

LRB-FISCAL REVIEW SECTION ANALYSIS

**SEPTEMBER 11, 2003 AGENDA
ECONOMIC DEVELOPMENT COMMITTEE**

**ITEM 5, FILE 030558
EMMA J. STAMPS**

File #030558 is a resolution authorizing the expenditure of funds to update the City of Milwaukee's Purchasing Power Profiles. (DCD)

Background

1. In 2000, a partnership between the Neighborhood Improvement Development Corporation ("NIDC") and the Helen Bader Foundation expanded to include the Department of City Development and the University of Wisconsin-Milwaukee Employment and Training Institute ("UWM-EIT").
2. In 2000, while an agency under the Department of Neighborhood Services, NIDC applied for and was awarded a \$29,000 grant from the Helen Bader foundation to undertake an Asset Mapping Project ("AMP").
3. The goal of the AMP was to:
 - Detail purchasing power
 - Generate a demographic profile for each of approximately 50 commercial districts and adjacent residential areas
 - Create databases for the City by geographic level for income, expenditure, housing, and other variables
 - Create an interactive mapping on the internet
 - Present accurate analyses of neighborhood assets
 - Confront damaging and distorting images of Milwaukee's central city
4. To qualify for \$25,000 in City assistance, the NIDC provided evidence of receiving the total \$54,000 AMP grant along with a reimbursement request in the amount of \$25,000 to the DCD, which was authorized to front the \$25,000 match through the Advanced Planning Fund via Council Resolution 001178.

Discussion

1. In 2001, a profile project outcome was widely criticized for its depiction of some consumers in central city zip codes as it relates to spending habits based on racial profiles.
2. Accordingly, DCD and private investors will use the data for recruiting and supporting neighborhood commercial development.
3. DCD plans include updating profile information, which is approximately 3-4 years old, and expanding the profile series to include Waukesha, Ozaukee, Racine, Washington, and Kenosha counties.
4. The cost is estimated at \$10,000. The funds will be partially used to train 1 or more DCD staff to internally update future profiles.

Fiscal Impact

This resolution authorizes the transfer and expenditure of \$10,000 from the Economic Development Fund to the Consulting Services Sub-account 634001, for the purpose of entering into a Planning Study Agreement with the UWM-ETI to update and expand the geographic coverage of the current "Purchasing Power Profiles".

cc: Marianne Walsh
W. Martin Morics
Joseph Czarnecki

Michal Dawson
Michael Brodd
Tom Croasdaile

Prepared by: Emma J Stamps x 8666
LRB-Fiscal Review Section
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