



Urban
Economic
Development
Association
of Wisconsin, Inc.

Report of 2003 Community Development Summit

to the

Community Development Committee

of

City of Milwaukee Common Council

Thursday, June 12, 2003

Italian Community Center
Milwaukee, Wisconsin

Compiled by Urban Economic Development
Association of Wisconsin, Inc.

161 W. Wisconsin Avenue
Suite 3166
PO Box 511561
Milwaukee, WI 53203

Phone (414) 225-0550

Fax (414) 225-0559

Website www.uedawi.org

Report of 2003 Community Development Summit

Thursday, June 12, 2003
Italian Community Center
Milwaukee

Table of Contents

Executive Summary	1
Progress on 2001 Related Initiatives	4
Progress on 2002 Related Initiatives	4
Progress on New 2003 Related Initiatives	5
Evaluation Compilation	6

Attachments

Registration Brochure for 2003 Community Development Summit
Program of 2003 Community Development Summit
2003 Community Development Summit Publications CD



Urban
Economic
Development
Association
of Wisconsin, Inc.

Report of 2003 Community Development Summit **Thursday, June 12, 2003** **Italian Community Center** **Milwaukee**

Executive Summary

Background

The annual Community Development Summit held June 12, 2003 was the third of events recommended in the 2000 Weinheimer Report on community development in Milwaukee, in which the author recommended an annual gathering of all sectors to discuss the current issues in the field.

Over 20 organizations participated in planning the Community Development Summit. The Community Development Committee of the Milwaukee Common Council took a lead role in sponsoring the event on June 12, 2003.

Sponsors

Community Development Committee of the Milwaukee Common Council was the largest sponsor through the City of Milwaukee Community Development Block Grant Administration. Other major sponsors included Helen Bader Foundation, US Bank, Wisconsin Housing and Economic Development Authority, and Wisconsin Department of Commerce. Additional sponsors included Small Business Times, Social Development Commission, Reilly, Penner & Benton, LLP, Johnson Bank, Robert W. Baird & Co., Annie E. Casey Foundation – Making Connections Milwaukee, Local Initiatives Support Corporation, We Energies, and University of Wisconsin – Milwaukee Center for Economic Development.

Cooperating Organizations

Brighter Futures Coalition, Business Assistance Caucus of Milwaukee (BACOM), CDC Executives Group, Donors Forum of Wisconsin, Metropolitan Milwaukee Fair Housing Council, New Opportunities for Homeownership in Milwaukee (NOHIM), Nonprofit Center of Milwaukee, Urban Economic Development Association of Wisconsin, Inc., and U.S. Department of Housing and Urban Development.

14 sponsors and 9 cooperating organizations made the Summit a reality.

161 W. Wisconsin Avenue
Suite 3166
PO Box 511561
Milwaukee, WI 53209

Report of 2003 Community Development Summit

Thursday, June 12, 2003

Phone (414) 225-0350

Fax (414) 225-0559

Website www.uedawi.org

Attendance

Over 500 (comparable to the 2002 Summit and over 100 more than the 2001 Summit) individuals attended the Summit and many more joined us throughout the day.

Summit Events

Summit Showcase highlighted the work of twenty-one local collaborative projects, housing counseling organizations, business improvement districts and Summit sponsors with displays and exhibits in the lobby.

Over 30 publications worth over \$200 were available free to each participant. This year, publications were distributed on a CD packed with resource information: research and concept papers, reports of successful community development work around the country and more.

Homeownership Express is a national bus tour launched by U.S. Department of Housing and Urban Development and its partners to deliver information about housing counseling, down-payment assistance, flexible mortgage financing and other resources for becoming a homeowner to communities nationwide. WNOV radio broadcast a live call in show from the bus with a panel of experts on hand to answer questions. **There was terrific response from Milwaukee families and individuals** visiting the bus (parked just outside the Italian Community Center) to talk with the panel of experts about homeownership. Milwaukee's homebuying counseling organizations were also on hand to provide information about their programs and services.

6 moderated interactive panels in concurrent morning and afternoon sessions explored Milwaukee's Central City Marketplace, Smart Growth, and City Wide Planning as well as the changes happening in community and neighborhood planning, business incentives, and new perspectives for ongoing challenges with a variety of local, regional, and national participants.

Keynote Speakers, Cory Nettles, Secretary of the Wisconsin Department of Commerce and Antonio Riley, Executive Director of Wisconsin Housing and Economic Development Authority addressed changing development resources from the State of Wisconsin. **Roy Bernardi, Assistant Secretary of Community Planning and Development, U.S. Department of Housing and Urban Development** spoke on Federal priorities and changing resources in housing and urban development.

2 plenary sessions drew throngs of attentive listeners. The morning session delved into varying responsibilities in Milwaukee's development and the strategies being considered to continue the process. The afternoon **Arm Chair Critique** panel of knowledgeable and influential experts in their industries, addressed issues of the day and suggested other avenues to consider and provided commentaries of their own. The panel was selected based on a cross-section of individuals, seen as leaders, with exceptional knowledge in community development. This panel, held at the end of the day, drew over **200 participants**.

Successes from the 2002 Summit were shared at lunch with the panel moderated by Richard Ransom of WITI TV Fox 6:

- 1) **Community Development Corporation Executives' Group** have been meeting regularly for the past two years and have some new plans in the works. The first step in their long range planning is taking a look at forming a local Coalition of Community Development Corporations.
- 2) **Milwaukee Community Development Intervention Team (McDIT)** was developed to assist community development groups in crisis. Since then, McDIT has created an Advisory Council and had worked with several agencies in Milwaukee. **All 8 agencies were successfully assisted** in meeting their immediate needs and all became involved in further technical assistance to strengthen and improve their organization and performance.
- 3) The **Neighborhood Planning Project (Milwaukee Makes Place)** of City of Milwaukee Department of City Development continues its work. At last year's Summit, participants worked in 6 large geographic areas to identify associations and organizations that create community. Many organizations made new connections and developed collaborative projects.
- 4) The new **Business Assistance Caucus of Milwaukee (BACOM)** is a group of organizations that provide technical assistance and planning services to small businesses. BACOM will be kicking off a series of information sessions to educate business owners about the wide array of incentives and business support that is available.

Evaluations

Evaluations were **exceedingly positive**. Some selected Summit evaluation comments include:

- ◆ The Summit was a smashing success! I was so impressed with the variety of speakers and the "opposing views" of the panels – it made for lively discussions. I was also impressed (as was the audience) with the frank views of the private sector participants – we need more of this "reality check" in our work. Such a good job putting all of the pieces together. The event continues to "out do" itself every year!
- ◆ The event was a huge success!
- ◆ The community is well represented at the Summit.
- ◆ Attendance and participation continues to be excellent and it appears that past Summits have contributed to the knowledge base of attendees and reflects a higher level of engagement around current affairs and events.
- ◆ This was a great opportunity to meet and talk with others involved in community development.
- ◆ This Summit was better than ever – I liked having people with some different opinions. It made for great dialogue.
- ◆ This Summit was very worthwhile for anyone interested in learning more about revitalization (which should be everyone).

Progress on 2001 Related Initiatives

- 1) The Helen Bader Foundation and the **Initiative for a Competitive Inner City (ICIC)** gathered scores of community leaders to work together as part of the ICIC – Milwaukee Partnership – an effort to create an economic agenda for making Milwaukee a city of increased opportunity through strong businesses and more family-supporting jobs. From that, **Initiative for a Competitive Milwaukee** was born and will officially launch its efforts on September 15, 2003.
- 2) Executive Directors of the established Community Development Corporations (CDCs) are continuing to meet and have begun strategic planning for their future direction. A special training for the CDCs on Low Income Housing Tax Credits was sponsored by UEDA in February with nationally known tax credits author Joe Guggenheim. In March of 2003, the **CDC Executives Group** held a retreat to further discuss strategic planning ideas with a focus on community and economic development concerns for CDCs. The group is continuing to meet and formulate their plans.
- 3) **Milwaukee Renewal Community Initiative (MCRI)** kicked off its public information campaign in Fall of 2002. Unique and a nationwide model in its public awareness plans, Milwaukee is the only RC designation who has for-profit business sponsors to market the initiative. MCRI has developed detailed tools to use for tax incentives education and outreach; educated RC businesses, professional service providers, community partners and workforce development agencies through numerous information sessions, seminars and one-on-one sessions.
- 4) **Milwaukee Community Development Intervention Team (MCDIT)** was developed two years ago to assist community development groups in crisis. Since then, MCDIT has created an Advisory Council and had worked with several agencies in Milwaukee. All 8 agencies were successfully assisted in meeting their immediate needs and all became involved in further technical assistance to strengthen and improve their organization and performance.

Progress on 2002 Related Initiatives

- 5) **Milwaukee Makes Place (MMP)** is the neighborhood planning project of the City of Milwaukee Department of Community Development. MMP seeks to enhance ongoing city revitalization efforts through assisting citizen-led projects that create, strengthen and sustain public places. Milwaukee Makes Place will unveil several unique project proposals in the upcoming months of which one is Picture Milwaukee Places. Picture Milwaukee Places is an online scrapbook collecting photos and stories that will document the history and significance of Milwaukee.
- 6) **Community Development Organization (CDO) Management Standards** has continued to meet and research options for implementation. At a UEDA breakfast meeting in October of 2002, Peter Berns was the featured speaker. Berns is the executive director of the Maryland Association of Nonprofit Organizations and also the creator of the Standards of Excellence materials for nonprofits. The CDO Management Standards group is also beginning a voluntary "peer review" process. The CDO Management Standards are intended to be a self assessment tool with all information remaining confidential.

Progress on New 2003 Related Initiatives

- 6) Smart Growth workshops prior to the Summit have created a strong network of supporters. Legislation has been introduced to repeal the Smart Growth law and groups are continuing to monitor the legislation and advocate to retain and enhance the legislation.
- 6) Continuing discussions are ongoing between Milwaukee and officials from surrounding areas regarding community development issues.

Summit Next Steps:

- Release of Summit Proceedings this fall
- Linkage with other community development initiatives
- Planning for 2004 Community Development Summit

2003 Community Development Summit Evaluation Summary

June 12, 2003

The following responses were rated on a 4-point scale with 4 being excellent and 1 being poor. Responses were weighted and averaged for a composite total.

1. How would you rate the following Summit activities:

Summit Showcase (Exhibitors)	3.5
Morning Keynote: Cory Nettles	3.6
Morning Keynote: Antonio Riley	3.6
"The New Urban Renewal" Morning Plenary Session	3.8
Concurrent Morning Workshops:	
Role of Residents in Healthy Neighborhoods	3.5
Planning City of Milwaukee's Future	3.0
Developing Central City Marketplaces	2.4
2002 Summit Successes Presentation	3.2
Lunch Keynote: Roy Bernardi	3.3
Concurrent Afternoon Workshops:	
Regional Solutions for Community Development Issues	3.5
Using Business Incentives to Develop Central City Marketplaces	3.0
Arts as a Community Development Tool	3.0
"Arm Chair Critique" Afternoon Plenary Session	3.5
Publications CD	3.3
Food and Facilities	3.6

Comments:

Summit Showcase

Great cross sector of exhibitors

It looked great – so many BIDs represented – great exposure for commercial corridors

Nice to have so many

Nettles

Would have liked to hear him present on actual policy initiatives for entrepreneurship

Riley

Broad view – new initiatives

Appreciated his stand on the direction of WHEDA

"The New Urban Renewal" Morning Plenary Session

I liked the diversity of people's perspectives

Provocative and candid

Max Rasansky's and Wyman Winston's perspectives need to be heard by decision-makers

Frank session

Good presentation of different points of view

It was electrifying!

Great exchange – provocative discussion

Most valuable in outlining the assets and policies

Report of 2003 Community Development Summit
Thursday, June 12, 2003

Great exchange of ideas and issues

"Role of Residents in Healthy Neighborhoods"

Thought provoking

Great to see collaboration and investment of corporate into community

"Planning City of Milwaukee's Future"

Informative

Sensible

Too bad we didn't have more time for Q & A

I like listening to Peter Park – he will give a reasonable answer

"Developing Central City Marketplaces"

Randy Roth made a major point about Milwaukee's greatest challenge – our education system

Good – but why does everyone like to attack Marc Levine for showing what's in need of fixing in Milwaukee?

Old news presented

2002 Summit Successes

McDIT is a great model!

The City's Neighborhood Planning Project is interesting

Would like more information on BACOM

Bernardi

Boring, unrehearsed, death by Republican agenda

Told us what we already know – a real disappointment

Not particularly engaging

Canned speeches are boring

Too scripted – sounded like a commercial for George W. Bush

Oh dear God no

"Regional Solutions for Community Development Issues"

Very interesting to learn from Waukesha County representatives

"Using Business Incentives"

The Renewal Community tax credits are an interesting approach

"Arts as a Community Development Tool"

Interesting but could be extended with a discussion on details

I liked hearing about the development in the Bay View area

"Arm Chair Critique" Afternoon Plenary Session

The presentation setting was a comfortable environment that encouraged dialogue among presenters and audience

Topics were appropriate for Milwaukee issues and politics

Publications CD

Great idea to offer a CD

Haven't looked at CD yet but printouts look interesting

CD – what a great tree saver!

Appreciated the CD versus all that paper!

Report of 2003 Community Development Summit

Thursday, June 12, 2003

2. Did the Community Development Summit:

YES 98%	NO	Provide you with a better understanding of the changing resources from government?
32%		Did you visit the <i>HUD Homeownership Express</i> bus?

3. Did you attend the Community Development Summit last year?

72% Yes 28% No

4. How did you hear about the Community Development Summit?

38% Summit Registration Brochure
12% Summit Invitation
16% Summit Save the Date Postcard
14% Letter to Community Organization
16% Word of Mouth
2% Newspaper
2% Radio/TV

5. Why did you attend the Summit this year?

- ◆ Caliber of speakers
- ◆ Content of workshops
- ◆ To learn more about local government plans for the City
- ◆ Networking
- ◆ Get updated on the community at large with regard to economic development issues
- ◆ Issues and topics addressed/discussed
- ◆ Looking for ties to entrepreneurship
- ◆ Interest in community and economic development
- ◆ I wanted to
- ◆ Information – networking – CDBG funded program
- ◆ Discover new resources
- ◆ To gain a better understanding of community development especially regionally
- ◆ Resident involved in economic development in my neighborhood
- ◆ As a community organization board member who works in the Empowerment/Enterprise Zone, I am committed to helping to make a positive impact on Milwaukee as a citizen
- ◆ Learn more about homeownership
- ◆ To hear different perspectives on issues
- ◆ I attend every year
- ◆ To follow up on past summits and see where we are now
- ◆ Appropriate event to bring together this community

6. If someone who missed this Summit asked you about it, what would you say?

- ◆ Good information

- ◆ Get involved in the planning of next year's Summit
- ◆ Interesting array of issues discussed representing various perspectives
- ◆ It is very worthwhile for anyone interested in learning more about revitalization (which should be everyone)
- ◆ Good overview of what is going on in Milwaukee between government and nonprofit community
- ◆ Don't miss it next year!
- ◆ That some very important issues were given
- ◆ Better than ever! I like having people with some different opinions. It made for more lively discussion. Great dialogue.
- ◆ Very informative – they should attend
- ◆ There was a lot of good discussion about the excellent panels
- ◆ This was a great opportunity to meet and talk with others involved in community development
- ◆ It was excellent both for content of panels and networking
- ◆ The dialogue is ongoing – good forum!

7. If you or your organization have a "Summit Success" story to share, please circle YES and complete the information below.

Milwaukee Makes Place
Initiative for a Competitive Inner City

8. Other comments:

- ◆ I really wish I could have attended the entire thing – the one panel I got to see was very helpful to my understanding on how urban planning works
- ◆ The community is well represented at the Summit
- ◆ More individuals and companies that can impact public and corporate policy need to attend
- ◆ To much cliché of "poor Milwaukee" – stop whining and move forward!
- ◆ For next year, focus on solutions – bring entrepreneurs and investors together to hear about business incentives
- ◆ Educate the business community on the incentives designed for them
- ◆ Why not try a "Summit for a Stronger Southeastern Region"?
- ◆ Get more youth and elderly involved in next year's Summit
- ◆ More on regionalism
- ◆ Attendance and participation continues to be excellent and it appears that past Summits have contributed to the knowledge base of attendees and reflects a higher level of engagement around current affairs and events
- ◆ If Dan Finley has made the offer, how about getting the county executives from Kenosha and Racine counties?