

## Lee, Chris

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**From:** Marjorie Rucker <mrucker@mmac.org>  
**Sent:** Tuesday, October 26, 2021 4:15 PM  
**To:** Murphy, Michael (Alderman); Johnson, Cavalier; Coggs, Milele; Kovac, Nik; Spiker, Scott; Zamarripa, JoCasta  
**Cc:** Lee, Chris; McHenry, Arlisia; Bauman, Robert; Borkowski, Mark; Coggs, Milele; Dimitrijevic, Marina; Dodd, Nikiya; Hamilton, Ashanti; Lewis, Chantia; Perez, Jose; Rainey, Khalif; Stamper II, Russell; Owczarski, Jim  
**Subject:** File # 210001  
**Attachments:** 2022 White Book - FINAL.pdf; EDBC-City 10-14-21 Budget Ask REVISED.pdf

Some people who received this message don't often get email from mrucker@mmac.org. [Learn why this is important](#)

Good afternoon City of Milwaukee Budget and Finance Committee (et. al),

I am writing you today on behalf of the Ethnic and Diverse Business Coalition (EDBC). Per the 2022 White Book (attached), I was encouraged to see that on page 3, Amendment 3 and pages 15-16 that our ask for \$2.5 million is being considered for the general City budget.

First, I would like to thank Alderman Perez for taking the initiative in sponsoring this amendment. He, like many of you, understand the needs of ethnic and diverse businesses, which are normally the most underserved, here in Milwaukee. I would also like to thank those of you who are named in this White Book with sponsoring amendments on behalf of the Office of Equity and Inclusion. Nikki Purvis has been instrumental in attempting to carry forward the City of Milwaukee's commitment of equity and inclusion and I just want to note that her efforts are noticed and appreciated. This email is intended to bring the asks for equity and inclusion in Milwaukee full circle.

Second, I would like for you all to consider these facts when you go to vote on these amendments, specifically Amendment #3 on behalf of the EDBC on Thursday, October 28:

1. For the city of Milwaukee to see the types of business sustainability, scalability and growth, particularly for the ethnic and diverse business communities, many of which you all serve, it is imperative that you consider supporting this amendment. Small businesses are the economic cornerstones of our neighborhoods. If you do not have healthy businesses of all different industries and types, you have a failing community. This blight contributes significantly to the overall problems that we are seeing in our city and communities today because the perception is that no one cares or is paying attention.
- 2.
3. It is easy to say that business owners should be reaching out to identify the resources that are available to help them, but we, as technical assistance and financial assistance providers, cannot effectively help them when our wells are dry. Some of our organizations look like a desert during a drought because we have been doing all that we can to help these businesses without adequate support. If we do not get an appropriate infusion of funding (as suggested in this \$2.5 million ask) to help ethnic and diverse businesses in Milwaukee overcome the pandemics of COVID and racial injustice, it is impossible for us to serve them in the manner that is best for their sustainability and growth when they come to us for help. If you look at our ask, which was revised on 10-14-21 (also attached), this funding is primarily being sought to assist with direct technical assistance to the businesses as well as access to capital, as

many businesses, whether due to COVID or racial inequities, cannot access financial products in the general marketplace, which would provide them a real chance to establish a solid foundation and build from there. Yes, this ask entails operating costs for our organizations at a rate 22% collectively, but do note that 78% is going directly towards the benefit of ethnic and diverse businesses in Milwaukee, not our organizations overall operating costs.

2. The City of Milwaukee is spending \$1 million+ on a Disparity Study regarding procurement practices as I write this email. The most tangible way to start seeing positive results after this study is completed next year and processes are tweaked (if need be), is to ensure that you have ethnic and diverse businesses ready and prepared to engage in procurement with the City of Milwaukee. We as technical assistance and financial assistance providers cannot prepare businesses to serve in this capacity if we do not receive appropriate supports that these businesses need to grow in this space. This ask includes 9 different chambers of commerce and minority lenders that not only serve ethnic and diverse businesses in the City of Milwaukee, but who work together to leverage the resources that we all offer to make a true impact and lift. All boots on the ground are necessary if you want to see systematic change in ethnic and diverse business growth in the Milwaukee that we all hope could exist. Not supporting this proposal could be detrimental to the ethnic and diverse business community as 5 organizations (some of which are EDBC members) alone cannot solve this issue.
3. Logically, this amendment just makes sense. Of the organizations listed as a part of our Coalition, 4 out of the 9 have already received annual support from the City of Milwaukee via Community Development Block Grant in the past. This amendment allows you to expand your reach with the ethnic and diverse business population in the City of Milwaukee. Whether or not you understand the ins and outs of community and economic development, do note that the reality vs. the vision that you have for this City will continue to be stark opposites if those of us that are noted in this proposal are not offered the supports we are requesting to help ethnic and diverse businesses in Milwaukee, many of which are located in your districts. If you would like me to belabor you with statistics and other data relative to the City of Milwaukee or the nation in regards to the plight and need for technical assistance and financial supports necessary to ensure that ethnic and diverse businesses can recover and bounce back better in an equitable fashion please let me know, I am happy to have the conversation or write a White Paper to support this White Book.

Thank you Budget and Finance Committee members and Common Council for your time today and please reach out to me at (414) 287-4172 if you have any further questions. Have a great rest of the day!

Sincerely,

Marjorie Rucker  
Executive Director  
The Business Council, Inc.

Chair  
Ethnic and Diverse Business Coalition (EDBC)  
(414) 287-4172

2021 EDBC ARPA Request-City of Milwaukee

<p><b>Hmong Chamber of Commerce Wisconsin</b></p>	<p><b>\$385,952.00</b></p>	<p><b>\$90,000</b>                  Operating Support: <b>\$75,000</b>: to supplement Brew City Match Milwaukee Staff, full-time Executive/Office Assistant out of MKE office that will mostly focus on MKE clients/staff (we have other offices around the state)  <b>\$15,000</b>: MKE Networking and Professional Development opportunities for MKE staff</p>	<p><b>\$185,000</b>  <b>\$50,000</b>: Funding for expert specific consultants (other than Quickbooks) and networking opportunities in the Milwaukee area for clients.  <b>\$50,000</b>: Creation of entrepreneurial training program series for businesses in MKE  <b>\$15,000</b>: Funds will go towards purchase of computers/laptops and printer for members to use  <b>\$15,000</b>: Marketing HWCC services targeting Milwaukee AAPI business market  <b>\$55,000</b>: Assessment of Hmong and Southeast Asian as well as other AAPI business needs as a way to better serve our population</p>	<p>RLF: <b>\$110,952</b>:                  Supplement a portion of funds for forgivable loans</p>
<p><b>African-American Chamber of Commerce of Wisconsin</b></p>	<p><b>\$350,000.00</b></p>			<p><b>\$40,000</b>                  Loan Loss Reserve to reduce debt for existing Borrowers that are experiencing loss in revenue line item.   <b>\$310,000</b>                  buy down existing loan debt for 14 business owners currently in their portfolio</p>

<p><b>National Association of Minority Contractors-Wisconsin</b></p>	<p>\$125,000.00</p>		<p><b>\$125,000</b>  The National Association of Minority Contractors (NMAC) - Wisconsin Chapter is launching an initiative to assist African American Manufacturing Minority Business Enterprises (MBEs) to play a significant role in the supply chains supporting the Wisconsin Center District Expansion's \$420 million project in downtown Milwaukee in addition to the City of Milwaukee's plan to establish a public-private partnership to build a factory in Century City Business Park or its environs. NMAC and MDI together will explore using these two construction manufacturing opportunities to build a national demonstration best practice that will ultimately see the 30th Street Industrial Corridor become the African-American manufacturing capitol of America. Objective:  Create a diverse manufacturing ecosystem in the inner city.  Develop 2-3 diverse manufacturing firms in the 30th Street Industrial Corridor.  Create wealth in the 30th Street Industrial Corridor.  Developing a trained manufacturing workforce in the 30th Street Industrial Corridor.  25% of manufacturing construction products are produced/sourced from the ecosystem for all local construction projects. <b>(\$100,000)</b></p> <p>Research and Development  Research to collect data on construction manufacturing MBEs and their availability  Conduct identified construction manufacturing MBEs capabilities analysis to determine their capability gaps to meet suppliers needs in the Milwaukee Region  Develop a listing of ready construction MBE manufactures for construction opportunities in the Milwaukee Region, in particular the Wisconsin Center District Expansion and the City's pre-fab housing public-private partnership factory project  Work with construction manufacturing MBEs to assist them with sharpening their business models that will shorten their time to market within the construction manufacturing industry supply chain  Connectivity for the MBEs with the appropriate workforce development technical assistance/training provider  Connectivity for the MBEs to the appropriate Manufacturing USA research institute (16 around the country) for technical assistance in the innovation space  Work with Tier 2 construction manufacturing suppliers in the development of building new relationships/partnerships with MBEs</p> <p>Additional Roles / Responsibilities  Provide input on goals, deliverables, and events and other relevant issues.  Inform and review initiative documents, publications, and external communications.  Serve as an expert consultant for your area of expertise that will help drive the initiative towards the successful attainment of the 5 goals.  Support the initiative by directing initiative leaders toward needed resources and investments.  Help bring the initiative to scale and accelerate replication nationally and internationally. <b>(\$25,000)</b></p>	<p>N/A</p>
<p><b>The Business Council, Inc.</b></p>	<p>\$118,000.00</p>	<p><b>\$88,000</b> to assist with the cost of a full-time EDBC Program Manager. This role would be instrumental with the administrative as well as the programmatic functions for The Business Council, Inc. for the benefit of the Ethnic and Diverse Business Coalition (EDBC). This would create one new job. The Business Council, Inc. is the fiscal sponsor and current Chair of the EDBC.</p>	<p><b>\$30,000</b>  Business Connection Module <b>(\$15,000)</b> The Business Connection Module assists minority owned businesses and corporations with gaining the pertinent information and business acumen to improve processes and leverage Supplier Diversity Best Practices.  Business Connection Roundtable <b>(\$15,000)</b> The Business Connection Roundtable was formulated to assist companies that do not have a formal supplier diversity program, but are looking to be more equitable and inclusive of minority-owned businesses in their procurement efforts, to learn how to do it.</p>	
<p><b>LGBT Chamber of Commerce of Wisconsin</b></p>	<p>\$155,000.00</p>	<p><b>\$100,000</b>  Milwaukee Entrepreneurship and Recovery Specialist. This role would lead the TA of City of Milwaukee businesses as they bounce back. Salary assistance for two current LGBT Chamber staff members (Program Manager and Membership Manager) (\$20,000) to bring current staff who support Milwaukee businesses with industry-average raises following two years without raises and increases due to COVID.</p>	<p><b>\$55,000-</b> LGBT Chamber of Commerce of Wisconsin would like to implement an Entrepreneurial Bootcamp. This Bootcamp would focus on helping support and grow new LGBTQ businesses. While we do some start-up work currently with 1:1 technical assistance, we'd really like to provide a multi-part series on a quarterly basis. The cost to do 4 Bootcamps per year in Milwaukee is approximately <b>\$40,000</b>. We would also like <b>\$15,000</b> for general technical assistance workshops that they currently provide to businesses to help with projected growth.</p>	<p>N/A</p>

<b>Latino Chamber of Commerce of Southeastern Wisconsin</b>	<b>\$410,000.00</b>	<b>\$130,000</b>  Canvassers ( <b>\$70,000</b> ): We would like to hire two FT canvassers to assist with visiting businesses and performing the needs assessments.  Coordinators will contact business in the targeted zip codes and visit them.  The Bilingual Technology Software Implementer ( <b>\$35,000</b> ) This person would assist businesses in technology solutions for their businesses, along with technical assistance on how to utilize these tools.  Outreach & Proctoring Assessments – ( <b>\$25,000</b> ) In Milwaukee, the largest city we serve, we will need to partner with two organizations to assist with the public outreach and business assessments.  VIA – formerly Layton Boulevard West Neighbors & Clarke Square Neighborhood Initiative will be subcontracted and paid \$12,500 each per year for assisting with outreach, visits to businesses and the proctoring of the business assessment. We would like to hire two neighborhood canvasser that will visit businesses and assess their technology needs in productivity, communications, financial and marketing. These canvassers will extend our commercial corridors in Milwaukee.	<b>\$75,000</b> The Proposed Solution – Sustainability Program Addressing the Technology Divide- Computer Empowerment Bootcamp  Our program aims at addressing these three areas using a culturally relevant approach by providing three key components: 1. Assessment 2. Culturally relevant technology workshops in multilingual format and 3. Culturally relevant coaching 1. A basic skill computer assessment in an interview format will be proctored to develop an individualized plan for the entrepreneur is crucial. This will provide the base for the workshops that are relevant and provide a plan for computer technology coaching addressing the three targeted business core strategies: Communications & Productivity, Marketing and Finance. 2. Workshops will be conducted in a computer lab to provide the full computer experience. Participants will be trained in the following areas based on their need: a. General Communications & Productivity – i. Google Products Suite – email, drive, slides, sheets, documents, and forms. ii. Zoom, Skype and Duo – account creations and practice. b. Marketing – Google, Facebook & Instagram c. Finance – Google Sheets and QuickBooks 3. CRC – Culturally Relevant Coaching – Assist entrepreneurs to develop google, Facebook and Instagram accounts. Assist entrepreneurs to develop a budget and a chart of accounts in QuickBooks. 4. Post-assessment – businesses will be followed up six months and their improvements documented.  Technology Bilingual Empowerment Bootcamp Programming Delivery Consultant ( <b>\$15,000</b> )  Instruction and Materials (Google/Zoom/Quickbooks/Digital Marketing): ( <b>\$45,000</b> )  Venue and Software: ( <b>\$4,700</b> )  Establishment of a community computer lab: ( <b>\$7,300</b> )  Supplies This includes books, copies, highlighters, paper, and binders for the classes. ( <b>\$3,000</b> )	<b>\$205,000</b> Technology Grants to Businesses We will offer up to \$2000.00 per business with 25 or less employees. Grant funds could be used for computers, touchless systems, software  Grant audit and monitoring: (\$5000)
<b>Greater Milwaukee Chamber of Commerce</b>	<b>\$147,048.00</b>	Support 2 staff positions- Administrative Assistant and a Member Services Representative ( <b>\$102,048</b> )	GMCC will provide information technology and social media training and consultancy to its members with an emphasis on the business members located in the most underserved areas of Milwaukee. ( <b>\$45,000</b> )	N/A
<b>Legacy Redevelopment Corporation (LRC)</b>	<b>\$400,000.00</b>	Operating Support for 3 LRC staff, specifically the Executive Director, Chief Lending Officer and Administrative Services Officer ( <b>\$50,000</b> )	LRC provides direct, one-on-one financial technical assistance to help business owners prepare to secure lending products as needed. This technical assistance is provided by staff and the cost for this service is included in the ask for operational support.	<b>\$350,000</b> \$300,000 for loan capital and \$50,000 for loan loss reserves.
<b>Northwest Side Community Development Corporation (NWSCDC)</b>	<b>\$409,000.00</b>			<b>\$409,000</b> <b>\$366,300</b> for loan capital for businesses physically located in the following Milwaukee ZIP codes: 53216, 53210, 53209, 53208, 53206, or 53205. And <b>\$42,700</b> for loan loss reserves for those specific business loans.
<b>TOTAL</b>	<b>\$2,500,000.00</b>	<b>\$560,048.00</b>	<b>\$515,000.00</b>	<b>\$1,424,952.00</b>


<b>Hmong Chamber of Commerce Wisconsin</b>		
<b>African-American Chamber of Commerce of Wisconsin</b>		

<b>National Association of Minority Contractors-Wisconsin</b>		
<b>The Business Council, Inc.</b>		
<b>LGBT Chamber of Commerce of Wisconsin</b>		



<b>Latino Chamber of Commerce of Southeastern Wisconsin</b>		
<b>Greater Milwaukee Chamber of Commerce</b>		
<b>Legacy Redevelopment Corporation (LRC)</b>		
<b>Northwest Side Community Development Corporation (NWSCDC)</b>		
<b>TOTAL</b>		
