



March 2011

PRESS RELEASE

For Immediate Release

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Brady Street Business Improvement District, BID#11, Names Steph Salvia Executive Director

MILWAUKEE, WI – (March 2011) The Brady Street Business Improvement District, BID#11, is pleased to name Steph Salvia as the BID's Executive Director. The Brady Street BID, one of Milwaukee's most popular entertainment districts, hired Salvia two years ago as the Executive Assistant to their Board of Directors. Recent growth over the past two years prompted the promotion in order to utilize Salvia to her full potential. This is the first time in the BID's history that they have named an Executive Director.

"It was definitely time," says Bryce Clark, recently appointed Chair of the BID Board. "Steph was already carrying out many of the tasks that an Executive Director would do such as negotiating contracts, acting as a liaison amongst businesses, planning our events, and most significantly, giving us a voice with regard to our marketing efforts."

Salvia's wealth of knowledge, including 10 years of prior work in the healthcare field as an outreach coordinator have translated nicely into the business world. She received her B.A. from UW-Milwaukee in 1995, and her Master's in Gerontology in 2005.

"I love anything to do with people. The funky positive energy on Brady Street is unmatched anywhere else in the City of Milwaukee. I can't think of any place I'd rather be!" states Salvia. "Brady Street isn't just another business district, it's a community; and I visualize some incredible opportunities in working for and with everyone who is a part of it. Hopefully my efforts will translate above and beyond the district's boundaries."

Brady Street encompasses 10 blocks from Lake Michigan to the Milwaukee River and represents Milwaukee's version of Greenwich Village.

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