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## **BREW CITY MATCH ANNOUNCES FIRST ROUND OF WINNERS**

### ***Investing in small business development and commercial property revitalization in Milwaukee neighborhoods***

#### **FOR IMMEDIATE RELEASE**

- 92% of Brew City Match winners are run by entrepreneurs of color
- 80% of Brew City Match winners are women-owned businesses

The Brew City Match collaborative today announced 59 winners as part of this innovative economic development program that supports commercial corridor revitalization in Milwaukee. This is the first cohort of winners for the program, which provides a suite of incentives ranging from business planning assistance, location selection, design, and a cash incentives that include both financing and grants. The program was launched in 2019, with funding via JPMorgan Chase's PRO Neighborhoods program, and will focus on the Cesar Chavez Drive, Historic King Drive, and North Avenue/Fond du Lac commercial corridors.

"Brew City Match can put small businesses on a trajectory for sustained success. Small business growth and the redevelopment of commercial properties within neighborhoods is very positive for the entire city," Milwaukee Mayor Tom Barrett said. "All the partners are working collaboratively to make sure Brew City Match companies have the best chances for growth, and I'm optimistic about their futures."

Through the first round of this program winners were selected in the following categories:

- 31 Business Owners received free business planning assistance
- 15 Business Owners are receiving support for location selection
- 4 Business Owners will receive a combination of design assistance, mini-grants, and financing to build out a commercial storefront and cover start-up expenses
- 9 Property Owners will receive a combination of grants and financing to prepare vacant storefronts for occupancy

Chef Jackie Woods and his business partner Sara Day are expanding on their Donut Monster pop up at Pilcrow Coffee to establish their own brick and mortar along Historic King Drive. Through Brew City Match, the couple are in the process of securing \$40,000 in lending from the Hmong Wisconsin Chamber of Commerce. They will also receive design assistance, and a mini-grant for marketing their new venture. The property is currently being renovated, and the donut shop is scheduled to open in Spring 2020.

El Rey Enterprises is an engage commercial property owner along the Cesar Chavez Drive Business Improvement District. Brew City Match is partnering with El Rey Enterprises to renovate a 4,750 square foot commercial storefront at 1037 S. Cesar Chavez Drive through a \$15,000 grant, which is leveraging \$13,825 in public support through a White Box Grant from the City of Milwaukee's Commercial Corridor Team. The property will house several small businesses through Pop-Up MKE from October – March 2020. Brew City Match partners are working to secure a long-term tenant for the property that will add to the rich cultural heritage of the Cesar Chavez Drive corridor.

“At LISC, we invest in strategies that work to create wealth and address chronic poverty in Milwaukee,” said LISC Executive Director, Donsia Strong Hill. “Through Brew City Match, we are able to leverage philanthropic support, public funds and private investment to intentionally encourage small business growth, and targeted commercial real estate development in commercial corridors surrounding downtown.”

“We love this phase of the PRO Neighborhoods program – when the creative, passionate entrepreneurs begin receiving the vital assistance they need to help grow their business,” said Charlie Corrigan, head of Midwest philanthropy for JPMorgan Chase. “We knew Milwaukee had these business owners in their midst and it will be inspiring to watch them thrive and help revitalize these important commercial corridors.”

#### **ABOUT BREW CITY MATCH**

Brew City Match is an innovative collaboration that will fuel commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program is being launched within the Historic King Drive, North Avenue & Fond du Lac, and Cesar Chavez Drive corridors.

JP Morgan Chase & Co. awarded a \$3.5 million PRO Neighborhoods grant to Brew City Match, an economic development effort led by Local Initiative Support Corporation (LISC), in partnership with the City of Milwaukee's Department of City Development, Hmong Wisconsin Chamber of Commerce, Columbia Savings & Loan, MEDC, Wisconsin Women's Business Initiative Corporation (WWBIC), and MKE United.

If you would like to schedule an interview with a Brew City Match winner please contact Beth Haskovec at LISC Milwaukee at (202) 487-9729.



## **Brew City Match Winners: Round One**

### **Building Owner Track Winners:**

*Building owners will receive a combination of grants and financing to prepare vacant storefronts for occupancy. Brew City Match will also work to match tenants from the business track to available commercial properties.*

Antonio Butts, Walnut Way Conservation Corporation  
1606 – 1607 W. North Avenue

Nelson Lang, El Rey Enterprises  
1037 S. Cesar Chavez Drive

Ryan & Keenan Lampe, 20 Ton Studios  
2000 W North Ave

Michael Adetoro, FIT Investment Group, LLC

Jesus Hernandez, Los Potrillos Western Wear  
1214 S. Cesar E. Chavez Drive

Wisconsin Redevelopment  
1862 Fond Du Lac Avenue

JCP Construction, The Legacy  
1920 W. North Avenue

JCP Construction,  
Deuces presents “Brownsville Comedy Room”  
1817-1819 N. MLK Drive

### **Business Cash Track Winners:**

*Business owners receive an individually curated package ranging from design assistance, mini-grants, and financing to build out a commercial storefront to financing to cover start-up expenses.*

Laurice Triggs, Wray of Hope, LLC  
Day spa located at 2115 W. North Avenue

Jackie and Sara Woods, Donut Monster  
Donut shop planned for 1724 N. Martin Luther King Drive

Harold Turner, Harold Turner Group  
Communications & Printing Company

Dasha & Kima Hamilton, The Retreat  
Community event space, co-working space, and podcast studio at 2215 N. Martin Luther King Drive

## **Business Space Track Winners:**

*Business owners receive location selection support to be matched with vacant commercial properties within the Cesar Chavez Drive, North Avenue/Fond du Lac, and Historic King Drive commercial corridors.*



Danicha Brown & Vishalla Davis  
ShakeNbak American Soul Kitchen

Michael Brown-Johnson & Cheyene McGlaston  
Positive Vibes Fitness and Wellness

Aniese Clay, Sweet Aniese Catering

Jay Dean, The Heal Space

Riddell Fairfield, Damn Good Sauces LLC

Selwyn Jarvis, Trini-Dad's Child Development Center

Alise Kumar, AP Makeup Academy

Seidah Lawrence, EclecticSoul Catering Company

Talaya Scott, FIIT Perspective, LLC

Kristi Sherfinski, Helianthus, LLC

Wilbur Teague & April Wilks, Soul 2 Soul Catering

LaTasha Tharp, Elevated Healing: Massage & Wellness Arts

Talethea Thompson, Pump Five

Makalya West, Crowned with Tresses

Monika Yarn, Mishelle Elizabeth Photography, LLC

## **Business Planning Track Winners:**

*Business owners receive access to a free business planning course through WWBIC.*



Key Bennett, Melanin & Headwraps

Robert Brox, Fit 4 You, Traveling Trainer

Jeremy Bryan, Taproot Wellness Coaching

Cecilia Butler, A Butler's Love

Willie Clinton, Next | Hiit, Ilc

Michael Curtis, Curtisy

Jakari Evans, Kjayz Taste of SOUL

Deshunna Franklin, Kute Boutique

Alicia Green, Tasteful Events & Catering, LLC

Kenisha Hayward, Hayward & Dye, LLC

Robert Haywood, Jr., G9 Technologies

Bianca Hill, Deeply Rooted Early Child Care Education Center

Tiffany Hudson, Styl3M3 Pr3tty

Jarvis Selwyn, Ready.Set.Staff

Lakeisha Johnson, Barely Used

Lakeitha Jones, Neon's Beauty Essentials & Salon

Doris Jones, D'Vaxva's Portable Parties

Krystal Kendrick, Anita's Home Décor & More

Candyce Kilgore, Kandie Coated Eats & Sweets

Oliva Lee, K.O.'s Delicious Desserts

Amanda Long, Market Day Services

Bianca Lozano, Lupitas Restaurant & Cantina

Lizzel Luca, Quality Staffing, Training, and Consulting Agency, LLC

Bianca Nelson, 3 B's Catering

Dreama Owns, A Creative Dream, LLC

Teresa Peet  
The Servant's Trusted Hands, LLC.

Kimberly Reese  
A Taste of Love Catering, LLC

Cetonia Weston-Roy  
Niche Book Bar & Creative Space

Aichelle White  
Isharai Artist Management

Keshonda Willis  
Star Quality Planning & Events

Jay Young  
Steepsters Depot