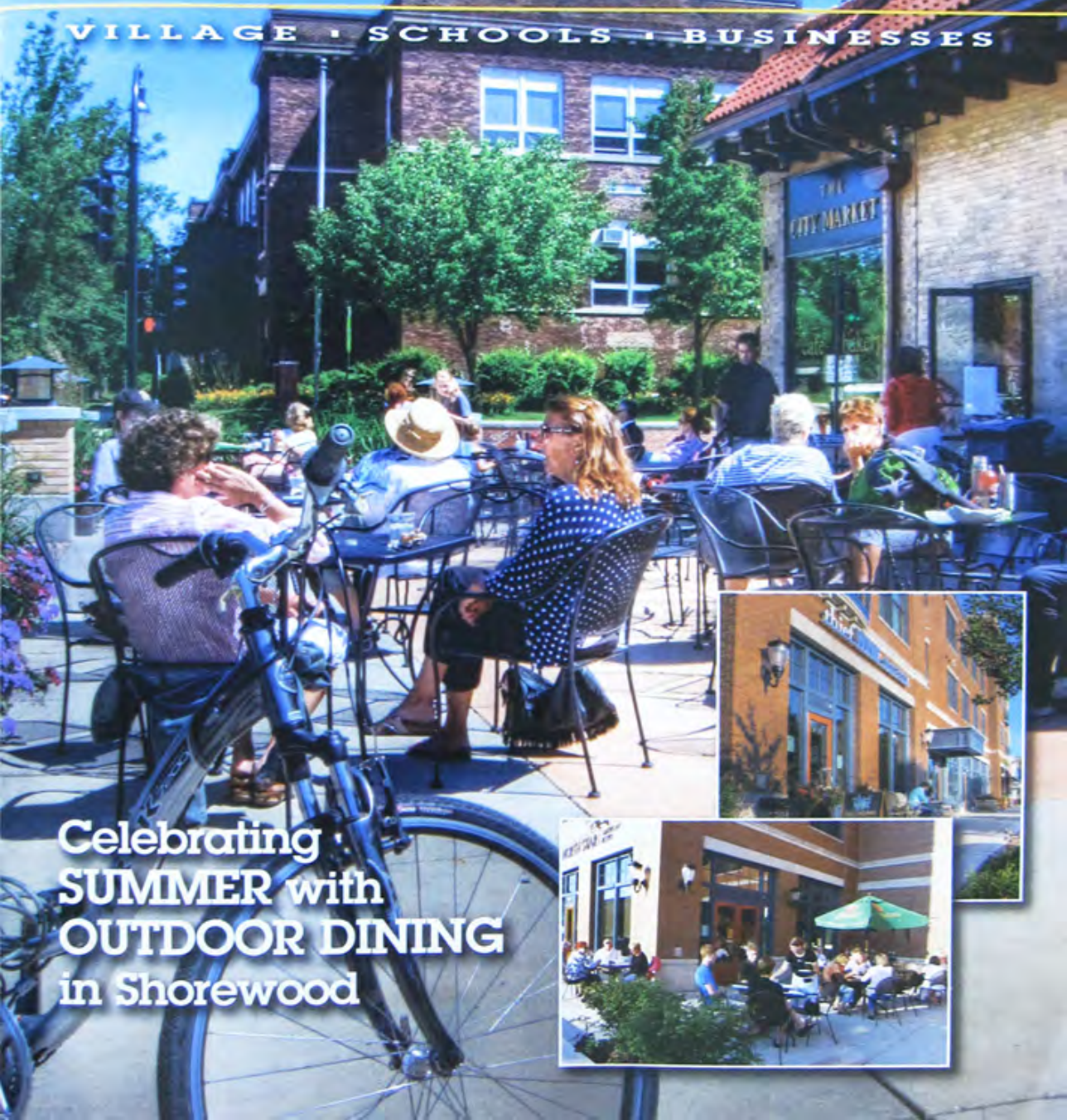


SUMMER 2011

# Shorewood TODAY

magazine

VILLAGE · SCHOOLS · BUSINESSES



Celebrating  
SUMMER with  
OUTDOOR DINING  
in Shorewood



# Shorewood BID Introduces Map of Central Business District

**D**id you know Shorewood has more than 225 businesses packed into its 1.5 square miles? You may have your favorites, and new businesses continue to pop up as the business district develops. To help both Shorewood residents and visitors navigate all that the business district has to offer, the Shorewood Business Improvement District (BID) has created a map that is available at Shorewood businesses, Village Hall and the Shorewood Library.

*“Residents may not be aware that they can stay in Shorewood for a lot of the services they need or use regularly.”*

The map lists businesses by category (for example: retail, restaurants/cafes/taverns, salon and grooming services, health and wellness, financial and insurance, and more) and each business has a number next to it that corresponds to the block in which it is located (most are along North Oakland Ave. or East Capitol Dr.).

“Our objective with the map is to make it easier for residents and visitors to find the services and stores they need in Shorewood,” says BID Executive Director Jim Plaisted. “Many people may not be aware of all that Shorewood has to offer, or aware of how truly diverse our business district really is.”

Pat Algiers, a member of the Shorewood BID Board, says the map will help people begin to understand how Shorewood’s retail ‘clusters’ – both geographical and categorical – are key to economic vitality in the business district.

“We have a wonderful offering in women’s boutique clothing in Shorewood, for example,” Algiers says. “Women looking to update their wardrobes can get a lot accomplished in Shorewood. In addition, we have many businesses and services that shoppers can ‘piggyback’ onto one another. So not only can you shop for new clothing, but get your hair done, drop off your drycleaning, pick up a gift and then meet a friend for coffee – all without having to leave Shorewood.”

She continues, “The BID Board is proactively doing everything it can to encourage the kinds of business ‘clusters’ that create synergy, making the experience of shopping and securing professional services in Shorewood as easy and as memorable as possible.”

“Shorewood’s retail locations are often the most visible businesses, but the business district includes a significant population of professional service providers as well. The BID map includes these,” Plaisted says, “to help people find the type of service they may be looking for.”

“Residents may not be aware that they can stay in Shorewood for a lot of the services they need or use regularly,” he explains. “The map also can help people visiting from other communities to recognize that Shorewood’s business district can meet many of their needs.”

*Residents are encouraged to pick up a free map of Shorewood’s business district that will help shoppers locate services and products in the Village.*



## Welcome New Shorewood Businesses

Shorewood’s vibrant commercial district continues to attract new businesses to the community. An active recruiting program means we will soon see even more new businesses popping up all over town, especially with the completion of the Capitol Dr. reconstruction project. After all, who wouldn’t want to locate their business in walkable Shorewood, where residents have “two feet from everything” convenience to get to their favorite spots, complemented by a supportive Business Improvement District and Village government. We are pleased to welcome these two new businesses to Shorewood!

▪ **McMurray Law Office, 4465 N. Oakland Ave., Suite 100A** ▪ **Q-ticles Salon and Spa, 2127 E. Capitol Dr. (opening in September)**