



**Brady Street Business Improvement District Names New Chair. *Michelle Eigenberger, Co-Owner of Bandit MKE, will replace Leroy Buth to lead the district.***

## **PRESS RELEASE**

**Milwaukee, WI. 01/22/2025- FOR IMMEDIATE RELEASE**

The Brady Street Business Improvement District #11 is pleased to announce Michelle Eigenberger has been elected chair of the organization. She succeeds Leroy Buth of Halo Salon, who served in the role for two years. Eigenberger is co-owner of Bandit MKE, a vintage clothing shop at 1224 E. Brady Street. She has served on the Brady Street BID since 2022, most recently as board Secretary.

"I'm excited to work closely with Michelle as we continue to enhance the lively atmosphere of Brady Street," said BID Executive Director Michael Sander. "Her passion and commitment to our community will be invaluable as we move forward."

"I'm honored to serve as chair of the Brady Street Business Improvement District, and to live and work on the greatest street in America," Eigenberger said. "As a premier destination for small businesses, there's something for everyone who visits our neighborhood to experience the Brady Street vibe. We have so many opportunities to showcase the charm of our community through well-loved events, a blend of daytime and nighttime commerce, and thoughtful activations. I'm so excited to keep working to create a vibrant, inclusive, and safe Brady Street."

The Brady Street Improvement District is committed to fostering a thriving environment for local businesses and residents alike. Under the leadership of its board of directors, the organization aims to enhance the community's charm and vibrancy through innovative initiatives and collaborative efforts.

For more information about the Brady Street Improvement District, including Brady Street Fest on July 26, visit [www.bradystreet.org](http://www.bradystreet.org)

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