



July 16, 2021

Milwaukee Common Council
Committee on Finance and Personnel
200 E. Wells St, Rm 205
Milwaukee WI 53202

Chairman Murphy and Members of the Committee,

I'm writing today in favor of the business-support measures included in Mayor Barrett's Stronger Summer proposal. As a recipient of the city's Restart 2.0 grant last year, I can tell you the power of investment for keeping our locally-treasured businesses strong. Milwaukee's unique character and energy is embodied in our family businesses, local restaurants, and independent attractions.

These grants help support businesses that make Milwaukee the incredible city it is. They also reward businesses that did the right thing in suspending or modifying operations to prevent the spread of Covid over the last year, and by doing so, lost a large percentage of their income. Without grants such as these, we will lose some of our best Milwaukee businesses as we struggle to recover from the pandemic.

I should also state, being a progressive business, that investing in small businesses, housing, mental health and community programs will have a much greater impact on our city than giving an endless supply of ineffective funding to the police department, which is starving other programs in the community by consuming 47% of the city budget. I hope those priorities will be taken into account while funds are being allocated. We need to be a city that leads by proactively preventing crime with great jobs, social support, and adequate resources, rather than one that is constantly reacting.

Thank you for your time and consideration.

Sincerely,

Rebecca Cooper
Owner, Bounce Milwaukee and Fling Milwaukee

7/19/2021

Alderman Michael Murphy

Chairman, Finance and Personnel Committee

Common Council

200 East Wells Street, Room 205

Milwaukee, WI 53202

Alderman Michael Murphy:

Kempo/Goju School of Karate urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continues a strong recovery from the COVID-19 pandemic through the summer and into fall.

The Stronger Summer proposal is a strong first step toward a more resilient city. The plan is grounded in racial equity and inclusion and takes intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

The Stronger Summer package makes investments in affordable housing and homeownership that will benefit Milwaukee families this year. It provides funding to help Milwaukee's small businesses and diverse entrepreneurs whether what we all hope are the final days of the pandemic. The plan expands resources to households facing eviction and funds important efforts to continue building high-quality early childhood education for families. It makes investments to increase employment and wages for Milwaukee workers through training and career pathways.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

John Fletcher

Kempo / Goju School Of Karate

Honorable Council Members:

Purple Door Ice Cream is in support of the the Common Council adopting Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

As a recipient of the City of Milwaukee's 2020 Restart Program funding, we know how vital these funds are for businesses during this time.

The Stronger Summer proposal is a strong first step toward a more resilient city. The plan is grounded in racial equity and inclusion, and takes intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,
Lauren and Steve Schultz
Owners - Purple Door Ice Cream

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Steve and Lauren Schultz
Purple Door Ice Cream
414.988.2521
www.purpledooricecream.com

[07/16/2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

Catrina de Villa urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

[CATRINA DE VILLA LLC]
[RAMOS DISTRIBUITOR]

July 19th, 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

K&O Investments LLC urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

KTaylor
K&O Investments LLC

July 16, 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Alderman Murphy,

In 2020, it was very hard for my business. I had opened this amazing Bookstore (which is the First of Its Kind) and was nervous about being able to stay afloat during COVID. I faced major dilemmas but was amazed and teary-eyed when I found out that I was able to receive a Grant through the Restart Program. This program literally saved my business last year with each of its phases I was able to employ others, pay rent, buy supplies, inventory, remodel – and many other things within my business.

DDS Mediaworks LLC. Dba Darick Books urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Darick Spears
Darick Books
DDS Mediaworks LLC.

July 16, 2021

Alderman Michael Murphy
Chairman, Finance and Personnel Committee
200 E Wells St, Room 205
Milwaukee, WI 53202

Honorable Council Members:

Crossroads Collective urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Emily Chivillo

Hospitality Director

New Land Enterprises
T 414.271.5263 | C 414.239.2480
NewLandMKE.com



July 19, 2021

Alderman Michael Murphy
Chairman, Finance and Personnel Committee
Milwaukee Common Council
200 East Wells Street, Room 205
Milwaukee, WI 53202

Dear Alderman Murphy:

MEDC (Milwaukee Economic Development Corporation) supports the Common Council adopting Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the City and Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

As a member of MEDC's Executive Committee you are able to see the impact that the Restart Grant program had to Milwaukee businesses. In 2020 MEDC partnered with the City on Restart, which assisted businesses in adapting and surviving the COVID-19 pandemic by providing funding to offset operating overhead expenses in a period of significant declines in revenues. Overall, \$18.5 million was disbursed to over 1,000 businesses, retaining over 2,400 jobs and creating over 280 jobs. Ethnically diverse businesses received 48% of the total dollars disbursed.

It is our understanding that this first phase will have up to \$7.5 million available for Restart 3.0, allowing the City to take a deeper dive into the current needs of business in this stage of the pandemic, one such need may be technical assistance. Restart will continue to engage community partners to offer additional support and expand access to the program.

We believe the plan is grounded in racial equity and inclusion, taking intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

Your support of Council File Number 210547 we hope will help Milwaukee businesses emerge from the COVID-19 pandemic stronger and more equitable.

Sincerely,

A handwritten signature in black ink, appearing to read "David E. Latona". The signature is fluid and cursive, written over a white background.

David E. Latona
President

cc: Vanessa Koster
Ken Little



Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

Dos Bonitas, LLC d/b/a Cubanitas and Indulge Wine Rooms, LLC urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

A handwritten signature in cursive script that reads 'Marta Bianchini'.

Marta Bianchini
Owner



909 E. Locust St.
Milwaukee, WI 53212
(414) 763-4141
www.blackhuskybrewing.com

July 18, 2021

Alderman Michael Murphy
Chairman, Finance and Personnel Committee
Common Council
200 East Wells Street, Room 205
Milwaukee, WI 53202

Honorable Council Members:

Black Husky Brewing LLC urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

We were recipients of the Restart Grants in 2020. Those grants were critical in us being able to keep our business operating and our staff employed as we worked through the pandemic under Milwaukee Health Department restrictions, which severely limited our business.

Even as we now see the pandemic wane, due to the disparity of vaccination rates in our area and surrounding areas, it is likely that there may be further restrictions given the new variant(s) and colder weather as people head indoors increasing the transmission exposure.

Currently business is improving but not yet to pre-pandemic levels and any reserves that we had built up over our 11 years have been depleted. This program will go a long way in assisting mom and pop businesses such as ours to stay viable and prepare for possible future restrictions.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Tim Eichinger
Co-Owner
Black Husky Brewing, LLC
909 E. Locust St.
Milwaukee, WI 53212



909 E. Locust St.
Milwaukee, WI 53212
(414) 763-4141
www.blackhuskybrewing.com

July 18, 2021

Alderman Michael Murphy
Chairman, Finance and Personnel Committee
Common Council
200 East Wells Street, Room 205
Milwaukee, WI 53202

Honorable Council Members:

Black Husky Brewing LLC urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Even as we now see the pandemic wane, due to the disparity of vaccination rates in our area and surrounding areas, it is likely that there may be further restrictions given the new variant(s) and colder weather as people head indoors increasing the transmission exposure.

Currently business is improving but not yet to pre-pandemic levels and any reserves that we had built up over our 11 years have been depleted. This program will go a long way in assisting mom and pop businesses such as ours to stay viable and prepare for possible future restrictions.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Toni Eichinger
Co-Owner
Black Husky Brewing, LLC
909 E. Locust St.
Milwaukee, WI 53212

Attention: Alderman Murphy
July 17, 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

Battlebox Studios Limited 5431 W. Lisbon Ave. Milwaukee, WI. 53210 urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

The Stronger Summer proposal is a strong first step toward a more resilient city. The plan is grounded in racial equity and inclusion, and takes intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

The Stronger Summer package makes investments in affordable housing and homeownership that will benefit Milwaukee families this year. It provides funding to help Milwaukee's small businesses and diverse entrepreneurs weather what we all hope are the final days of the pandemic. The plan expands resources to households facing eviction, and funds important efforts to continue building high-quality early childhood education for families. It makes investments to increase employment and wages for Milwaukee workers through training and career pathways.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Bryant L. Adams
Battlebox Studios Limited



LEN Latino
Entrepreneurial
Network Inc.



2778 S 35th Street, Suite 40, Milwaukee, WI 53215

July 16, 2021

Alderman Michael Murphy
Chairman, Finance and Personnel Committee
Common Council
200 East Wells Street, Room 205
Milwaukee, WI 53202

Alderman Murphy and Honorable Council Members:

The Latino Entrepreneurial Network a 501c3 who serve microenterprises in Milwaukee in our most vulnerable communities, urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

The Stronger Summer package makes investments in affordable housing and homeownership that will benefit Milwaukee families this year. It provides funding to help Milwaukee's small businesses and diverse entrepreneurs weather what we all hope are the final days of the pandemic.

The Latino Entrepreneurial Network assisted 807 businesses during the pandemic via our Emergency Service Hotline. We were one of the partners of Restart 2.0 and witnessed firsthand the dire need for funds and technical assistance that small minority businesses are facing after the pandemic. Many of them in continue to struggle to get back to the level of sales and operations they were prior to the business closures.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Nelson Soler, MBA/MS/EDFP
Executive Director

July 19th, 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

Anytime Arepa Food Services LLC is a local family business growing proudly in the city of Milwaukee. As we are thankful for the city's support we also urge the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. We also recognize the critical role of agencies to provide technical assistance to local businesses and providing support during the pandemic.

The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

It is our opinion that the Stronger Summer proposal is a strong first step toward a more resilient city. We understand that the plan is grounded in racial equity and inclusion, and takes intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

The Stronger Summer package makes investments in many areas including affordable housing that will benefit Milwaukee families this year. It also provides funding to help Milwaukee's small businesses and diverse entrepreneurs. The plan expands resources and efforts to continue building high-quality early childhood education for families. It makes investments to increase employment and wages for Milwaukee workers through training and career pathways. The food service businesses will show also a strong growth and resilience while receiving this support.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Leo Farfan / Maria Salas
Anytime Arepa Food Services LLC



19 July 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

Wiskullsin Clothing and I urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

Joey Wisniewski
Owner/Operator & Registered Voter
Wiskullsin

[DATE]

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI 53207

Honorable Council Members:

[Organization] urges the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

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Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,

[Name]
[Organization]



Trophy ATHLETIC Supply Co.