




BRADY ST.
— M I L W A U K E E —



2025

ANNUAL REPORT



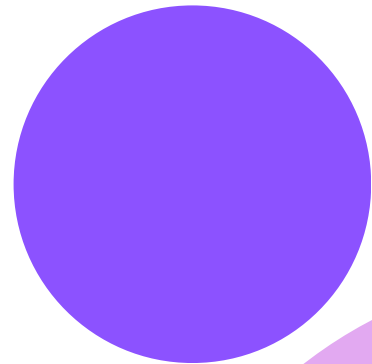
WHAT IS THE MISSION OF THE BRADY STREET BUSINESS IMPROVEMENT DISTRICT:

Vision: *We are a premier destination for thriving small businesses, blending daytime and nighttime activities in a vibrant and safe neighborhood. Residents, business owners, visitors, and families are engaged and continue to experience the charm of Brady Street through inclusive events, local commerce, and thoughtful activation projects that preserve our neighborhood's unique character. Our board of directors and employees are engaged and efficient, ensuring the continued success and growth of our BID and community.*

Mission: *We create a vibrant, inclusive, and safe neighborhood, making Brady Street a thriving and unique destination for businesses, residents, and visitors.*

Values: *Innovation, Accountability, Engagement, Community Focus, Data Driven*

Strategic Priorities: *Aligning board governance & operations, driving internal & external communication, promoting a safe environment*



WHO WE ARE:

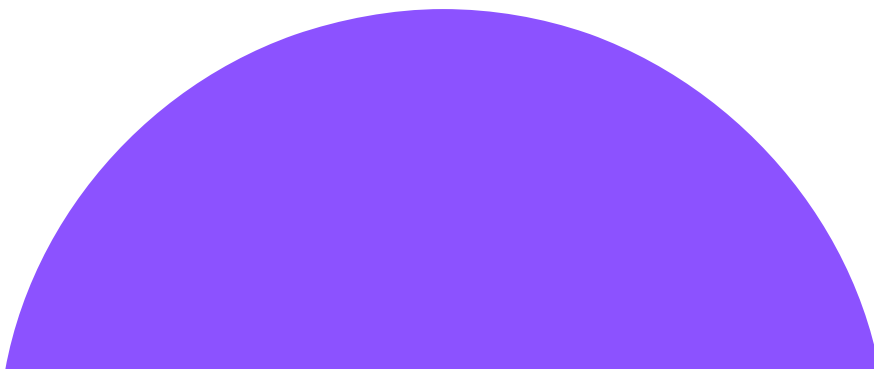
BRADY STREET BID #11 BOARD OF DIRECTORS

Michelle Eigenberger / Chair
Mike Lee / Vice Chair
Tanner Musgrove / Secretary
Michael Wright / Treasurer
Wade Balkonis / Advisor
Mike O'Connor / Board Member
Dave Olson / Board Member
Teri Regano / Board Member
Megan Todd / Board Member
Darryl Towers / Board Member
Viet Vu / Board Member



STAFF

Michael Sander / Executive Director
Haley Erickson / Events Manager
Libby Steckmesser / Social Media Manager



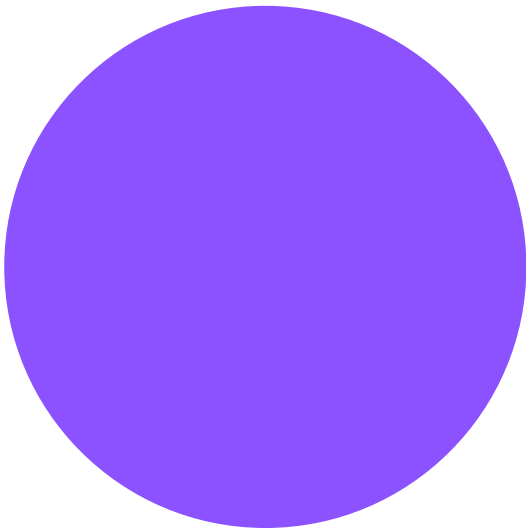
PUBLIC SAFETY AND MAINTENANCE

● **Strengthening Security on Brady Street**

In 2025, the Brady Street Business Improvement District enhanced its security measures by contracting with Prolific Arms, a professional security services provider. This partnership reflects our ongoing commitment to maintaining a safe and welcoming environment for residents, businesses, and visitors. Prolific Arms brings consistency, training, and visibility to the district, improving responsiveness to incidents and reinforcing public confidence in Brady Street.

● **Investing in Clean Streets**

The Brady Street Business Improvement District also prioritized district maintenance by investing \$24,000 in cleaning services throughout 2025. This funding supported year-round street cleaning, litter removal, and upkeep of public spaces. These efforts ensure that Brady Street remains clean, accessible, and attractive for all who live, work, and visit the corridor.



TRAFFIC SAFETY AND STREETScape IMPROVEMENTS

- **The Brady Street BID led a community-driven traffic calming initiative aimed at improving street safety for residents, visitors, and businesses.**

Through a petition and active engagement with the community, we have collaborated closely with the City Engineer and Alderman Brower to identify and implement key enhancements to the district's streetscape.

These improvements are designed to promote safer pedestrian and vehicular movement, enhance the overall environment, and support the continued vibrancy of Brady Street. The BID anticipates that these enhancements will be completed by fall 2026, creating a safer and more accessible corridor for all.



NEW COMMUNITY EVENTS AND ENGAGEMENT

● Winterfest

Last December, the Brady Street BID introduced Winterfest, a new festival aimed at celebrating the season and bringing the community together. The event provided valuable insights into programming and logistics. Based on what we learned, Winterfest will take a slightly different approach next year, shifting to a daytime, family-oriented format to better engage residents and visitors of all ages.

● Pride Celebration

In June, Brady Street hosted its first Pride event, complemented by the Splash of Pride, where our streets were painted to celebrate the LGBTQ+ community. The event was highly successful, drawing strong attendance and positive community feedback. We look forward to expanding and enhancing this celebration in 2026, building on the success of this inaugural year.



ENGAGEMENT AND OUTREACH: FROM PEOPLE TO PLATFORMS

● Digital Engagement and Marketing

This year the Brady Street BID introduced a Social Media Ambassador role to strengthen our digital presence and community outreach. This initiative has led to cost reductions in marketing efforts while increasing our footprint and engagement across social platforms. By amplifying Brady Street's events, businesses, and initiatives online, this program benefits the entire district, attracting more visitors and promoting the corridor as a vibrant destination for residents, businesses, and tourists alike.

● Community Partnerships and Volunteer Engagement

The Brady Street BID strengthened its commitment to community engagement by partnering with local nonprofits during the annual Brady Street Festival. Organizations including the Brady Street Area Association, Cass Street School, Tamarack Waldorf School, and the BEST'D Clinic generously volunteered their time to support festival activities. Collaboratively over \$4000 was raised and distributed to these organizations.

This reinforced Brady Street's role as a hub for community connection, showcasing the BID's dedication to supporting local organizations and fostering meaningful partnerships across the district.



STRATEGIC PLANNING AND GOVERNANCE

The Brady Street Board of Directors and Executive Director completed a comprehensive strategic planning process to strengthen the BID's focus and long-term priorities. This process clarified our goals, improved operational efficiency, and reinforced our commitment to serving the community, businesses, and visitors.

As part of this strategic framework, the BID maintains several key committees to ensure focused oversight and effective execution of initiatives:

- **Safety & Beautification Committee** – Guides efforts to maintain a secure, clean, and visually appealing district.
- **Governance Committee** – Oversees organizational policies and ensures accountability and transparency.
- **Communications Committee** – Leads marketing, public relations, and digital engagement strategies.
- **Events Committee** – Plans and evaluates community events and engagement initiatives.

These committees allow the BID to focus on strategic priorities while fostering collaboration and accountability across all areas of operation.

BRADY STREET DOCUMENTARY RELEASE

● A Portrait of a Neighborhood

The highly anticipated Brady Street documentary premiered with great success, including three sold-out screenings at the Milwaukee Film Festival. Our collaboration with doc/UWM was instrumental in bringing the project to fruition.

Additionally, the BID hosted a special screening at the Oriental Theater to raise funds for broader promotion and distribution of the documentary.

We look forward to exploring further opportunities to share the film, highlighting the history, culture, and vibrancy of Brady Street with wider audiences.



FINANCIALS

TOTAL ASSESSED VALUE

As of January 1, 2025 the property in the district has a total assessed value of approximately \$103,067,800 (approximately \$1.137,400 is considered exempt from the special assessment)

2026 BUDGET

INCOME:

BID ASSESSMENTS: \$366,240

EVENTS/FUNDRAISING ACTIVITIES: \$122,400

OTHER INCOME: \$2,000

TOTAL INCOME: \$490,640

EXPENDITURES:

CAPITOL MAINTENANCE AND REPAIR: \$56,000

MAINTENANCE & SECURITY: \$159,822

MARKETING, PROMOTIONS & EVENTS: \$149,000

DIRECT OPERATING EXPENSES: \$125,819

