



## Neighborhood Improvement District No. 1: The Brewery District Request for Proposal

### Introduction

Established in 2009, The Brewery Neighborhood Improvement District No. 1 (The Brewery District) is the first neighborhood improvement district in the state of Wisconsin and a shining example of historic preservation and adaptive reuse nationwide. Formerly the site of 1844 historic Pabst Brewing Company, the 21-acre campus and its historic structures sat vacant for over a decade following the brewery's abrupt closing in 1996. Under the vision and leadership of early investors, real estate developer and philanthropist Joseph J. Zilber, and a public private partnership with the City of Milwaukee, the once abandoned district has transformed into one of downtown Milwaukee's great neighborhoods.

### Mission

To promote and sustain the development and operation of the former historic Pabst Brewery Complex as a thriving mixed-use, safe and vibrant community in which to live, work, learn, and play.

### Scope of Work

1. District Relations and Stakeholder Services
2. Organizational Management
3. Public Space Management and Operations
4. Marketing, Communications, and Events

### Position Title

The Brewery District Manager

### Job Description

The Brewery District Manager oversees a multifaceted role encompassing District relations and stakeholder services, organizational management, public space management and operations, as well as marketing, communications, and events. This pivotal position requires leadership, strategic thinking, and effective collaboration with diverse stakeholders to enhance the vitality and appeal of The Brewery District.

### District Relations and Stakeholder Services Overview

The Brewery District Manager fosters trust, inclusivity, and a forward-thinking vision to cultivate strong relationships with diverse stakeholders including board members, property owners, private and public partnerships, local government officials, residents, and business owners. This role involves proactive, resourceful, and innovative community engagement to address multifaceted community issues and develop collaborative partnerships.

**Key Responsibilities:**

- Develop collaborative partnerships with stakeholders and identify cross-collaborative relationships.
- Respond to stakeholder and community inquiries and develop community resources as needed.
- Establish and maintain effective relationships with District property owners, small business owners, residents, city officials, and relevant departments.
- Collaborate with the Board of Directors to address community challenges and develop solutions.
- Organize community meetings and events to address community needs, such as safety and security meetings.

**Organizational Management Overview**

The Brewery District Manager manages organizational operations to implement the annual operating plan, navigate local regulations and state statutes, oversee taxing and levy structures, and direct an internal team of vendors and contractors. This includes financial management and coordination with The Brewery NID No. 1 bookkeeper, compliance with statute and regulatory requirements, and reporting to stakeholders.

**Key Responsibilities:**

- Manage vendor contracts and oversee maintenance projects within The Brewery District.
- Develop and manage RFPs and vendor procurement processes.
- Maintain financial records, review invoices, and report financial status to the Board regularly.
- Coordinate annual audits and provide necessary information to auditors.
- Prepare and present annual operating plans, budgets, and monthly reports to the board of directors.
- Ensure compliance with Wisconsin Statutes and open meetings law.
- Schedule and facilitate regular Board meetings and maintain meeting minutes and agendas.

**Public Space Management and Operations Overview**

Public space management involves overseeing The Brewery District's public environment, including cleanliness, infrastructure upkeep, District maintenance, and vendor management. The Brewery District Manager ensures the safety and attractiveness of public spaces through strategic initiatives and collaboration with stakeholders.

**Key Responsibilities:**

- Manage Preservation and Zilber Parks, including park use agreements.
- Oversee maintenance services provided by vendors, including landscaping, portering, security, and seasonal maintenance.
- Implement safety and security strategies in collaboration with local law enforcement and community partners.
- Monitor maintenance issues and collaborate with relevant vendor contractors for resolutions.
- Coordinate holiday lighting programs and other public space initiatives.

**Marketing, Communications, and Events Overview**

Marketing efforts focus on promoting The Brewery District to various stakeholders through strategic communications, events, and community engagement initiatives.

**Key Responsibilities:**

- Develop and communicate The Brewery District's unique identity through storytelling and effective communication strategies.
- Promote The Brewery District through the NID's website, social media channels, paid advertising, and media relations.
- Plan and execute events that promote The Brewery District and support stakeholder initiatives.
- Manage social media platforms, website content, and community communications.
- Collaborate with downtown BIDs and community partners to enhance District visibility and attractiveness.

**Qualifications:**

- Demonstrated experience in urban place management, community development, organizational management, and marketing.
- Strong leadership skills with the ability to inspire and motivate diverse teams and stakeholders.
- Proven track record in building and maintaining relationships, negotiating agreements, and addressing complex community issues.
- Strategic thinker with the ability to develop and execute initiatives that drive positive change.
- Excellent communication, negotiation, and interpersonal skills.
- Creative mindset with the ability to innovate and adapt in a dynamic environment.

**Requirements**

All proposals shall include an introduction of the firm and/or individual, a plan to address all four areas of the scope of work, and a fee proposal.

**Deadline**

The deadline for response is **Friday, August 30, 2024**.

All proposals shall be submitted to:

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