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**Brew City Match announces winning commercial property developments and small business owners**  
*Redevelopment of Grand Avenue School among winners of Brew City Match's third round of competition*

MILWAUKEE- November 5, 2020- Brew City Match, an initiative focused on catalyzing small business growth and commercial real estate development in neighborhoods surrounding downtown Milwaukee, is announcing the winners of the third round of competition. "Brew City Match is investing in small business owners, and in catalytic real estate projects in Milwaukee neighborhoods," Mayor Tom Barrett said. "This is an important time to show support for commerce in neighborhood commercial corridors as everyone navigates the current pandemic".

The third round of applications was processed virtually, and 33 winners were selected. Winners include 24 business owners and 9 commercial properties; 100% of business owners are entrepreneurs of color, and 84% are women owned businesses. Winners apply in one of four tracks: Business Planning, Space, Cash, and Commercial Property Development.

Property owner Rick Wiegand is one of the Brew City Match winners from this round. Rick is redeveloping the former Grand Avenue School into the 40-room Grand Avenue Suites to be operated by the management team of the Ambassador Hotel. The renovation will have a design focus on its historic educational use and create the most unique guest room accommodations in Milwaukee, which will preserve and feature original hardwood floors, black boards, desks and built-in cabinets.

"The Grand Avenue School development is important for the Near West Side neighborhood because it will change the perception of a blighted property to one of revitalization at the visually prominent 27<sup>th</sup> & Wisconsin intersection", states property owner Rick Wiegand. "The project will serve as a catalyst for redeveloping the entire block because the site improvements will visually and functionally connect it to the Tower Theater and Liberty/Doctors Hospital buildings to the north, enhancing the success of the contiguous projects".

"We love the creativity and entrepreneurial spirit that Brew City Match unleashes," said Al Araque, Market Director, Banking for JPMorgan Chase. "The access to opportunity this collaborative model provides for Milwaukeeans in this community now is more important than ever."

"Brew City Match is providing access to capital for small business and commercial property developments," said Beth Haskovec, Program Officer at LISC Milwaukee. "In partnership with neighborhood stakeholders we are able to invest in commercial real estate that will have a catalytic impact and garner additional investment in the neighborhoods".

The next round of competition will be open in Spring 2021. More information about the program can be found at [www.brewcitymatch.com](http://www.brewcitymatch.com). A full list of Round Three winners is included with this press release.

**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 was launched in 2019 within the Historic King Drive, North Avenue & Fond du Lac, Near West Side and Cesar Chavez Drive commercial corridors.

JPMorgan Chase & Co. awarded a \$3.5 million ProNeighborhoods 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 the Greater Milwaukee Committee's MKE United Initiative. The program will leverage public and private development that will total over \$6 million in neighborhood investment in small business and commercial property redevelopment over a three year period.

For more information visit [www.brewcitymatch.com](http://www.brewcitymatch.com) or follow Brew City Match on Instagram and Facebook.

**About LISC Milwaukee:**

Local Initiatives Support Corporation (LISC) is the recognized leader in neighborhood development. Since 1980, LISC has marshaled over 10 billion dollars from investors, lenders and donors to foster the revitalization of more than urban neighborhoods and rural communities. Since 1995, LISC Milwaukee has invested \$143 million in underinvested in neighborhoods by mobilizing resources for neighborhood revitalization and investing these funds through grants, loans and technical assistance to neighborhood-based community development efforts. More information is available at [www.lisc.org](http://www.lisc.org) or [www.lisc.org/milwaukee](http://www.lisc.org/milwaukee). LISC Milwaukee serves as the project manager for Brew City Match.

## BREW CITY MATCH WINNERS: ROUND THREE

### BUSINESS PLANNING TRACK

Winners receive a free business planning course from WWBIC.

Tanqueray Bannister  
**Diversity Family Child Care**  
*Affordable Family Childcare*

Angel Bell  
**Dreams Into Reality Coaching and Consulting Services, LLC**  
*Personal and Business Consulting Agency*

Erika Crosby, **Erika Nicole Events**  
*A Dynamic Event Planning Business*

Julie Duncan, **Precious Jewels**  
*Quality Care for Children*

Joe Ferch, **A&J Ventures LLC**  
*Medical Battery Manufacturer*

Iesha Gatlin  
**Children Of The Light Childcare Center**  
*Childcare And Community Wellness Center*

Tywonna Laney, **EllaRose LLC**  
*Consulting Business*

Blanca Martinez  
**Essence Resume Consultant**  
*Career Development Consultant*

Eddie Moore, **Junk Masters LLC**  
*Junk Removal Service*

Brittni Patterson  
**Wishy Washy Laundry LLC**  
*Laundry Service*

Brittany Thomas, **Faraja & Company**  
*Sewing And Manufacturing Company*

Lakeisha Walker, **Nalakah Cleaning Service**  
*Cleaning and Lawn Care Service*

Teriyanna Ward, **Empress Galleria LLC**  
*Fashion & Apparel*

### SPACE TRACK

Winners receive support finding available commercial space in focus neighborhoods.

**PLUSH 12 Thrift Shop**, Aziza Courtney  
*Luxury thrift store*

**Aloekui Handmade Soap**, Rita Estremera  
*Handmade Soaps, Lotions & Body Products*

**The Kimistry Lab**, Kimberly Green  
*Innovative workspaces for professionals*

**The Itis Food and Catering**, Inghis Grover  
*Catering and Food Service*

**Market Day Services, LLC**, Amanda Long  
*Psyche Development Center*

**Afya Teas N Apothecary**,  
Cheyenne Mcglaston  
*Tea Based Wellness Company*

**Opulence Luxury Salon Suites**, Lauren Nembhard  
*Luxury Salon Services*

**Zantegrity Academy**, Zandra Thomas  
*Cosmetology School*

**Queen Cuts Renovation Design & Staging LLC**, Dana Williamson  
*Renovation, Interior Décor, & Home Staging*

### CASH TRACK

Winners gain access to financing and mini grants to fund startup costs.

**Caribbean Kountry Kitchen**, James Rahming  
*Caribbean Cuisine with a Soul Food Twist*

**Niche Book Bar**, Cetonia Weston- Roy  
*Black Literature & Wine*

## **BUILDING OWNER TRACK**

*Winners receive predevelopment and development grants and access to finance. We also work with property owners to match their project to commercial tenants when applicable.*

### **Adams Garden Park**

1836 W Fond du Lac Ave

### **Agape Properties LLC**

3435 W. Clybourn Street

### **Ambassador Suites LLC**

2708 W Wisconsin Avenue

### **Cecelia Annex LLC**

817-31 N 27th

### **Cecelia Building LLC**

801-13 N 27th St

### **Joel Correa Rosales**

1229 W Cesar Chavez Drive

### **NEW STATE MKE LLC**

2600 - 2614 .W. State Street

### **Pillar Business Group**

724 S. Layton Boulevard

### **Wiegand Investments 2711 LLC**

2711 W Wells St