



# City of Milwaukee

City Hall  
200 East Wells Street  
Milwaukee, WI 53202

## Meeting Agenda COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

*ALD. JOE DAVIS, SR., CHAIR*  
*Ald. T. Anthony Zielinski, Vice-Chair*  
*Ald. James Witkowiak, Ald. Willie Wade, Ald. Terry Witkowski*  
*Staff Assistant, Joanna Polanco, 286-2366*  
*Fax: 286-3456, [jpolan@milwaukee.gov](mailto:jpolan@milwaukee.gov)*  
*Legislative Liaison, Amy Hefter, 286-2290,*  
*[ahefte@milwaukee.gov](mailto:ahefte@milwaukee.gov)*

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Monday, May 16, 2011

9:00 AM

Room 301-B, City Hall

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1. [101487](#) Appointment of Steve Magnuson to the Business Improvement District Board No. 5 (Westown) by the Mayor. (4th Aldermanic District)  
**Sponsors:** THE CHAIR
  
2. [101486](#) Appointment of Susan Kissinger to the Business Improvement District No. 8 Board (Historic King Drive) by the Mayor. (6th Aldermanic District)  
**Sponsors:** THE CHAIR
  
3. [101226](#) Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)  
**Sponsors:** THE CHAIR
  
4. [110094](#) Appointment of Jason Rae to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)  
**Sponsors:** THE CHAIR
  
5. [110096](#) Appointment of Ryan Duncan to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)  
**Sponsors:** THE CHAIR
  
6. [110095](#) Reappointment of Steven Hentzen to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)  
**Sponsors:** THE CHAIR
  
7. [110097](#) Appointment of Shannon Hilliard to the Business Improvement District Board No. 37 (30th Street Industrial Corridor) by the Mayor. (5th Aldermanic District)  
**Sponsors:** THE CHAIR
  
8. [110101](#) Substitute resolution relating to a \$75,000 appropriation from the Development Fund to United Milwaukee Scrap, LLC.  
**Sponsors:** Ald. Wade

9. [110059](#) Resolution relating to the membership of the African-American Male Unemployment Task Force.  
**Sponsors:** Ald. Zielinski  
*---May be placed on file as no longer needed.*
  
10. [110057](#) Substitute resolution authorizing the acceptance of donation of services to be provided by IBM to identify opportunities to develop urban agricultural assets in the City of Milwaukee.  
**Sponsors:** Ald. Zielinski
  
11. [110036](#) Substitute resolution authorizing additional funding for the Central Business District Focus Retail Program.  
**Sponsors:** Ald. Bauman
  
12. [110035](#) Substitute resolution authorizing the creation and funding of the St. Paul Avenue Exterior Enhancement Grant Program and approving Program Eligibility Requirements and Guidelines.  
**Sponsors:** Ald. Bauman

**This meeting will be webcast live at [www.milwaukee.gov/channel25](http://www.milwaukee.gov/channel25).**

**Members of the Common Council and its standing committees who are not members of this committee may attend this meeting to participate or to gather information. Notice is given that this meeting may constitute a meeting of the Common Council or any of its standing committees, although they will not take any formal action at this meeting.**

**Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX)286-3456, (TDD)286-2025 or by writing to the Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.**

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**Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council committee are required to identify themselves as such. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby).**



Legislation Details (With Text)

**File #:** 101487      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 3/23/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Steve Magnuson to the Business Improvement District Board No. 5 (Westtown) by the Mayor. (4th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 05

**Attachments:** Appointment Letter, Biography Page, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/23/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

101487

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Appointment of Steve Magnuson to the Business Improvement District Board No. 5 (Westtown) by the Mayor. (4th Aldermanic District)

**Drafter**

Mayor

TB

3/23/11

March 23, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Milwaukee Honorable Members of the Common Council:

I am pleased to appoint Mr. Steve Magnuson, Hilton Milwaukee City Center, 509 West Wisconsin Avenue, Milwaukee, Wisconsin 53203, to replace Mr. John Archibald on the Business Improvement District Board #5 (Westtown). This appointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 890817 as amended by 080620. Mr. Magnuson's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor

Steve Magnuson, Vice President of Operations for Marcus Hotels and Resorts

Steve Magnuson recently assumed the position of Vice President and General Manager of the Hilton Milwaukee City Center. In addition, he has regional supervisory responsibilities for the Pfister and InterContinental, both located in Milwaukee and owned by Marcus Hotels and Resorts.

A University of Wisconsin-Stout graduate, he holds a Bachelor of Science Degree, with a major in Hotel & Restaurant Management, and a minor in Business Administration and Accounting. He also holds the Certified Hotel Administrator (CHA) designation from the American Hotel & Motel Association.

Steve joined Marcus Hotels and Resorts in July 1994 as General Manager of Grand Geneva Resort and Spa, and was promoted to Vice President and Managing Director of Grand Geneva Resort and Spa in June of 1998. Prior to joining Marcus Hotels & Resorts, Mr. Magnuson spent 15 Years with Renaissance Hotels & Resorts.

Steve has been a Rotarian since 1994 at the Lake Geneva Club and recently joined the Milwaukee Rotary Club. He has been Chairman of the Lake Geneva Convention and Visitors Bureau, served on the Board of Directors for Lake Geneva Chamber of Commerce and past President of the Geneva Lakes Golf Council.

Steve is married to Jacque. They have 4 beautiful daughters and 2 grandchildren. When not working he enjoys spending time with his family and an occasional round of golf.





Legislation Details (With Text)

**File #:** 101486      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 3/23/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Susan Kissinger to the Business Improvement District No. 8 Board (Historic King Drive) by the Mayor. (6th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 08

**Attachments:** Appointment Letter, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/23/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

101486

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Appointment of Susan Kissinger to the Business Improvement District No. 8 Board (Historic King Drive) by the Mayor. (6th Aldermanic District)

**Requestor**

Mayor

**Drafter**

CC

dkf

3/23/11

March 23, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Ms. Susan Kissinger, 2200 North Dr. Martin Luther King, Jr. Drive, Milwaukee, Wisconsin 53212, to fill a vacant position on the Business Improvement District Board #8 (Historic King Drive). This appointment is pursuant to Section 66.1199 of the Wisconsin State Statutes and Common Council File 920644. Ms. Kissinger's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor







Legislation Details (With Text)

**File #:** 101226      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 1/19/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 16

**Attachments:** Reappointment Letter, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
1/19/2011	0	COMMON COUNCIL	ASSIGNED TO		
1/26/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/31/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
4/20/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
4/20/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
4/26/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	5:0
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number  
101226  
Version  
ORIGINAL  
Reference

Sponsor  
THE CHAIR  
Title

Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

Drafter  
Mayor

TB  
1/19/11

January 19, 2011

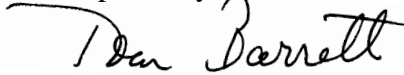
To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Chris Hau, Quorum Architects, Inc., 3112 West Highland Boulevard, Milwaukee, Wisconsin 53208, to the Business Improvement District Board #16 (West North Avenue). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File No. 950718. Mr. Hau's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,

A handwritten signature in black ink that reads "Tom Barrett". The signature is written in a cursive style with a large, sweeping initial "T".

Tom Barrett  
Mayor



City Hall, Room 205  
200 E. Wells Street  
Milwaukee, WI 53202  
(414) 286-2221



**Office of the City Clerk**

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Re: Common Council File Number 101226

Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the Community & Economic Development Committee Meeting on January 31, 2010.

- Number of meetings held: 24
- Number of meetings attended: 22
- Number of excused absences: 2
- Number of unexcused absences: 0

Please return this information to Charlotte Rodriguez, [crodri@milwaukee.gov](mailto:crodri@milwaukee.gov)  
City Clerk's Office, Room 205, City Hall.

Very truly yours,  
RONALD D. LEONHARDT  
*Ronald D. Leonhardt*

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Legislation Details (With Text)

**File #:** 110094      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Jason Rae to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 16

**Attachments:** Appointment Letter, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

110094

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Appointment of Jason Rae to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)

**Drafter**

Mayor

TB

5/3/11

May 3, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Jason Rae, Nation Consulting, 5027 West North Avenue, Milwaukee, Wisconsin 53208, to fill a vacant position on the Business Improvement District Board #16 (West North Avenue). This appointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File No. 950718. Mr. Rae's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor







Legislation Details (With Text)

**File #:** 110096      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Ryan Duncan to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 31

**Attachments:** Appointment Letter, Resume, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

110096

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Appointment of Ryan Duncan to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)

**Drafter**

Mayor

TB

5/3/11

May 3, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Mr. Ryan Duncan, CINTAS, 6937 West Mill Road, Milwaukee, Wisconsin 53218, to fill a vacant position on the Business Improvement District Board #31 (Havenwoods). This appointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 030863. Mr. Duncan's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor

# Ryan E. Duncan

**Experience: 1997 - Current Cintas Corporation Milwaukee, WI**

14 years experience in the uniform rental and facility services industry with Cintas Corporation. Currently General Manager for the Cintas rental operation in Milwaukee.

Headquartered in Cincinnati, Cintas Corporation provides highly specialized services to businesses of all types primarily throughout North America. Cintas designs, manufactures and implements corporate identity uniform programs, and provides entrance mats, restroom supplies, tile and carpet cleaning service, promotional products, first aid, safety, fire protection products and services and document management services for approximately 800,000 businesses. Cintas is a publicly held company traded over the Nasdaq Global Select Market under the symbol CTAS, and is a component of the Standard & Poor's 500 Index.

Cintas operates 420 facilities in the U.S. and Canada, including four manufacturing plants and eight distribution centers that employ more than 30,000 people. Company revenues were \$3.5 billion in fiscal year 2010. Net income for the year was \$216 million, and earnings per diluted share were \$1.49 this year.

## **General Manager**

*(Nov. 2007 – Current)*

- Executive leader with P&L responsibilities for operation with revenues in excess of \$7 million annually, employing 80 full time Cintas Partners servicing over 1,300 customers in the Greater Milwaukee/SE Wisconsin market.
- Managed the final stages of new facility construction and the opening of the operation 2008 by coordinating contractors and vendors, managing the employee and customer transfers, and directing all staffing activities which resulted in the facility start up meeting all timeline and performance benchmarks.
- Launched new Tile & Carpet Cleaning service in FY'11 with first year revenue goals exceeded by 13% YTD.
- Proven performance in the implementation of strategies to exceed key performance metrics through a leadership team of seven managers and three supervisors across the Service, Production, Sales, and Office Administration departments by focusing on hiring, training, and retaining highly talented and motivated Cintas Partners.
- Consistent track record of financial performance by exceeding projected revenue and profit expectations consecutively in FY'10 and FY'11. Implemented strategies to increase revenue growth while reducing expenses resulting in year over year revenue growth of 7.5%, year over year increase in operating profit of 24%, and net income improvement of 15% in the current FYE May, 2011. Overall net income has exceeded projected goals by 35% in first three years of operation.
- Increased customer satisfaction by improving the customer service training for frontline service employees and through a focus on improving product quality and service systems resulting in an increase in customer retention every year.
- Improved employee retention by developing a dedicated workforce engaged in the overall performance and success of the operation through a deliberate strategy of fostering Cintas's strong corporate culture, encouraging the leadership team to emphasize employee development in day to day operations, and by improving the safety performance across all departments.
- Detail oriented leader focused on the execution of policies and procedures resulting in a corporate audit performance of 94% which ranked in the top 10% of Cintas operations, and internal safety audit scorecard performance of 99% and 99.04% in FY'10 and FY'11 respectively.

### **Asst. to the Group Vice President | North Central Group**

*(Sept. 2006 – Nov. 2007)*

- Acted as interim General Manager at two rental operations in Hammond, IN and Eagan, MN with \$9.5+ million and \$8.8+ in annual revenues respectively. The primary responsibility of ensuring all revenue and profit performance goals were exceeded during a period of leadership transition was accomplished.
- Created a regional growth initiative that generated over \$2.6 million in additional annualized revenue in each of the two consecutive years it was implemented by coordinating 14 operations across five states by designing the marketing plans, management tools, and employee incentives to increase overall product penetration within the existing customer base.
- Earned certification as a Faculty Instructor for the Service Leadership Training seminar through the Cintas Executive Leadership Training program and facilitated eight leadership seminars in which over 50 service department managers, supervisors, and route trainers were instructed on providing world class coaching, training, and career development for service department Partners.

### **Sales Manager | Facility Services**

*(Sept. 2002 – Sept. 2006)*

- Recruited, trained, and developed peak performing outside sales teams for two operations whose primary responsibility was to identify new business customers and successfully present and sell Cintas' complete line of facility service rental programs.
- Increased sales team productivity every year by an average of 6% resulting in an average performance of 104% of goal every year in the sales management position.
- Developed three President's Club (Winner's Circle) Sales Representatives including one sales representative that achieved two consecutive year President's Club awards, hired and trained three sales reps that achieved "Rookie of the Quarter", and promoted two sales representatives into key management positions.

### **Service Manager | Industrial Rental & Facility Services**

*(May 1999 – August 2002)*

- Managed service team consisting of 10 service routes with over \$4.6 million in annual revenues.
- Consistently exceeded key performance metrics resulting in superior growth and customer retention by training and developing peak performing members of the service team at the location.
- Focused on the career development of direct reports resulting in the promotion of two Partners into supervisory positions, two Service Reps into Wholesale and Super Route positions, and mentored multiple Management Trainees into leadership positions.

### **Sales Representative | Industrial Rental**

*(Dec. 1997 – May 1999)*

- Consistently exceeded sales performance goals resulting in 3 PEAK Performer Quarterly Awards, achieving the first quarterly award in second quarter as a sales rep helping contribute to the team earning "Sales Team of the Year" performance.
- Achieved the second and third quarterly awards after relocating to Central Illinois to open a new service market for Cintas. Successfully grew the Central Illinois market to two full service routes in just 12 months before earning a promotion.

### **Sales Support Specialist | Industrial Rental**

*(June 1997 – Nov. 1997)*

- Consistently exceeded all performance goals after completing sales training resulting in a promotion to Sales Representative within six months.

**1996 Enterprise Rent-A-Car Peoria, IL**  
**Management Trainee Internship**

- Successfully completed all requirements of the management trainee internship program and contributed to the local branch achieving its sales and profit goals through customer interaction including sales transactions, fleet coordination, and customer goodwill.

**1991-1995 River City Athletic Club Peoria, IL**

**Summer Crew Lead | Grounds Keeping & Maintenance**

- Lead seasonal workforce to complete all maintenance and grounds keeping projects successfully, both on time and within budget, often working independent from management.

**Education: 1993-1997 Indiana University ~ Kelly School of Business Bloomington, IN**

- B.S. Marketing, International Studies Concentration
- Center for Global Sales Leadership: *Founding Member, Co-Director of Fundraising Committee*
- Undergraduate Marketing Club: *Member at large*
- Sigma Nu Fraternity: *IU Sing Director, Chapter Historian*

**Community Involvement:** **United Methodist Church of Whitefish Bay:** Job Transition Ministry, Men's Ministry, Finance Committee Member

**Contact Information:** Ryan E. Duncan | General Manager  
Cintas Corporation | 6415 North 62<sup>nd</sup> Street | Milwaukee, WI 53223  
Direct: 414.393.5901 | Fax: 866.520.4987 | Email: [duncanr@cintas.com](mailto:duncanr@cintas.com)





Legislation Details (With Text)

**File #:** 110095      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Reappointment of Steven Hentzen to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 31

**Attachments:** Reappointment Letter, Resume, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

110095

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Reappointment of Steven Hentzen to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)

**Drafter**

Mayor

TB

5/3/11



May 3, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Mr. Steven Hentzen, Hentzen Coating, 6937 West Mill Road, Milwaukee, Wisconsin 53218, to the Business Improvement District Board #31 (Havenwoods). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 030863. Mr. Hentzen's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor

Steven A. Hentzen  
Hentzen Coatings  
6937 W. Mill Road  
Milwaukee, WI 53218  
414-353-4200

**Experience:**

2000-Present Hentzen Coatings, Inc. Milwaukee, WI  
**Vice President of Operations/Shareholder**

1996-2000 Hentzen Law Offices S.C. Milwaukee, WI  
**Attorney/Shareholder**

1987-1996 Petrie & Stocking S.C. Milwaukee, WI  
**Attorney/Shareholder**

1986-1987 Price Waterhouse & Company Milwaukee, WI  
**Attorney/Accountant**

**Education:**

University of Wisconsin – Madison (B.B.A., Accounting  
and Information Systems, 1983) Madison, WI

Marquette University (J.D., 1986). Milwaukee, WI

**Interests:**

Soccer, Tennis, Ice Hockey, Hunting and Fishing

**Community  
Involvement:**

Board Chair – City of Milwaukee Business Improvement Milwaukee, WI  
District #31 (2003-present)

President and Board Chair - Havenwoods Economic Milwaukee, WI  
Development Corporation (2002-present)



City Hall, Room 205  
200 E. Wells Street  
Milwaukee, WI 53202  
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 110095

Reappointment of Steven Hentzen to the Business Improvement District Board No. 31 (Havenwoods) by the Mayor. (2nd Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the Community & Economic Development Committee Meeting on May 16, 2011.

- Number of meetings held: (Extended term from 2007 to present.)
  - 2007: 6 meetings held.
  - 2008: 5 meetings held
  - 2009: 5 meetings held
  - 2010: 6 meetings held
  - 2011: 4 meetings held
- Number of meetings attended:
  - 2007: 6 meetings attended
  - 2008: 4 meetings attended
  - 2009: 5 meetings attended
  - 2010: 6 meetings attended
  - 2011: 4 meetings attended
- Number of excused absences: 1
- Number of unexcused absences 0:

Please return this information to Charlotte Rodriguez, [croдри@milwaukee.gov](mailto:croдри@milwaukee.gov)  
Admin. Servs. Specialist, City Clerk's Office, Room 205, City Hall.

Very truly yours,

*Ronald D. Leonhardt*

RONALD D. LEONHARDT  
City Clerk

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Legislation Details (With Text)

**File #:** 110097      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Shannon Hilliard to the Business Improvement District Board No. 37 (30th Street Industrial Corridor) by the Mayor. (5th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 37

**Attachments:** Appointment Letter, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

**Number**

110097

**Version**

ORIGINAL

**Reference**

**Sponsor**

THE CHAIR

**Title**

Appointment of Shannon Hilliard to the Business Improvement District Board No. 37 (30<sup>th</sup> Street Industrial Corridor) by the Mayor. (5th Aldermanic District)

**Drafter**

Mayor

TB

5/3/11

May 3, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Shannon Hilliard, 2911 North 91<sup>st</sup> Street, Milwaukee, Wisconsin 53222, to replace Holly Hortman-Smith on the Business Improvement District Board #37 (30<sup>th</sup> Street Industrial Corridor). This appointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 050709. Ms. Hilliard's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett  
Mayor







Legislation Details (With Text)

**File #:** 110101      **Version:** 1

**Type:** Resolution      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Substitute resolution relating to a \$75,000 appropriation from the Development Fund to United Milwaukee Scrap, LLC.

**Sponsors:** ALD. WADE

**Indexes:** DEVELOPMENT FUND

**Attachments:** Fiscal Impact Statement.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

110101

Version

SUBSTITUTE 1

Reference

100608

Sponsor

ALD. WADE

Title

Substitute resolution relating to a \$75,000 appropriation from the Development Fund to United Milwaukee Scrap, LLC.

Analysis

This substitute resolution authorizes a \$75,000 appropriation from the Development Fund for a portion of the required match for a Transportation Economic Assistance grant from the Wisconsin Department of Transportation for transportation site improvements to serve United Milwaukee Scrap's property located at 3280 North 35th Street.

Body

Whereas, The Wisconsin Department of Transportation ("WISDOT") accepts applications for Transportation Economic Assistance ("TEA") grants to fund transportation projects that support business growth and retention; and

Whereas, File No. 100608, adopted by the Common Council on November 23, 2010, authorized the Department of City Development ("DCD") to apply to WISDOT for a TEA grant on behalf of United Milwaukee Scrap, LLC ("UMS"); and

Whereas, The total estimated cost of the transportation improvement for which grant funding will be sought is \$571,000; and

Whereas, The TEA grant requires that its funds be matched by the local applicant; and

Whereas, The City of Milwaukee ("City") has agreed to provide a portion of the local

match, with UMS providing the remainder; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that \$75,000 be allocated from the Development Fund to this project, with \$60,000 being the City's share of the local match and \$15,000 being provided to DCD to cover administrative costs associated with the TEA grant; and, be it

Further Resolved, That the City Comptroller is directed to transfer \$75,000 from the Development Fund Parent Account No. 9900-UR03310000A for the City's share of the local match for the TEA grant as outlined above; and, be it

Further Resolved, That DCD is directed to enter into a Grant Agreement with UMS that provides for disbursement of the City's share of the local match upon completion of the project as a reimbursement of documented actual costs up to \$60,000; and, be it

Further Resolved, That disbursement of the City's share of the local match is conditioned upon completion of required site improvements identified in the binding agreement discussed in File No. 100608.

Drafter

DCD:MLB:mlb

05/10/11



# City of Milwaukee Fiscal Impact Statement

**A** **Date** 5/10/2011 **File Number** 110101  **Original**  **Substitute**  
**Subject** Substitute resolution relating to a \$75,000 appropriation from the Development Fund to United Milwaukee Scrap, LLC.

**B** **Submitted By (Name/Title/Dept./Ext.)** Rocky Marcoux, Commissioner, DCD, x5800

**C** **This File**

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

**D** **Charge To**

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify) \_\_\_\_\_
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

	Purpose	Specify Type/Use	Expenditure	Revenue
<b>E</b>	Salaries/Wages		\$0.00	\$0.00
			\$0.00	\$0.00
	Supplies/Materials		\$0.00	\$0.00
			\$0.00	\$0.00
	Equipment		\$0.00	\$0.00
			\$0.00	\$0.00
	Services		\$0.00	\$0.00
			\$0.00	\$0.00
	Other	Development Fund	\$75,000.00	\$0.00
			\$0.00	\$0.00
	<b>TOTALS</b>		<b>\$75,000.00</b>	<b>\$ 0.00</b>

F

Assumptions used in arriving at fiscal estimate. \_\_\_\_\_

G

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

- 1-3 Years     3-5 Years    \_\_\_\_\_
- 1-3 Years     3-5 Years    \_\_\_\_\_
- 1-3 Years     3-5 Years    \_\_\_\_\_

H

List any costs not included in Sections D and E above. \_\_\_\_\_

I

Additional information.

The \$75,000 appropriation will be allocated to this project with \$60,000 being the City's share of the local match and \$15,000 being provided to DCD to cover administrative costs associated with the TEA grant.

J

This Note     Was requested by committee chair.





Legislation Details (With Text)

**File #:** 110059      **Version:** 0

**Type:** Resolution      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Resolution relating to the membership of the African-American Male Unemployment Task Force.

**Sponsors:** ALD. ZIELINSKI

**Indexes:** COMMITTEES, EMPLOYMENT, JOBS, SOCIAL CONCERNS

**Attachments:**

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number  
110059  
Version  
ORIGINAL  
Reference

Sponsor  
ALD. ZIELINSKI  
Title  
Resolution relating to the membership of the African-American Male Unemployment Task Force.  
Requestor

Drafter  
CC-CC  
jro  
4/29/11



Legislation Details (With Text)

**File #:** 110057      **Version:** 1

**Type:** Resolution      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Substitute resolution authorizing the acceptance of donation of services to be provided by IBM to identify opportunities to develop urban agricultural assets in the City of Milwaukee.

**Sponsors:** ALD. ZIELINSKI

**Indexes:** GRANTS, URBAN DEVELOPMENT

**Attachments:** Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number  
110057  
Version  
SUBSTITUTE 1  
Reference

Sponsor  
ALD. ZIELINSKI

Title  
Substitute resolution authorizing the acceptance of donation of services to be provided by IBM to identify opportunities to develop urban agricultural assets in the City of Milwaukee.

Analysis  
This substitute resolution authorizes the City of Milwaukee to accept the donation of services to be provided by IBM to develop Milwaukee's urban agricultural assets. This file has no fiscal impact.

Body  
Whereas, IBM has established a Smarter Cities Program, through which donations of services are awarded to cities to provide city leaders with analysis and recommendations to support successful growth, better delivery of municipal services, more citizen engagement and improved efficiency; and

Whereas, The City of Milwaukee ("City") is a worldwide leader in urban agriculture and aquaponics, and is therefore, uniquely qualified to develop cutting-edge technology and best practices in this field; and

Whereas, The terms of the IBM Smarter Cities Program require that the donation of services be made to a government agency; and

Whereas, As a result of this program, IBM will send six experts to the City for a three-week period to make recommendations for improving urban agricultural systems and such

donation of services is valued at \$400,000; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of City Development, on behalf of the City, is authorized to accept the donation of services from IBM to identify opportunities to develop urban agricultural assets in the City; and, be it

Further Resolved, That the proper City officials are authorized to execute any documents necessary to accept the donation of services described herein.

Drafter

DCD:DAC:dac

05/10/11







Legislation Details (With Text)

**File #:** 110036      **Version:** 1

**Type:** Resolution      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Substitute resolution authorizing additional funding for the Central Business District Focus Retail Program.

**Sponsors:** ALD. BAUMAN

**Indexes:** CENTRAL BUSINESS DISTRICT

**Attachments:** Fiscal Impact Statement.pdf, Program Description.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

110036

Version

SUBSTITUTE 1

Reference

100051

Sponsor

ALD. BAUMAN

Title

Substitute resolution authorizing additional funding for the Central Business District Focus Retail Program.

Analysis

This substitute resolution authorizes additional funding for the Central Business District Focus Retail Program. Specifically, the City Comptroller is directed to transfer \$75,000 from the Development Fund Parent Account to the Central Business District Focus Retail Program Project Account. By doing so, the City can assist property owners and businesses in the targeted Central Business District, leveraging substantial private investment and improvements to the exterior and interior of commercial buildings.

Body

Whereas, The Department of City Development has operated a number of business incentive programs for a number of years; and

Whereas, The City-Wide Facade Grant Program and Retail Investment Fund have provided business development incentives for visible reinvestment in downtown and neighborhood commercial areas; and

Whereas, The Common Council of the City of Milwaukee ("Common Council") created Business Improvement District No. 21 ("BID No. 21") via File No. 970900 on October 14, 1997, as authorized by Section 66.1109, Wisconsin Statutes, to provide a financing method to allow the Milwaukee Downtown business district to be self-sustaining; and

Whereas, BID No. 21 has committed \$25,000 for the Central Business District Focus Retail Program ("CBDFRP"); and

Whereas, The CBDFRP is designed to provide white-box grants to commercial property owners; and

Whereas, It is recognized that the CBDFRP requires a set of program guidelines that will adhere to the Facade Grant Program Eligibility Requirements and to the established Design Guidelines; and

Whereas, The City of Milwaukee can leverage significant amounts of private investment and improvements to the commercial properties located in the targeted area in the Central Business District if the CBDFRP continues to be available to assist property owners or businesses with upgrades to storefronts and with building renovations; and

Whereas, This program has provided a significant incentive to increase the vitality of the downtown retail environment; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer \$75,000 from the Development Fund Parent Account No. 9900-UR03310000A to the Central Business District Focus Retail Program Project Account; and, be it

Further Resolved, That these funds are designated for the targeted area in the Central Business District under the guidelines established by the Common Council; and, be it

Further Resolved, That the Commissioner of the Department of City Development is authorized to enter into contracts and agreements, as necessary, to carryout said program.

Drafter

DCD:RFM:rfm

05/10/11



# City of Milwaukee Fiscal Impact Statement

**A** **Date** 5/10/2011 **File Number** 110036  **Original**  **Substitute**  
**Subject** Substitute resolution authorizing additional funding for the Central Business District Focus Retail Program.

**B** **Submitted By (Name/Title/Dept./Ext.)** Rocky Marcoux, Commissioner, DCD, x5800

**C** **This File**

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

**D** **Charge To**

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify) \_\_\_\_\_
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

	Purpose	Specify Type/Use	Expenditure	Revenue
<b>E</b>	Salaries/Wages		\$0.00	\$0.00
			\$0.00	\$0.00
	Supplies/Materials		\$0.00	\$0.00
			\$0.00	\$0.00
	Equipment		\$0.00	\$0.00
			\$0.00	\$0.00
	Services		\$0.00	\$0.00
			\$0.00	\$0.00
	Other	Development Fund	\$75,000.00	\$0.00
			\$0.00	\$0.00
		<b>TOTALS</b>		<b>\$75,000.00</b>

**F** Assumptions used in arriving at fiscal estimate. \_\_\_\_\_

**G** For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

<input checked="" type="checkbox"/> 1-3 Years	<input type="checkbox"/> 3-5 Years	\$75,000	_____
<input type="checkbox"/> 1-3 Years	<input type="checkbox"/> 3-5 Years		_____
<input type="checkbox"/> 1-3 Years	<input type="checkbox"/> 3-5 Years		_____

**H** List any costs not included in Sections D and E above. \_\_\_\_\_

**I** Additional information. \_\_\_\_\_ This file authorizes a transfer of funds from the Development Fund Parent Account to the Central Business District Focus Retail Program Project Account.

**J** This Note  Was requested by committee chair.

# Central Business District Focus Retail Program

## Program Description

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### **Program: Central Business District Focus Retail Program (“CBDFRP”)**

**Goal:** Provide targeted financial incentives to increase the vitality of the downtown retail environment, to complement a variety of initiatives undertaken by Milwaukee Downtown BID No. 21 to stimulate retail activity.

**Target Area:** The program will focus on businesses located within the area bounded by Wisconsin Avenue from Milwaukee Street west to North Fourth Street and the north-south blocks crossing East and West Wisconsin Avenue from Wells Street to Michigan Street.

**Business Incentives:** The CBDFRP will make available the White-Box incentive within the target area. Businesses and property owners within the target area will continue to be eligible for facade and retail investment fund grants. However, as noted below, there are restrictions on using these programs in combination.

The City of Milwaukee (“City”) and Milwaukee Downtown BID No. 21 will jointly fund the incentives described below. For every \$3 contributed by the City, BID No. 21 will contribute \$1. Both the City and Milwaukee Downtown BID No. 21 will be represented on the CBDFRP application review and awards committee.

**White-Box Grants:** This grant is designed to stimulate successful leasing of vacant first-floor retail space by assisting building owners to make interior improvements to upgrade the space and ready it for leasing.

- The grant will reimburse owners for costs related to bringing vacant space to “white-box” condition. Eligible costs include reusable base finish improvements such as ceilings, lighting, plumbing, interior walls, electrical outlets, concrete flooring, demising walls, restrooms and HVAC modifications.
- The grant will offer reimbursable grant funds up to \$15 per square foot with a maximum grant amount of \$30,000. The grant may not exceed 75 percent of the total white-box project costs.
- The building must be in the targeted area and white-box grant funds may be used only for first-floor retail space with an active street presence.
- Property owners or retailers may qualify for white-box grants. However, owners and retailers who receive a white-box grant WILL NOT be eligible to receive a Facade or RIF grant for the same property.
- A retail unit may receive a maximum of one white-box grant. A property owner may receive a maximum of two white-box grants in a calendar year.
- Project applications will be accepted on a first-come, first-served basis beginning June 1, 2011 and until current fiscal year funding is depleted.





Legislation Details (With Text)

**File #:** 110035      **Version:** 1

**Type:** Resolution      **Status:** In Committee

**File created:** 5/3/2011      **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Substitute resolution authorizing the creation and funding of the St. Paul Avenue Exterior Enhancement Grant Program and approving Program Eligibility Requirements and Guidelines.

**Sponsors:** ALD. BAUMAN

**Indexes:** ECONOMIC DEVELOPMENT, NEIGHBORHOOD DEVELOPMENT

**Attachments:** Fiscal Impact Statement, Program Eligibility Requirements and Guidelines.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
5/3/2011	0	COMMON COUNCIL	ASSIGNED TO		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
5/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number  
110035  
Version  
SUBSTITUTE 1  
Reference

Sponsor  
ALD. BAUMAN  
Title  
Substitute resolution authorizing the creation and funding of the St. Paul Avenue Exterior Enhancement Grant Program and approving Program Eligibility Requirements and Guidelines.

Analysis  
This substitute resolution authorizes the creation and funding of the St. Paul Avenue Exterior Enhancement Grant Program and approves Program Eligibility Requirements and Guidelines. Specifically, the City Comptroller is directed to transfer \$75,000 from the Development Fund Parent Account to the St. Paul Avenue Exterior Enhancement Grant Program Project Account. By doing so, the City may assist property owners and businesses in the targeted St. Paul Avenue business district, leveraging substantial private investment and improvements to the exterior of commercial and light industrial buildings.

Body  
Whereas, The Department of City Development has operated a number of business incentive programs for a number of years; and

Whereas, The City-Wide Facade Grant Program and the Retail Investment Fund have provided businesses with development incentives for visible reinvestment in the St. Paul Avenue business district and neighborhood commercial area; and

Whereas, The Common Council of the City of Milwaukee ("Common Council") created Business



Improvement District No. 26 ("BID No. 26") via File No. 990931 on October 19, 1999, as authorized by Section 66.1109, Wisconsin Statutes, to provide a financing method to allow the Menomonee Valley business district to be self-sustaining; and

Whereas, BID No. 26 has committed \$25,000 for the St. Paul Avenue Exterior Enhancement Grant Program ("SPAEEGP" or "Program"); and

Whereas, The SPAEEGP is designed to provide business incentives for exterior improvements to businesses and property owners; and

Whereas, It is recognized that the SPAEEGP requires a set of Program Eligibility Requirements and Guidelines, a copy of which is attached to this Common Council File; and

Whereas, The City of Milwaukee can leverage significant amounts of private investment and improvements to the businesses and properties located in the targeted area in the St. Paul Avenue business district if the SPAEEGP is available to assist businesses or property owners with upgrades to street facing building exteriors and landscaping; and

Whereas, This Program will provide a significant incentive to increase the vitality of the St. Paul Avenue business district; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer \$75,000 from the Development Fund Parent Account No. 9900-UR03310000A to the St. Paul Avenue Exterior Enhancement Grant Program Project Account; and, be it

Further Resolved, That these funds are designated for improvements in the target area, as listed in the Program Eligibility Requirements and Guidelines, which are established herein by the Common Council; and, be it

Further Resolved, That the Commissioner of the Department of City Development is directed to enter into contracts and agreements, as necessary, to carryout said Program.

Drafter

DCD:RFM:rfm

05/10/11



# City of Milwaukee Fiscal Impact Statement

**A** **Date** 5/10/2011 **File Number** 110035  **Original**  **Substitute**

**Subject** Substitute resolution authorizing the creation and funding of the St. Paul Avenue Exterior Enhancement Grant Program and approving Program Eligibility Requirements and Guidelines.

**B** **Submitted By (Name/Title/Dept./Ext.)** Rocky Marcoux, Commissioner, DCD, x5800

**C** **This File**

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

**D** **Charge To**

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify) \_\_\_\_\_
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

	Purpose	Specify Type/Use	Expenditure	Revenue
<b>E</b>	Salaries/Wages		\$0.00	\$0.00
			\$0.00	\$0.00
	Supplies/Materials		\$0.00	\$0.00
			\$0.00	\$0.00
	Equipment		\$0.00	\$0.00
			\$0.00	\$0.00
	Services		\$0.00	\$0.00
			\$0.00	\$0.00
	Other	Development Fund	\$75,000.00	\$0.00
			\$0.00	\$0.00
	<b>TOTALS</b>		<b>\$75,000.00</b>	<b>\$ 0.00</b>

F

Assumptions used in arriving at fiscal estimate. \_\_\_\_\_

G

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

- 1-3 Years     3-5 Years    \$75,000
- \_\_\_\_\_
- 1-3 Years     3-5 Years    \_\_\_\_\_
- \_\_\_\_\_
- 1-3 Years     3-5 Years    \_\_\_\_\_
- \_\_\_\_\_

H

List any costs not included in Sections D and E above. \_\_\_\_\_

I

Additional information.    This file authorizes the transfer of funds from the Development Fund Parent Account to the St. Paul Avenue Exterior Enhancement Grant Program Project Account. \_\_\_\_\_

J

This Note     Was requested by committee chair.

# St. Paul Avenue Exterior Enhancement Grant Program Program Eligibility Requirements and Guidelines

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## **Program: St. Paul Avenue Exterior Enhancement Grant Program**

**Goal:** The program is designed to provide targeted financial incentives to increase the vitality of the St. Paul Avenue business district and complement a variety of district improvement initiatives undertaken by the Menomonee Valley Business Improvement District No. 26 ("BID No. 26") to improve the Menomonee Valley as a business location.

**Target Area:** The program will focus on businesses within BID No. 26 that are located along St. Paul Avenue west of the 6<sup>th</sup> Street Viaduct and east of 27<sup>th</sup> Street, as well as those properties on Mount Vernon Avenue or Greves Street that have facades visible from St. Paul Avenue.

**Business Incentives:** The St. Paul Avenue Exterior Enhancement Grant Program will make available a new incentive for exterior improvements in the St. Paul Avenue business district. Businesses and property owners within the target area will be eligible for exterior improvement grants to assist in planned improvements to building facades and landscapes.

The City of Milwaukee and BID No. 26 will jointly fund the incentives described below. For every \$1 contributed by a business toward its exterior improvements, the combined funds of the City of Milwaukee and BID No. 26 will contribute \$1 in matching funds through this grant program, for a 50/50 match. The grants will range from a minimum of \$5,000 to a maximum of \$40,000, subject to funding availability and the number of eligible projects applying per year. Businesses and property owners may apply only once per year. Both the City of Milwaukee and BID No. 26 will be represented on the grant application review and awards committee.

## **Program Guidelines:**

- Applicant must be the property owner or business owner (certified affidavit from property owner is required)
- Eligible improvements are limited to street facing building exteriors and landscapes
- Exterior improvements must comply with the Menomonee Valley Sustainable Design Guidelines (<http://www.renewthevalley.org/categories/11-development/documents/30-sustainable-development-guidelines>)
- Applicant must adhere to all requirements in the St. Paul Avenue Exterior Enhancement Grant Program application form

