESSAGE

If you’ve been to the North End of Shorewood lately, then you know why our Village’s business district is the most buzzed-about in the Milwaukee area. A concentration of attractive new businesses has added a vibrant new energy to this section of town, spotlighting Shorewood as a success story in business development and district revitalization.

Our newest development, **The Cornerstone** (at the north-east corner of N. Oakland Ave. and E. Kensington Ave.) has become a morning, noon and evening destination for Shorewood residents as well as those from surrounding communities. The bustling **Alterra** coffee shop functions as a veritable neighborhood clubhouse, attracting everyone from families to business associates. **Boutique B’Lou** is a unique addition to Shorewood’s collection of clothing boutiques, and **Thief Wine** and **North Star Bistro** (which share a lovely patio for al fresco dining in the summer) have quickly become popular for drinking, dining and socializing. Across the street, **Three Lions Pub** offers visitors authentic British pub grub, friendly service and an excellent beer selection – including the brews from its new next-door neighbor, **Big Bay Brewing Co.** And the best part is, we’re just getting started.

(continued inside)

New Mixed-Use Development Approved for Central Business District

The Village of Shorewood in June approved the creation of a Tax Incremental District (TID) to support a new development planned at the southwest corner of N. Oakland Ave. and E. Kenmore Pl., on the site of the current **Nehring’s Sendik’s** parking lot.

Kenmore Place, as the project is known, is planned as a six-story building that will include a brand-new Walgreens store, 84 upscale apartment units and plentiful, publicly accessible shared parking facilities in addition to resident parking spaces.

The development team includes **Mandel Group Inc.**, Milwaukee, and **RE Enterprises LLC**, Hartland. Mandel has won numerous awards for its developments in Milwaukee, and is known for creating sophisticated, functional urban living spaces.

Shorewood’s **Walgreens** will relocate from its current space on N. Oakland Ave. The new development allows for Walgreens to add a 24-hour drive-through pharmacy, the Village’s first.



A portion of the 84 apartments – which will include one-, two- and three-bedroom units, will be offered at affordable rents. Two parking decks, one under the apartments and another to be built just west of Sendik’s, will provide spaces for the apartment residents as well as residents of a nearby apartment building operated by **Katz Properties Inc.** Roughly 150 parking spaces will be available for free use by daytime customers of surrounding businesses, and the Village will charge fees for overnight parking.

Mandel plans to begin construction of the southwest parking garage this fall, with most of the construction occurring in 2012 or 2013. For more information, visit the Village website at villageofshorewood.org.

(President's message continued)

Two new developments are taking shape to further build continuity and density in Shorewood's business district. The Cornerstone developer, **WiRED Properties**, expects to break ground later this year for **The Ravenna**, another mixed-use development that will complete the North End. The Village has also approved Milwaukee developer **Mandel Group** (see cover story) to go forward with plans for **Kenmore Place**, a development that will replace a ground-level parking lot in the heart of our district with a six-story building comprising a brand-new **Walgreens** store with a 24-hour drive-through pharmacy, apartments and plentiful parking.

Thus far, we've been talking about

development on N. Oakland Ave. Just as exciting is the fact that the transformation of E. Capitol Drive – our district's other "main drag" – is complete. It boasts new paving, sidewalks, crosswalks, lighting, landscaping, beautiful city markers and a brand-new Oak Leaf Trail bridge that welcomes visitors to our Village heading east on Capitol. The year-plus of construction work presented challenges for many of our businesses, but those who weathered this phase now have a real opportunity to thrive as a result of the "facelift" that offers enhanced accessibility and complements the revitalization throughout the district.

Elsewhere in this newsletter, you can read about what our new marketing

team has been doing to elevate Shorewood's profile as a shopping and services destination, and engage the resident community in a way that encourages them to shop Shorewood. We'll share even more at our Annual Meeting on October 19, 2011. Watch your mail for your personal invitation.

It's thrilling to be part of a business district with the strong momentum, innovative approaches and the kind of true partnership with Village officials and the Community Development Authority that has us working together on shared goals. The Board, as always, encourages your involvement and welcomes your input as we advance development in our district.



EXECUTIVE DIRECTOR'S CORNER

A Business District with Something for Everyone

about the benefits of setting up shop in Shorewood.

As part of our organized effort to recruit businesses to the Village, the BID hosted a networking event for commercial real estate professionals April 27th at **Three Lions Pub**. The event was attended by brokers from around southeastern Wisconsin, Village officials, and BID board members and staff. A special packet of information was distributed to attendees touting our unique position in the regional marketplace and making the case for why their clients will find success in Shorewood.

The message is simple: Shorewood's commercial district features distinctive destination retail businesses interspersed with residential properties. A diverse mix of grocery and specialty food stores offer products from all over the world. Shorewood is home to a variety of high-quality restaurants, national and local coffeehouses, and a mix of pubs and wine bars that color the Village's nightlife.

The Shorewood Business Improvement District, with support from the Community Development Authority and Village of Shorewood, continues to educate potential retail and professional businesses

We tell interested parties that Shorewood offers the opportunity to achieve above-market returns on investment. Also, Shorewood's Village government provides unprecedented financial incentives to help relocate a business or open a first-time venture. Shorewood features a solid resident customer base loyal to local shopping and dining and our one-of-a-kind convenient, safe shopping district.

Lastly, Shorewood continues to attract top commercial, mixed-use development teams, creating potential available new spaces for a business's long-term plans to locate in Shorewood. The success of **The Cornerstone**, approval of the **Mandel Group/Walgreens** development, and the upcoming start of the mixed-use **Ravenna** project are all strong evidence of our appreciating position in the marketplace.

We always welcome suggestions for potential retailers or businesses in Shorewood as we continue our efforts to diversify and fill retail spaces.

Please feel free to forward those suggestions to me at jim@shorewoodwi.com.

New Marketing Team Brings Fresh Ideas, Energy to BID

The BID has engaged new marketing staff for 2011 to handle special events, media relations and marketing communications. After a comprehensive review of its marketing program and a process soliciting requests for qualifications to manage the BID's marketing efforts, the BID Board finalized a one-year contract with Shorewood's P.K. Wheeler Communications that began February 1.

Paula Wheeler, principal, has coordinated a team of independent marketing professionals to work on the contract's multi-faceted scope. Team members include event planner Julie Stolper-Dieckelman, media relations consultant Christel Henke and graphic designer Dan Koller. Wheeler, Henke and Koller are Shorewood

residents. Stolper-Dieckelman, of Pewaukee, brings external perspective and more than 20 years of experience coordinating high-profile events.

"As Shorewood continues to grow as a vibrant destination for shopping, dining and entertainment, we are pleased to partner with a specialized marketing team that will help local businesses continue to attract Shorewood residents as well as shoppers in nearby communities," says BID Executive Director Jim Plaisted.

Wheeler and her team have collaborated with the BID on several new initiatives to date, including a Facebook promotion (see insert), a business development and networking event, and the *Tour de Shops* retail event to extend excitement around the Shorewood

Criterion, and drive shoppers into Shorewood's businesses.

"Our goal is to advance the BID's progress in positioning Shorewood as a retail and services destination for everyday and specialty needs," Wheeler says. "Shorewood's location offers a unique blend of urban and suburban sensibility that we are leveraging to build a strong marketing presence."



Photo Courtesy of North Shore NOW

New BID Marketing Team members pictured, left to right, are Christel Henke, Dan Koller and Paula Wheeler, all of Shorewood. Not pictured: Julie Stolper-Dieckelman of Pewaukee.

Tour de Shops Retail Event Attracts Shoppers

This year's BID marketing programs place a priority on driving traffic not only to our business district, but driving shoppers into individual businesses. To leverage the popular annual Shorewood Criterion Cycling Classic, the BID this year created the *Tour de Shops* – a distinctive, retail-focused event playing on the famed "Tour de France" cycling race. The *Tour de Shops* was designed to empha-

size the BID's role in the bike race, highlight BID businesses, drive traffic into stores and elevate the profile of the Criterion to draw more people on race day.

The *Tour de Shops* was held June 11-15, during the days leading up to the Shorewood Criterion (June 16, 2011). More than 7,000 residents of Shorewood and portions of Whitefish Bay received the *Tour's* "Passport to Savings" in the mail, which contained information about the Shorewood Criterion, ads from Criterion sponsors, and a special section featuring

Tour de Shops specials from participating businesses. Shoppers who wished to enter the BID's prize drawing needed to have their passports stamped at a certain number of participating businesses. The BID provided visual flags for participants to display externally, as well as special rubber stamps in the image of a cyclist. Prizes ranged from complimentary services from BID businesses to two round-trip airline tickets, courtesy of BID member and Shorewood Criterion title sponsor **Tim Hart, D.D.S.**

To generate media interest and create buzz in the community, the BID coordinated and publicized an event brand new to the Milwaukee metro area: "First Ride." This free clinic was designed to help kids learn to ride a two-wheeler bike, and the BID coordinated with the Shorewood Police Department and **Rainbow Jersey Bicycles** to plan and execute the event. **PNC Bank** provided underwriting, and more than 50 kids from the Milwaukee area (many from Shorewood) gathered at Atwater Elementary School the morning of Saturday, June 11.



(continued on back)

(Groupon continued)

Panelists offered retailers advice about structuring deals to avoid losing money, and explained how these sites make their profits and pay their retail partners. Each panelist had different reasons for offering deals, from wanting to increase awareness about their services, to leveraging a new store opening, to enticing people to try out their services.

The event was free for BID members and other area business owners and was followed by a “happy hour” networking and social time.



GROUPON
Collective Buying Power

“Mom’s The Word” Promotion Builds BID Facebook Following

This spring, the BID embarked on its first social media promotion during the weeks leading up to Mother’s Day – which the National Retail Federation ranks as the second-highest gift-spending holiday in the U.S.

Leveraging social media has been a BID marketing priority in 2011, with increased activity on our Facebook page (facebook.com/ShopShorewood) and the creation of the BID’s Twitter account (@ShopShorewood).

The Mother’s Day promotion, a Facebook contest designed to build the BID’s following on the social network, offered daily chances to win prizes from Shorewood businesses for those who “liked” or “friended” the BID. The time frame was selected to capitalize on the increase in shopping interest and gift buying typically seen each spring as Mother’s Day approaches.

The BID promoted the contest through posters, social media and a media relations campaign that also spotlighted Shorewood business owners’ comments about the wisdom their own moms imparted and how this added to their success in life or business.

A total of 14 Shorewood retailers offered prizes, and each day for two weeks through Mother’s Day, a “Facebook friend of the day” was randomly selected as a prize winner. The contest was a creative way to engage people through social media and reinforce the high-quality offerings available at Shorewood’s businesses. The promotion increased the BID’s Facebook fan base by 60 percent, while building the BID’s awareness in the media, among its Facebook fans and on Twitter.



SAVE THE DATE!

The Shorewood BID’s Annual Meeting and presentation of our Business Showcase Awards will take place the evening of Wednesday, October 19, 2011. We will notify our members of the exact time and location in the coming weeks.

Shorewood Considers Business Occupancy Renewal Program

The Village of Shorewood is considering implementing an Occupancy Renewal Program that would be conducted every five years after original occupancy is established. This new program will be considered by the Village Board of Trustees in September 2011.

For a business to open in Shorewood, the business owner must receive a Certificate of Occupancy that requires approval by five (5) separate inspectors: Village Building, Electrical and Plumbing Inspectors, the North Shore Fire Department, and the Health Department. Village staff are proposing modifications of the current program and implementation of the renewal program, requiring businesses to renew their occupancy permit every five years.

With the occupancy renewal program, the Village aims to:

- a) *maintain* and ensure the safety of Shorewood's aging commercial buildings.
- b) *improve* Village staff efficiency and time management.
- c) *verify* businesses not operating under a Certificate of Occupancy.

Many long-time Shorewood businesses operate in buildings 70-plus years old, a significant number of which have not been officially inspected for decades. The proposed renewal program will ensure proper ongoing maintenance and safety of commercial spaces, and in some cases, assist with improvements when vacancies occur.

Regarding the every-five-year renewal proposal, Village staff are reviewing whether the program would be implemented by building owners or individual business. Businesses inspected through their annual license renewal would be exempt from the new five-year renewal programs, including restaurants and bars, dry cleaners and massage establishments.

In addition, an increasing number of business owners obtain temporary occupancy approvals, but do not obtain a final Certificate of Occupancy. The Village grants temporary occupancies with the business owner agreeing to correct remaining violations by a certain date after opening. However, some businesses do not make corrections and do not respond to inspectors' follow-up requests. As of January 2011, 52 percent of the businesses that opened between 2008 and 2010 have not received a Certificate of Occupancy, and continue to operate under temporary occupancy.

To learn more about this proposed initiative, please visit the Village's website at www.villageofshorewood.org, or contact Ericka Lang, Planning and Development Department Supervisor, at Ericka@villageofshorewood.org or 414.847.2647.

