



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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December 7, 2018

Board Members

Michael Gardner – President & Treasurer (Ray's)

Dr. Tim Marsho - VP
(Tosa Pediatrics)

Jeff Roznowski – Secretary
(Community Member)

Cindy Seemann
(Design Vision)

Dr. Sara Mahalko
(AlignLife)

Jesse Dill
(Ogletree Deakins)

Mike Wichman
(Sendiks)

MIDTOWN TOSA UPDATE

What a year it has been for MidTown Tosa! Over a year of hard work and the input of over hundreds of members of the public were rewarded in May with the Common Council's unanimous approval of the **MidTown Master Plan**. See this great coverage in the Tosa Connection. <http://www.tosaconnection.com/service-wellness-community/>. We are now focusing on the implementation of the plan, with emphasis on zoning and securing funding in the capital budget.

Summer was celebrated in July with our 3rd annual **MidTown Madness Festival** in its new location at 90th and North. Hundreds of you enjoyed the food trucks, craft beverages, balloons and music along with a chance to meet your favorite MidTown businesses. Look for us again on July 20, 2019, including the return of the MidTown 5K Run for Wellness!

To address safety in the district, we launched a **MidTown Business Block Watch** program this year. We currently have 6 block-watch captains working with the Police. Let us know if you would like to join them. To schedule a security survey for your business, contact Officer Dan Kane, dkane@wauwatosa.net and 414-471-8430 (x5114)

Alderspersons

District 2
(south of North Ave.)

Kathy Causier
John Dubinski

District 6
(north of North Ave.)

Allison Byrne
Kelly Rifelj

BUSINESS UPDATES

Did you know that MidTown Tosa's zip code of 53226 boasts a population of 18,951, average family income of \$106,930, and high rates of owner-occupied housing? The business community has certainly figured this out, as we have welcomed the following new businesses into the district this year: **MidTown Grill**, **Kumon**, **Margerie Law**, **Wonderkind Dental**, **nAilshop**, and **Brian Malloy Photography**, with **SunSeekers by Rosie** tanning salon still to come!

Not be outdone, several business updated their presence, including a new building for **Tosa Dental**, expansion for **Design Vision** and **Firefly Real Estate**, remodeling at **Anytime Fitness** (see below) and a new pergola at **Ray's**.

Anniversaries were celebrated in 2018 by **Club Tap** (80 years), **Wisconsin Garden & Pet** (65 years) and **Candy Bouquet** (10 years).

And be sure to vote for your favorite holiday window. Theme is the Grinch. Voting ends December 17.

2018 Events

December 3 - 17
Holiday Window
Voting

December 18
Board Meeting
7:30 am
Ray's Growler Gallery

2019 Events

July 20
MidTown 5K 8:30 am
MidTown Festival 10 am

MIDTOWN TOSA BUSINESS SPOTLIGHT



Anytime Fitness, 8907 W. North Avenue, is a 24/7 community oriented gym. They offer a supportive, personal, and encouraging environment to workout in. They recently remodeled and added in a 1300 square foot training space so they now offer team training sessions! The sessions offer a variety of cardio and weights to help improve strength, mobility, and flexibility. Come check out everything that they have to offer!

Contact us!

midtowntosa@gmail.com