



MidTown Tosa Report



MidTown Tosa is the premier destination in central Wauwatosa, offering exceptional products and services to our desirable neighborhood and beyond. Located on West North Avenue between 80th Street and Swan Blvd, MidTown's fifty businesses are minutes away from Mayfair Mall, the Milwaukee Regional Medical Center, and a large portion of both Milwaukee and Waukesha counties.

Service ■ Wellness ■ Community

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February 21, 2018

Board Members

Michael Gardner – President & Treasurer (Ray's)

Cindy Seemann - VP (Design Vision)

Jeff Roznowski – Secretary (Community Member)

Dr. Tim Marsho (Tosa Pediatrics)

Dr. Sara Mahalko (AlignLife)

Jesse Dill (Ogletree Deakins)

Open Seat

MIDTOWN TOSA 2017 RECAP

Dear MidTown Tosa Businesses, Property Owners, Neighbors, and Supporters:

MidTown Tosa was very proud of its commitment and promotion of service, wellness, and a sense of community in 2017, our first full year as an association dedicated to promoting our 50 businesses as the premier destination in central Wauwatosa. On behalf of our Board of Directors, I would like to highlight our amazing success this past year and provide a look forward to what is in store for 2018:

- A primary focus has been the creation of the **MidTown Tosa Strategic Master Plan**. Guided by the expertise of RDG Design and an 11 person Steering Committee comprised of business and neighbor reps, it was ultimately the product of hundreds of people, making it truly a community plan. It provides a vision for the district over the next 10-20 years, while retaining MidTown's current feel and patterns, and focuses on a diverse array of objectives, including redevelopment options, pedestrian & bike safety, traffic control, parking, street-scaping, public spaces and image and branding. The Plan Commission unanimously recommended approval in February and the next step is a public hearing on April 17. Thank you for your participation!
- MidTown hosted a number of community events, highlighted by the 4th annual **MidTown Tosa Week, the MidTown Festival and the first annual MidTown Tosa 5K Run for Wellness**, all held in July. 200 runners, and 18 business sponsor booths provided fun and a donation of \$2500 to the Wauwatosa Library. Next year's festival and 5K will take place on July 21. In addition, Tosa Pediatrics hosted 2 outdoor movie nights and December brought our first holiday window decorating contest, with NorthShore Bank, Langlois Nutrition and Candy Bouquet taking top honors.
- In addition to holding 10 board meetings, the Board also hosted an annual meeting in May and an end of year meeting focused on crime and safety in December. In conjunction with the support of the Wauwatosa Police Department, MidTown is creating a **business block watch program** in 2018 as a new initiative. Let us know if you have interest in being a block watch captain.
- Two major **milestones** were achieved by MidTown businesses in 2017: Ace Drapery celebrated its 90th anniversary (congratulations, Greg!); and Candy Bouquet hit 10 years of filling our sweet tooth (way to go, Scott!)
- We regrettably said **good-bye to several businesses**. Both Ruckus and Glee and Mode outgrew their MidTown locations but gratefully found larger spaces in Wauwatosa. John's Sandwich Shop, Kitchen Design Studio and Visual Image Photography also left the district.
- We warmly **welcomed new MidTown businesses**, Cody & Company Salon and Uniquely You Orthodontics. In 2018, Firefly Realty & Design Vision are expanding into vacant, adjacent spaces. The Grill, part of of North Avenue Grill, will move into John's space.

It has been an honor to lead our incredibly active board and businesses and I thank all of you for contributing to a great year in MidTown. Consider attending a meeting and getting involved. In the meantime, continued success!

Michael Gardner, Ray's
President – MidTown Tosa

Alderpersons

District 2
(south of North Ave.)

Kathy Causier
John Dubinski

District 6
(north of North Ave.)

Allison Byrne
Kelly Rifelj

2018 Events

March 20
Board Meeting 7:30 am
Ray's

April 17
Public Hearing on
MidTown Master Plan

May 17
Annual Meeting 5:30 pm
Ray's

July 15 - 21
MidTown Tosa Week

July 21
MidTown Festival & 5K

Contact us!

midtowntosa@gmail.com