



GROWING PROSPERITY

An Action Agenda for Economic Development
in the City of Milwaukee

An aerial photograph of Milwaukee, Wisconsin, showing a dense urban area with many trees in autumn colors. The city skyline is visible in the distance. A semi-transparent green box is overlaid on the center of the image.

**Steering & Rules
Committee
December 4, 2014**



Growing Prosperity

Today's presentation

- Community engagement activities
- Update on implementation of action items
- Work plans



Growing Prosperity

Community Engagement

- Public Policy Forum's "Policy in a Pub" (7/21)
- Community Development Funders Alliance (7/29)
- Zilber Foundation & Partners (8/13)
- City Human Rights Commission (8/20)
- Granville BID Board Meeting (8/20)
- LISC Local Advisory Board (8/21)
- Greater Milwaukee Foundation (11/3)
- King Drive BID Forum (11/6)
- FDIC community forum (12/4)



Location-Based Opportunities

Action Item 4.2.1

Regularly communicate with M7 and key asset industry organizations to learn more about their location needs, and keep suitable Milwaukee sites on the radar

- City of Milwaukee taking a leadership in M7's new Next Generation Manufacturing Council.
- City and NGMC jointly wrote successful application for federal Investing in Manufacturing Communities Partnership designation

	Performance Indicator	Current	Desired
Customer-Focused Innovation	% investing >5% of sales in R&D	27%	80%
Advanced Talent Management	Training Hours >20 per employee	28%	80%
Systemic Continuous Improvement	% with >75% of workforce engaged in CI	42%	80%
Extended Enterprise Management	% view suppliers as strategic partners	22%	80%
Sustainable Product & Process Development	% with >90% of products completely recyclable	25%	80%
Global Engagement	Companies with >1 out of country sales office	37%	80%

NGM Key Performance Indicators

Location-Based Opportunities

Action Item 4.2.4

Advocate for infrastructure and policy changes that promote investment in public transportation options

- Common Council currently considering expanded streetcar initiative and funding plan



Location-Based Opportunities

Action Item 4.3.3

Explore and advance opportunities for live/work/sell space to support artists and entrepreneurs alike

- Bronzeville artists housing initiative
 - Reusing City-owned, foreclosed residential property
 - Adaptive re-use of Garfield School





Human Capital Development

Action Item 5.1.5

Investigate proven national models, such as Children's Savings Accounts and "Say Yes to Education" that improve odds of college entry for students of low-income families

- Dept. of Administration exploring Children's Savings Accounts
- Outreach to local foundation regarding financial support



Entrepreneurship & Innovation

Action Item 6.1.3

Establish a Local Business Action Team within City government to focus on improving services to businesses

- Action Team formed via Council file #140081
 - Co-chairs: Ald. Terry Witkowski, DNS Commissioner Art Dahlberg
- Two meetings held to date



Entrepreneurship & Innovation

Action Item 6.2.1

Invite KIVA to partner with City government and local organizations to develop micro-lending to small businesses

- KIVA fellow has been working in Milwaukee since September to recruit trustees, build loan pipeline
- KIVA matching loan fund established
- 2015 City budget includes City financial support
- Fundraising goal achieved
- 6 trustees have signed on
- Formal launch in early 2015



Entrepreneurship & Innovation

Action Item 6.2.3

Improve communication between City agencies and the intermediaries that provide service and technical assistance to local businesses

- Commercial Corridor team expanded by two positions
- City staff taking active role in Business Improvement District (BID) Council
- City staff participating in LISC Small Business and Entrepreneurship Affinity Group



Entrepreneurship & Innovation

Action Item 6.3.1

Develop and host an annual “Entrepreneur Week” to showcase local talent and resources

- First *Entrepreneur Week* held Nov. 9 – 14, 2014
- 13 events sponsored by City and partners





Quality of Life & Place

Action Item 7.1.5

Implement ReFresh Milwaukee plan to make Milwaukee a more sustainable city while improving quality of life for all residents

- Progress made on 87% of target recommendations



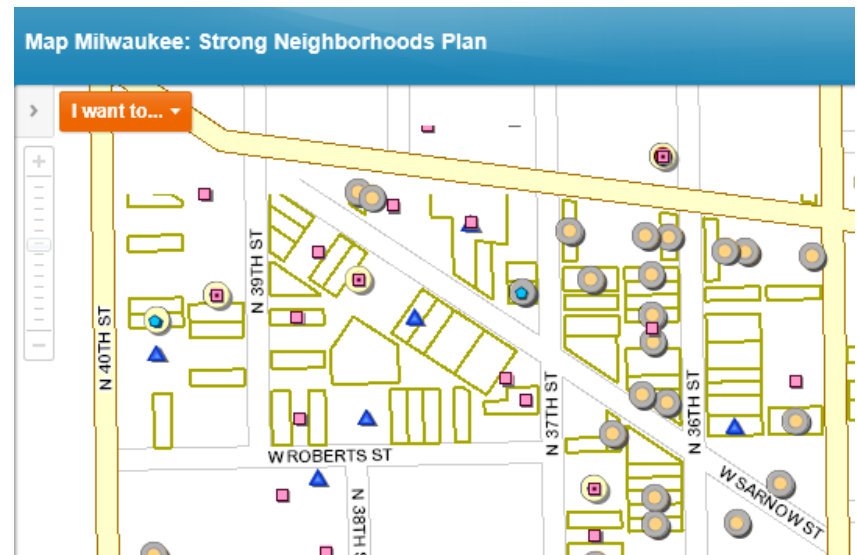


Quality of Life & Place

Action Item 7.2.2

Encourage and support grassroots organizations that engage in neighborhood improvements

- Strong Neighborhoods mapping application developed to assist community partners understand foreclosure in their neighborhoods.
- Public Ally has joined DCD staff to expand Healthy Neighborhoods Initiative and Community Improvement Project grant activities





Quality of Life & Place

Action Item 7.3.1

Develop a menu of intervention strategies targeted to the different neighborhood categories identified by the Market Value Analysis

- City has applied for Technical Assistance Scholarship Program through the Center for Community Progress
- If successful, City would receive TA from CCP to develop neighborhood intervention strategies.





Growing Prosperity

Work Plans

- 27 work plans attached to communication file
 - City-led action items
- Additional work plans will be shared in late winter 2015
 - Community-led action items