



March 30, 2017

City of Milwaukee
Department of City Development
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Homeworks: Bronzeville

**Artist Housing Cluster in the Bronzeville Cultural and Entertainment District
City of Milwaukee**

Request for City Collaboration

Sara Daleiden of MKE<->LAX in collaboration with CUPED Corporation (directed by Melissa Goins of Maures Development Group), Jazale's Art Studio and Strong Blocks requests collaboration with the City of Milwaukee for *Homeworks: Bronzeville*. *Homeworks: Bronzeville* is a neighborhood cluster development based in artist housing in the Bronzeville Cultural and Entertainment District. We seek to grow North Avenue and the blocks that surround the main street from 4th to 6th from Meinecke Street to Garfield Avenue. Through an arts and cultural development focus, our intentions are to rehabilitate residential and commercial properties, enhance public space, engage neighbors and visitors and encourage sustainable growth. The specific aspects of collaboration with the City necessary to realize *Homeworks: Bronzeville* include:

- Sales of buildings and vacant lots for artist housing:
 - 322-340 Meinecke St along with 2406-08 N 4th St. This grouping will need the lot located at 2378 N 4th St for our engagement programming and/or parking.

- 540 W North Ave along with the lots of 510, 522 and 530 on North Ave. The lots will be temporarily programmed with art, wellness and green space activities until a new building can be built.
- 2351 N 6th St along with the lot of 2333 N 6th St. We are interested in retaining the green space around this small house due to the beautiful old trees that are present and intend to program this space similar to the aforementioned ones on North Ave.
- \$100,000 artist housing fund program with \$25,000 allotted per property and other funding sources including forgivable loan programs such as with Homebuyer Assistance and Rental Rehabilitation that will support the completion of the buildings
- Any necessary permitting or zoning changes for rehabilitation of properties and support of creative entrepreneurial businesses in the properties
- Notification of predicted or pending foreclosures in cluster area

These four foreclosed properties are the first wave due to be completed in 2017-2018 of what we imagine are 10-15 foreclosed, City-owned, and private buildings in Bronzeville which we will rehabilitate as housing for artists and other creative entrepreneurs by 2019. The owners of the first four foreclosed properties will be Sara Daleiden of MKE<->LAX, Vedale and Coreisha Hill of Jazale's Art Studio, and Mikal Floyd-Pruitt of I Am Milwaukee, with other artists and creative entrepreneurs in our network pending. These artists will be involved with designing, inhabiting, and activate the rehabilitated properties for residential and commercial uses. Each residence will serve as a container for the collaborators' professional art practices and their leadership in facilitating youth mentorship and entrepreneurial development experiences. We are working with Los Angeles-based architect Thurman Grant on the rehabilitation design. We are developing several options for home ownership with the artists from direct purchase to rent-to-own scenarios. Strong Blocks is willing to provide the rent-to-own opportunities through its existing program. We are currently exploring options for loans and financial counseling for the artists with ACTS Housing as well. We are developing an investors fund called *Homeworks: Bronzeville, LLC*.

Development Background

We are currently working closely with Alderwoman Milele Coggs, Rhonda Manuel and the City's Bronzeville Advisory Committee on the Bronzeville Cultural and Entertainment District Redevelopment Initiative, from Garfield Street to Center Street, and Dr Martin Luther King Drive to 7th Street. We are excited about *Homeworks: Bronzeville* in relationship to North Avenue which is further stimulating new arts, culture and business investment. Anchors in this cluster are Pete's Farmer's Market and the redevelopment of the Historic Garfield School Cultural Campus with The Griot apartment complex that will be the new home for the America's Black Holocaust Museum. Our project is connected with the *MKE United: Greater Downtown Action Agenda* led by the City of Milwaukee, the Greater Milwaukee Committee, the Greater Milwaukee Foundation, the Milwaukee Urban League, and other civic leadership who share alignment with our interests. We seek alignment with the \$3 billion being invested in new Downtown development one mile South including the Bucks sports arena and entertainment district, and

the streetcar line which will connect to Bronzeville. Additional community partners include Friends of Bronzeville, Historic King Drive BID, Milwaukee Urban League, America's Black Holocaust Museum, P3 Development, Healthy Words, Community First, NEWaukee, Employ Milwaukee, and other local and national arts and cultural leaders interested in African-American cultural developments in American urban contexts.

By the 1930s, the number of African-American owned businesses in the original Bronzeville exceeded all other areas of the City. In the late 1960's a portion of Walnut Street was demolished to make room for a freeway. Despite this loss, the memory of Bronzeville remains strong in Milwaukee. The Bronzeville Cultural and Entertainment District is a City of Milwaukee redevelopment initiative inspired by Milwaukee's original Bronzeville District of the early to mid 1900s. The primary African-American economic and social hub of its time, Bronzeville brought all ethnicities together to celebrate African-American culture, highlighting jazz, blues and the arts. Those living in Bronzeville recall a commercial corridor with nightclubs such as Metropole Club and the Moon Glow featuring performances by such pioneers as Billie Holiday, Duke Ellington, Count Basie, Dizzy Gillespie and Nat "King" Cole, to mention a few. Our 21st Century Bronzeville initiative is revitalizing this area of Milwaukee where African-American culture has been a mainstay.

Bronzeville is re-emerging as the vibrant cultural and entertainment district that it once was and healing from the significant disinvestment and separation of recent decades. The neighborhood has grown with foreclosures, vacant properties and absentee property owners. 92% of the population is African-American with 40% aged 24 or under, and 61% is low income. Safety for neighbors and visitors is a significant concern for those in the area. This artist housing cluster development proposal serves as a catalyst for revitalization with its focuses on neighborhood stabilization, rehabilitation of foreclosed properties, economic development, neighbor engagement, young adult entrepreneurial development, and arts and cultural programming. This proposal is in alignment with the City's 2005 Bronzeville Arts and Cultural District Amendment to the North 7th Street - West Garfield Avenue Redevelopment Project Area Plan and the 2015 Bronzeville Artist Housing Report issued. The Bronzeville District is slated to offer compelling opportunities for locals and tourists by bringing together history, art, commerce, community and culture rooted in this rich urban tradition.

Outcomes

We will measure our accomplishments by:

- Completion of four creative live-work properties with artist property owners which will be rehabilitated from City foreclosures and other related properties and contribute to tax base by Spring 2018.
- Manageable property loans for artist property owners with orientation to property ownership responsibilities and sustainable financial planning.
- Relocation of five art and creative entrepreneurship businesses to rehabilitated properties and activation of sustainable business support.

- Signed collaborative agreement with all artist property owners to occupy property for minimum of five years and offer annual public programming and neighbor engagement activities based in creative practices.
- Active, sanctioned public programs on the interior and exterior of the properties in alignment with existing initiatives after construction completion.
- Surveys and interviews with neighbors and visitors through our public programs and audio-visual storybuilding documentation.
- Distribution of positive image public relations materials about artists and Bronzeville regionally and nationally in print and online, noting press articles and dialogue threads on social media.
- Mentoring and compensation for young adults living in or near neighborhood during design-build process as well as public program and public relations production.
- Neighborhood leadership network aligned from existing leaders and groups along with new property owners with regular gathering schedule to review collaboration.

Budget

Expenses Estimate: \$611,515

Income: To be determined in connection with City programs and private financing.

Please see enclosed spreadsheet with an overall cluster estimate and five buildings (four properties) estimates. We need to confirm financing to be able to move forward with design with our architect and design and construction advisor, to determine if there are any adjustments to these initial construction estimates. The construction estimates were completed by Community First.

Timeline

November 2016

Confirmed City property availability and support for purchase

April 2017

Confirm funding for 1st property

Review financing for all properties with City

Close on 1st property with City

May 2017

Confirm design and construction BID for 1st property

Confirm funding for 2nd property

Begin construction on 1st property

June 2017

Close on 2nd property with City

Confirm design and construction BID for 2nd property

July 2017

Confirm funding for 3rd property
Begin construction on 2nd property

August 2017

Close on 3rd property with City
Confirm design and construction BID for 3rd property
Complete construction on 1st property

September 2017

Confirm funding for 4th property
Begin construction on 3rd property

October 2017

Close on 4th property with City
Confirm design and construction BID for 4th property
Complete construction on 2nd property

November 2017

Begin construction on 4th property

April 2018

Complete construction on 3rd and 4th property

Respectfully,

A handwritten signature in cursive script that reads "Sara".

Sara Daleiden, Director
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Homeworks: Bronzeville Artist Housing Cluster Estimate

4 Properties with 5 Buildings

March 30, 2017

EXPENSES

2406-08 N 4th St (2 units)

Amount

Developer	\$5,000
Architect	\$5,000
Design and Construction Advisor	\$2,500
Engineer	\$5,000
Marketing and Engagement	\$10,000
Interior Furnishings	\$5,000
Purchase Price	\$1
Insurance	\$2,500
Permits and Fees	\$5,000
Holding Costs	\$5,000
Construction	\$60,381
<i>Subtotal</i>	<i>\$105,382</i>

340 W Meinecke St (4 units): connected with 322 W Meinecke

Developer	\$5,000
Architect	\$10,000
Design and Construction Advisor	\$5,000
Engineer	\$5,000
Marketing and Engagement	\$20,000
Interior Furnishings	\$10,000
Purchase Price	\$1
Insurance	\$2,500
Permits and Fees	\$5,000
Holding Costs	\$10,000
Construction	\$101,828
<i>Subtotal</i>	<i>\$159,328</i>

322 W Meinecke St (2 units): connected with 340 W Meinecke

Developer	\$5,000
Architect	\$5,000
Design and Construction Advisor	\$2,500
Engineer	\$5,000
Marketing and Engagement	\$10,000
Interior Furnishings	\$5,000
Purchase Price	\$1
Insurance	\$2,500
Permits and Fees	\$5,000

Holding Costs	\$5,000
Construction	\$78,947
<i>Subtotal</i>	<i>\$123,948</i>

2351 N 6th St (1 unit)

Developer	\$5,000
Architect	\$5,000
Design and Construction Advisor	\$2,500
Engineer	\$5,000
Marketing and Engagement	\$10,000
Interior Furnishings	\$2,500
Purchase Price	\$1
Insurance	\$2,500
Permits and Fees	\$5,000
Holding Costs	\$2,500
Construction	\$58,413
<i>Subtotal</i>	<i>\$98,414</i>

540 W North Ave (2 units)

Developer	\$5,000
Architect	\$5,000
Design and Construction Advisor	\$2,500
Engineer	\$5,000
Marketing and Engagement	\$10,000
Interior Furnishings	\$5,000
Purchase Price	\$1
Insurance	\$2,500
Permits and Fees	\$5,000
Holding Costs	\$5,000
Construction	\$79,442
<i>Subtotal</i>	<i>\$124,443</i>

TOTAL \$611,515

INCOME

	Amount	Notes
City of Milwaukee Art and Resource Buildings Program		\$25,000/property
City of Milwaukee Rental Rehabilitation Program		\$14,999/property
City of Milwaukee Homebuyer Assistance Program		\$20,000/property
City of Milwaukee Commercial Property Rehabilitation Program		\$75,000/property
Private Financing		Investors Fund/Bank Loans/Property Owner Downpayments
TOTAL	\$0	