



# SHOREWOOD BUSINESS IMPROVEMENT DISTRICT 2008-2009 ANNUAL REPORT



# MESSAGE FROM THE EXECUTIVE DIRECTOR



## Shorewood's Bright Future

We are pleased to present the annual report of the Shorewood Business Improvement District (BID) for 2009. The work of the BID, now in its tenth year of operation, continues to grow as it serves the needs of the business community. We are thankful for the wonderful individuals

and private sector partners and the Village of Shorewood for their support of our efforts. 2009 saw a continuation of marketing initiatives and economic development programs that the BID launched in prior years, such as the Holiday Shopwalk, Showcase Shorewood, the Shorewood Criterium, our Learn Over Lunch series, the Façade Improvement Grant program and the Business Incentive Fund loan program.

And from June through August, a new event captured our collective imagination as the "Butterflies in Flight" public art event transformed the business district and raised thousands of dollars for our presenting partners, the Shorewood Foundation.

The Shorewood Business Improvement District Board of directors and staff have kept a close eye on the shifting economic ground beneath us. As a special project this year – and with the cooperation of the Village of Shorewood and the Shorewood Community Development Authority (CDA) – we embarked on a fascinating study of the existing and future retail climate for Shorewood.

In April, Shorewood hired Business Districts Inc. from Evanston, Ill., to assist the Village and BID with a retail and recruitment research project. During this spring and summer, the consultants gathered data, interviewed stakeholders and researched the Shorewood marketplace. The final study data and recommendations show Shorewood is uniquely positioned for continued success in the near and long-term future. The final study is now available for property owners and businesses on our website at [www.shorewoodwi.com](http://www.shorewoodwi.com).

The plan recommends a vigorous recruitment and retention program based on the information gleaned in the report. Our "Shorewood Value Platform" will include the following:

- Shorewood offers a well-sized commercial cluster where new businesses share customers with established community serving businesses.
- Vintage spaces and new spaces in a variety of sizes offer space suitable for nearly any specialty retail or restaurant business.

- Shorewood property and business owners have the opportunity to achieve above-market returns on investment by meeting national norms for sales per square foot.
- Shorewood's nearby population supports businesses of all types.
- Strong government support stabilizes investment in Shorewood stores and restaurants.
- Shorewood's customers experience the pleasure of a very walkable shopping district.

As we move into 2010, the BID and Village will be implementing the necessary action plans for success of our commercial district. We will be meeting with property owners, existing retailers and new retail recruits about the findings of the study and how we can all achieve economic success in these trying times.



On behalf of the Board of Directors, I hope you find our annual report informative and enlightening. The Shorewood BID is recognized locally and regionally as one of the most innovative and exciting in southeastern Wisconsin. Our marketing program is second to none and the cooperative economic development support from the Village of Shorewood continues to keep us in the forefront of revitalizing our commercial district.

Whether large or small, and regardless of what products or services they offer, businesses of all kinds continue to find that the Village of Shorewood has the ambience, the accommodations and the amenities that nurture success. We thank you for your investment in Shorewood and, as always, feel free to contact us with any questions or concerns.

Sincerely,  
Jim Plaisted, Executive Director

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# ABOUT THE SHOREWOOD BUSINESS IMPROVEMENT DISTRICT

The Shorewood Business Improvement District was created by the Village of Shorewood in 1999. Served by a local Board of Directors and professional staff, the Shorewood BID continues to be recognized as a leader in local commercial district management, promotion and enhancement.

This annual report is intended to keep our stakeholders informed of our year-round activities, financial information and accomplishments.

The Shorewood BID is comprised of more than 100 properties, 250 businesses and various residential properties in the commercial corridors of Eat Capitol Dr. and North Oakland Ave. in the Village of Shorewood, Wis. The property value within the BID is \$110,368,000. The BID assesses commercial property within the district at \$1.06 per \$1,000 of assessed value.

The Board of Directors (see list below) is

comprised of a dedicated group of property and business owners within the BID. Members are appointed by the Village Board and serve staggered three-year terms. The Board has complete discretion over the allocation of BID dollars and works with staff to develop the most effective means of executing the mission of the organization. The Board meets 12 times during the year and meetings are open to the public. The BID and its

records are subject to the State of Wisconsin open meetings and records law.

The Shorewood BID is actively involved in two key areas of programming to promote and enhance the business district:

- **Marketing** via events, programming, printed and electronic media advertising, and constituent relations.
- **Business recruitment, assistance, commercial redevelopment, and liaison to Village government.**



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## 2008-09 BOARD OF DIRECTORS

**Tim Ryan, President**  
Harleys: The Store for Men

**Leonard Sobczak, Vice President**  
Eastmore Real Estate

**Aaron Foley, Secretary**  
McDermott, Foley,  
Johnson & Wilson, LLP

**Becky Reinhardt, Treasurer**  
North Shore Bank

**Dawn Anderson**  
Shorewood Village  
Trustee Representative

**Christina Brown**  
Resource Plus LLC

**Karen Dean**  
Community Development  
Authority (CDA) Representative

**Betsy Delich, D.C.**  
Chiropractic Company

**Howie Goldklang**  
The Establishment

**Doug Johnson**  
McMenamin Irish Dance Academy

**Liz LeBlanc**  
SHOP

**Andrew J. McCabe**  
Allstate Insurance Company

**Mike O'Brien**  
Edward Jones

**Mike Stoner**  
North Star American Bistro

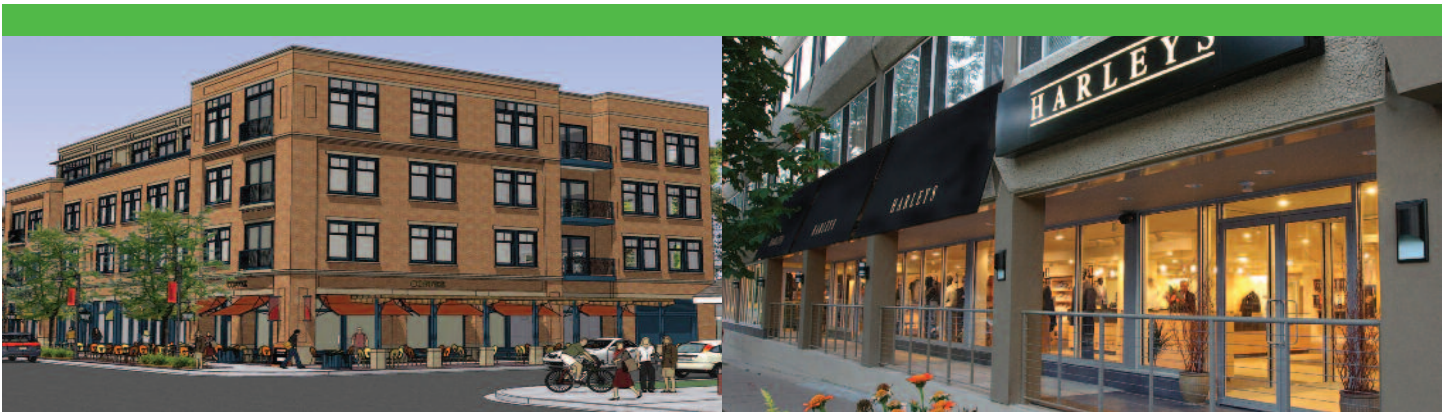
**Jaci Sumner**  
Gloss Photography Studios

**Kyle Wasserman**  
Robertson Ryan & Associates, Inc.

**STAFF**

**Jim Plaisted, Executive Director**

**Barb Caprile, Marketing Director**



The Cornerstone, featuring luxury one-, two- and three bedroom apartments, will be constructed at the northeast corner of Oakland Ave. and Kensington Blvd. with a completion date of December 2010.

Harleys: The Store for Men relocated to the recently renovated Lakewood building at 3565 N. Oakland Ave.. The Village of Shorewood provided financial incentives to both the building owner and Harleys to improve the facade and interior space.

## BUSINESS DISTRICT REVITALIZATION

The Shorewood BID has a strong working relationship with the Shorewood Community Development Authority (CDA). With assistance from the CDA, the BID administers three key programs to foster an enhanced environment in the commercial district for shoppers and residents of the Village.

- **The CDA provides funding for our popular Façade Improvement Grant Program.** The Façade program began in 2004 to assist businesses and property owners with the rehabilitation of buildings, new signs or repair of exterior facades. The program matches the investment of the owner with a maximum \$25,000 grant (on a hypothetical \$50,000 project). Since implementation of the program, more than \$314,000 has been disbursed to projects with the BID.

- **The Business Incentive Fund, created by the CDA and the Shorewood Village Board, offers low-interest loans to qualifying business owners for the retention and expansion of their business or development of new small businesses.** The fund is also intended to provide assistance to business owners who wish to purchase property within the BID. Small- and medium-sized businesses often lack the necessary capital to develop or expand their operations and, as such, this lack of capital has a significant impact on the local tax base. The loan fund includes funding mechanisms and interest rates that are designed to encourage business development, while providing for the recapitalization and growth of the fund.

- **The BID is actively engaged with the real estate development community and the Village of Shorewood on new opportunities in the Shorewood business corridors for**

**new development and retail tenancy.** Plans have been approved on the new premier, mixed-use development at the northeast corner of Oakland Ave. and Kensington Blvd. The BID is working closely with the developer on filling the 11,000 sq. ft. of retail space. The three- and four-story development will also include 25 luxury apartments and a dynamic courtyard and patio. The project is expected to be completed by December of 2010.

New seasonal lighting was installed in December 2008 along Oakland Ave. in the business district. Funding was provided by the Village of Shorewood, the Shorewood Foundation and the Shorewood BID.



# 2008 SHOWCASE BUSINESS AWARDS

The Showcase Awards were introduced in 2007 to recognize businesses that make an important difference to the commercial vitality of Shorewood. Winners are acknowledged for their outstanding leadership, dedication and support of Shorewood's business district. In 2008, the following businesses received a Showcase Award – we again salute and thank them for helping to make our business district and Village so vibrant.

## SHOWCASE BUSINESSES OF THE YEAR

### Businesses of the Year

#### Hubbard Park Lodge

Shorewood is proud to be the home to Hubbard Park Lodge, one of our country's architectural treasures. Built during the Great Depression as part of a Federal Works Progress Administration (WPA) program, the Lodge is one of only two identical structures that remain standing. Margaret Cibulka, owner of Culinary Artists Ltd., a specialty catering service, has operated the Lodge since 1986, offering unique catered events, Sunday brunch and Friday dinners. With help from various community groups such as the Shorewood Men's Club and the Shorewood Foundation, along with the Village of Shorewood, Margaret has lovingly restored the Lodge with new lighting, an outdoor veranda, interior upgrades (including new bathrooms) and new landscaping.

#### Timothy O. Hart, D.D.S.

Dr. Tim Hart is a skilled prosthodontist who located his practice in Shorewood in 1996. Besides his expertise in dentistry, Dr. Hart's other passion is cycling. He has been an active supporter and sponsor of Shorewood's annual Criterium International Cycling Classic. He serves on the bike race committee and has been the co-title sponsor (along with Rainbow Jersey Bicycles) for the past four years. Dr. Hart made another important investment in the community through his participation in the Façade Improvement Program. In 2005, he renovated the exterior of his commercial building with improved signs, landscaping and masonry restoration.

#### Harleys: The Store for Men

Harleys celebrated six decades of doing business at its original location on North Oakland Ave. and Capitol Dr. in 2008. Tim Ryan, president and owner since 1999, is committed to continuing Harleys' reputation as a Milwaukee destination for fashion-conscious men by providing distinctive menswear and unparalleled customer service. Ryan is the president of the Shorewood Business Improvement District, and Harleys has been a sponsor of the Criterium International Cycling Classic since its inception. In 2009, Harleys made a continued investment in Shorewood by relocating from its original location at 4009 N. Oakland Ave. (its home for 60 years) to a newly renovated space in the Lakewood Building at 3565 N. Oakland.

#### Stowell Associates SelectStaff

This quiet company makes a major impact by providing a wide range of professional care management and care-giving services to elderly and disabled adults and their families. Founded in 1983, Stowell Associates has called Shorewood home for 26 years, working with sensitivity and respect to assist clients in making informed decisions for their loved ones. A few years ago, co-founders Phyllis Brostoff and Valerie Stefanich made a major investment in Shorewood with the purchase of space for their headquarters in The Metropolitan at the corner of Oakland Ave. and Kensington Blvd.

### Facade Improvement of the Year

#### Catholic Family Life Insurance

The national headquarters of Catholic Family Life Insurance has been located in Shorewood at 1572 E. Capitol Dr. for more than three decades. Catholic Family gives its generous support to many Village ventures, including the Men's Club Chicken Bar-B-Q, National Night Out and sponsorship of the Shorewood Concert Band. Their commitment to Shorewood is also evident in major investments in renovation to their property. With help from Shorewood's Façade Improvement program, new signage captures the building's tone and architecture.

Harleys: The Store for Men

Hubbard Park Lodge

Timothy Hart, D.D.S.

Stowell Associates Select Staff

Catholic Family Life Insurance





The Shorewood Criterium International Cycling Classic is a favorite summer event!

The Shorewood Business District is an attractive destination for families and children during our many special events.

The grande finale of the "Butterflies in Flight" event was a public auction at Hubbard Park Lodge, with proceeds benefiting the Shorewood Foundation.

Everyone likes to get their face painted during a special event, especially during Showcase Shorewood, an annual art fair and business expo held in the fall.

The annual Holiday Shopwalk features internationally acclaimed ice carvers.

## 2008-2009 MARKETING AND SPECIAL EVENTS

The Shorewood BID's innovative marketing program includes strategies to attract shoppers to the business district, as well as ongoing communication vehicles to connect our business owners and keep them informed. We are pleased to offer an attractive and effective website ([shorewoodwi.com](http://shorewoodwi.com)), a print newsletter, an annual report, regular e-news announcements, Learn Over Lunch networking/educational opportunities and our award-winning special events. The Shorewood BID is also an underwriting stakeholder for the *Shorewood Today* magazine that is mailed to every Shorewood household three-four times per year. Plus, we proudly support civic events such as the 4th of July celebration and National Night Out.



### HOLIDAY SHOPWALK December 6, 2008

The annual Holiday Shopwalk is our kickoff to the holiday shopping season. This fun day includes complimentary trolley rides, special offers from local merchants, strolling carolers and a visit from Santa. World-renowned, award-winning professional ice carvers sculpt frosty 300-lb. blocks of ice into stunning masterpieces in the ice-carving exhibition.



### BUTTERFLIES IN FLIGHT PUBLIC ART EVENT June-August 2009

Newly introduced in summer 2009, "Butterflies in Flight," presented by the Shorewood Foundation and produced by the Shorewood BID, was an amazing event that established Shorewood as an exciting destination. Village residents and guests were in awe as they toured the 30 locations displaying the custom-decorated butterflies by area artists. The colorful butterflies were then auctioned off at the end of the summer with proceeds benefiting the Shorewood Foundation.



### 5th ANNUAL CRITERIUM INTERNATIONAL CYCLING CLASSIC Thursday, July 17, 2008

The Criterium International Cycling Classic features hundreds of top professional and elite amateur cyclists and teams from across the U.S. plus more than 20 foreign countries in an exciting race through Shorewood's business district and adjoining residential streets. The

2008 event was presented by the Shorewood Foundation with major title sponsors Tim Hart D.D.S. and Jerry Pearce and Rainbow Jersey Bicycles.



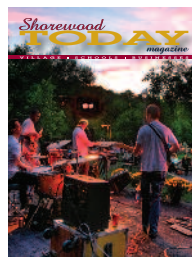
### SHOWCASE SHOREWOOD Saturday, September 13, 2008

Village residents and guests discover all the reasons to live, work and shop in Shorewood during this popular fall event.

Shorewood proudly showcases its finest products and services, from fine art and fine crafts created by local talent, to sidewalk sales, in-store promotions, live musical entertainment and a business expo. Face painting, free art classes for kids and complimentary trolley rides round out the day.

### SHOREWOOD TODAY MAGAZINE

Introduced in the fall of 2008, *Shorewood Today* is a community magazine providing useful information about the Village of Shorewood and offering news and feature stories about the people, places, and things that make our community a special place. *Shorewood Today* is jointly published four times a year by the Shorewood School District, the Village of Shorewood and the Shorewood Business Improvement District.



# 2008 FINANCIAL REPORT\*

## INCOME

Criterion Bike Race Revenue .....	\$24,045
Special Event Sponsorships .....	\$10,490
Learn Over Lunch .....	\$4,151
BID Fee Assessment .....	\$106,282
CDA Grant .....	\$30,000
Reimbursed Expenses .....	\$200
Interest .....	\$672
<b>Total Income .....</b>	<b>\$175,168</b>

## EXPENSES

### Administrative

BID Management Fee .....	\$45,469
Administrative Assistance .....	\$2,215
Constituent Relations .....	\$240
Seminars/Conferences .....	\$326
Audit .....	\$700
Postage & Deliveries .....	\$655
Meals .....	\$230
Liability Insurance .....	\$425
Bank Charges .....	\$65
Office Supplies .....	\$480
Non-Marketing Printing .....	\$675
<b>Total Administrative .....</b>	<b>\$51,380</b>

### Marketing Director Programs

Director Fee .....	\$30,500
Seasonal Special Events .....	\$28,548
Criterion Bike Race .....	\$21,921
Magazine Advertising .....	\$4,482
Website Hosting & Updating .....	\$8,040
Newsletter Printing & Postage .....	\$2,153
Civic Participation .....	\$1,685
E-Mail Announcements .....	\$825
Seasonals/Networking Events .....	\$2,718
Learn Over Lunch .....	\$5,457
Shorewood Today magazine .....	\$1,500
Marketing Shorewood .....	\$10,000
Other Marketing & Misc. ....	\$890
Other Printing .....	\$230
<b>Total Marketing Director Programs .....</b>	<b>\$118,848</b>

**TOTAL EXPENSES .....** \$170,228

**NET INCOME .....** \$4,940

### Donations Drawn From Reserve in 2008

Oakland Avenue Seasonal Lighting .....	\$10,680
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### Statement of Financial Position December 31, 2008

Checking .....	\$16,046
Money Market .....	\$4,033
Restricted Cash (Facade Improvement Program) ..	\$100,108
<b>Total Assets .....</b>	<b>\$120,187</b>

\* The 2008 audit is available for public inspection.





## 2008-2009 SPONSORS

The Shorewood BID hosts many special events throughout the year designed to attract shoppers to the district and heighten awareness that Shorewood is a wonderful place to live, work, play and shop.

Sponsorship funding and in-kind donations allow us to enhance the use of tax dollars to ensure outstanding marketing strategies and results. From sponsoring a butterfly in our "Butterflies in Flight"

Public Art Event or an ice carver during the Holiday Shopwalk to offering a preem during the Criterium International Cycling Classic, the Shorewood BID is deeply grateful to our many sponsors.

Actaea Works  
 Allstate Insurance/Andrew McCabe Agency  
 American Family/Pete Gramoll Agency  
 Another Look  
 Baskin-Robbins 31 Flavors  
 Cafe Nation-Smoothie Nation  
 Capitol Cleaners  
 Caprile Marketing/Design  
 Catholic Family Life Insurance  
 Chiropractic Company  
 City Market  
 Orthopaedic Hospital of Wisconsin  
 Culver's of Shorewood  
 Eastmore Real Estate  
 Edward Jones/Michael O'Brien  
 The Establishment  
 Exchequer LLC/Mike Kelley  
 EYEZ boutique  
 Friends of the Shorewood Library  
 Garden Room/Anaba Tea Room  
 Gilda's Club Southeastern Wisconsin

Gloss Photography Studios  
 Harleys: The Store For Men  
 Harry's Bar and Grill  
 Harry Schwartz Bookshops  
 Hubbard Park Lodge  
 Integrative Health Services/ Dr. Meredith Young  
 Jack C. Loyda Insurance  
 KR/PR/Keith Schmitz  
 Luscious Boutique  
 Medical Diagnostic Imaging  
 Michael Schramm Properties  
 Nehring's Sendik's on Oakland  
 North Shore Bank  
 North Shore Funeral Services  
 North Star American Bistro  
 Pick 'n Save of Shorewood  
 Plaisted Group LLC  
 Robert Laurence  
 Sherwin-Williams  
 SHOP  
 Shorewood Foundation  
 Shorewood High School Alumni Association

Shorewood Press  
 Shorewood Men's Club  
 Rainbow Jersey Bicycles  
 Shorewood Business Improvement District Board of Directors  
 Shorewood Community Development Authority (CDA)  
 Shorewood Department of Public Works  
 Shorewood Family Chiropractic/ Dr. Monica Maroney  
 Shorewood Police Department  
 Shorewood Queensway Cleaners  
 Sprint Store  
 Starkmedia  
 State Farm Insurance/Diana Kostal Agency  
 Stowell Associates Select Staff  
 Tim Hart, D.D.S.  
 Village of Shorewood Trustees  
 Village of Shorewood Marketing Program  
 Village Pub & Grill  
 Wells Fargo

