



City of Milwaukee

City Hall
200 East Wells Street
Milwaukee, WI 53202

Meeting Agenda COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

ALD. JOE DAVIS, SR., CHAIR
Ald. T. Anthony Zielinski, Vice-Chair
Ald. James Witkowiak, Ald. Willie Wade, Ald. Terry Witkowski
Staff Assistant, Joanna Polanco, 286-2366
Fax: 286-3456, jpolan@milwaukee.gov
Legislative Liaison, Amy Hefter, 286-2290,
ahefte@milwaukee.gov

Monday, February 21, 2011

9:00 AM

Room 301-B, City Hall

1. [100370](#) Reappointment of Milton Pivar to the Business Improvement District Board #4 (Mitchell Street) by the Mayor. (12th Aldermanic District)
Sponsors: THE CHAIR

2. [101228](#) Reappointment of Ralph Peterman to the Business Improvement District Board #21 (Downtown Management District) by the Mayor. (4th Aldermanic District)
Sponsors: THE CHAIR

3. [100881](#) Reappointment of John Mullarkey to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)
Sponsors: THE CHAIR

4. [100878](#) Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)
Sponsors: THE CHAIR

5. [101214](#) Substitute resolution relating to the use of Large Impact Development funds to fund activities recommended by the African American Male Unemployment Task Force.
Sponsors: Ald. Zielinski and Ald. Hamilton

6. [101292](#) Resolution authorizing acceptance and funding of a Wisconsin Arts Board 2011 Regranting Program Grant.
Sponsors: Ald. Murphy

7. [101294](#) Resolution authorizing expenditures and outlining the conditions for expenditures and funding availability from the 2011 Healthy Neighborhoods Initiative capital account.
Sponsors: Ald. Murphy

8. [101181](#) Communication from the Department of City Development relating to a report detailing cooperative ventures undertaken by the City of Milwaukee and the Milwaukee Area Workforce Investment Board from July 1, 2010 through December 31, 2010.

Sponsors: THE CHAIR

9. [101259](#) Communication from the Milwaukee Commission on Supportive Housing relating to its 2010 annual report.

Sponsors: THE CHAIR

10. [100784](#) Communication from the Emerging Business Enterprise Program relating to the 2009 Emerging Business Enterprise Program Department Utilization Report.

Sponsors: THE CHAIR

This meeting will be webcast live at www.milwaukee.gov/channel25.

Members of the Common Council and its standing committees who are not members of this committee may attend this meeting to participate or to gather information. Notice is given that this meeting may constitute a meeting of the Common Council or any of its standing committees, although they will not take any formal action at this meeting.

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX)286-3456, (TDD)286-2025 or by writing to the Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.

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Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council committee are required to identify themselves as such. More information is available at www.milwaukee.gov/lobby.



Legislation Details (With Text)

File #: 100370 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 7/7/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Milton Pivar to the Business Improvement District Board #4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 04

Attachments: Reappointment Letter, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
7/7/2010	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

100370

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Milton Pivar to the Business Improvement District Board #4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Drafter

Mayor

TB

7/7/10

July 7, 2010

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Mr. Milton Pivar, 930 West Historic Mitchell Street, Milwaukee, Wisconsin 53204, to the Business Improvement District Board #4 (Mitchell Street). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes. Mr. Pivar's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,

A handwritten signature in cursive script that reads "Tom Barrett". The signature is written in black ink and is positioned to the left of the printed name.

Tom Barrett
Mayor



City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 100370

Reappointment of Milton Pivar to the Business Improvement District Board #4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the Community and Economic Development Committee **Meeting to be held on January 31, 2011.**

- Number of meetings held:
- Number of meetings attended:
- Number of excused absences:
- Number of unexcused absences:

RE: Milton Pivar's re-appointment to BID #4:

For the years of 2007 through 2010, BID #4 held 30 meetings.

Mr. Pivar attended 26 of those meetings and had 4 excused absences.

Please let me know if you need additional information. And, thanks in advance for advising me when the February CED meeting is scheduled, as Mr. Pivar will be able to attend it.

Please return this information to Char Rodriguez, Administrative Services Specialist, crodri@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT



Legislation Details (With Text)

File #: 101228 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 1/19/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Ralph Peterman to the Business Improvement District Board #21 (Downtown Management District) by the Mayor. (4th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 21

Attachments: Reappointment Letter, Biography Page, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
1/19/2011	0	COMMON COUNCIL	ASSIGNED TO		
1/26/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/31/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101228
Version
ORIGINAL
Reference

Sponsor
THE CHAIR
Title

Reappointment of Ralph Peterman to the Business Improvement District Board #21 (Downtown Management District) by the Mayor. (4th Aldermanic District)

Drafter
Mayor
TB
1/19/11

January 19, 2011


To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Ralph Peterman, Shops of Grand Avenue, 275 West Wisconsin Avenue, Milwaukee, Wisconsin 53202, to the Business Improvement District Board #21 (Downtown Management District). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File No. 970900. Mr. Peterman's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,


Tom Barrett
Mayor

Ralph Peterman

Ralph Peterman, General Manager / Vice President of The Shops of Grand Avenue began his real estate career in 1985. Between 1985 to 1992, Ralph was employed as a commercial leasing representative for K&R Investments and MLG Group.

From 1992 to 2005, Ralph assumed the position of Director of Commercial Leasing for Corrigan Properties, Inc., the former owner of Bayshore Mall. Here he leased to national and local tenants in the 560,000 square foot mall with a history of 98% occupancy.

Concurrently with employment at Bayshore Mall, Ralph Peterman served as the General Manager at Paradise Mall in West Bend, WI (1995-2000) and Hilldale Shopping Center in Madison, WI (2000-2003).

With 15 years of retail experience and 22 years of brokerage experience, Ralph Peterman came to The Shops of Grand Avenue as the General Manager / Vice President in February 2006. In addition to The Shops of Grand Avenue, Ralph oversees six (6) other properties for Ashkenazy Acquisitions Corporation, the current owner of The Shops of Grand Avenue.



City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 101228

Reappointment of Ralph Peterman to the Business Improvement District Board #21 (Downtown Management District) by the Mayor. (4th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the Community & Economic Development Committee Meeting on January 31, 2010.

- Number of meetings held: _____ 31
- Number of meetings attended: _____ 26
- Number of excused absences: _____ 5
- Number of unexcused absences: _____ 0

Milt Pivar:

31 meetings have been held for the years of 2007 thru 2010. Milt attended 26 of them, and had 5 excused absences (no unexcused absences.).

Please return this information to Charlotte Rodriguez, croдри@milwaukee.gov
City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT

Ronald D Leonhardt
Ronald D Leonhardt

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Legislation Details (With Text)

File #: 100881 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 11/3/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of John Mullarkey to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 32

Attachments: Reappointment Letter, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/3/2010	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
100881
Version
ORIGINAL
Reference

Sponsor
THE CHAIR

Title
Reappointment of John Mullarkey to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Drafter
Mayor
TB
11/3/10

November 3, 2010

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint the following persons to the Business Improvement District Board #32 (Fond du Lac Avenue - North Avenue Market Place):

Mark Teper
1622 West North Avenue
Milwaukee, Wisconsin 53205

John Mullarkey
2625 West North Avenue
Milwaukee, Wisconsin 53205

Young Kim
2242 North 17th Street
Milwaukee, Wisconsin 53205

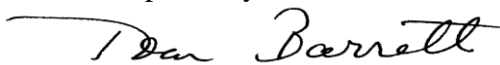
Sharon Adams
2240 North 17th Street
Milwaukee, Wisconsin 53205

Karl Tatum
4535 West North Avenue
Milwaukee, Wisconsin 53208

These reappointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File Number 040876. The terms will commence upon taking of the oath of office.

I trust these reappointments will have the approval of your Honorable Body.

Respectfully submitted,



Tom Barrett
Mayor



City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 100881

Reappointment of John Mullarkey to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the **Community and Economic Development Committee Meeting to be held on November 15, 2010.**

- Number of meetings held: 12 meetings held in 2009 10 meetings to date in 2010
- Number of meetings attended: 9 meetings in 2009 10 meetings in 2010
- Number of excused absences: 3 excused in 2009 0 excused in 2010
- Number of unexcused absences: 0 unexcused 2009 0 unexcused 2010

Please return this information to Char Rodriguez, Council File Specialist, crodriguez@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT

Ronald D. Leonhardt



Legislation Details (With Text)

File #: 100878 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 11/3/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 32

Attachments: Reappointment Letter, Biography Page, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/3/2010	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

100878

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Drafter

Mayor

TB

11/3/10

November 3, 2010

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint the following persons to the Business Improvement District Board #32 (Fond du Lac Avenue - North Avenue Market Place):

Mark Teper
1622 West North Avenue
Milwaukee, Wisconsin 53205

John Mullarkey
2625 West North Avenue
Milwaukee, Wisconsin 53205

Young Kim
2242 North 17th Street
Milwaukee, Wisconsin 53205

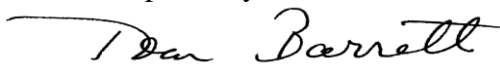
Sharon Adams
2240 North 17th Street
Milwaukee, Wisconsin 53205

Karl Tatum
4535 West North Avenue
Milwaukee, Wisconsin 53208

These reappointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File Number 040876. The terms will commence upon taking of the oath of office.

I trust these reappointments will have the approval of your Honorable Body.

Respectfully submitted,



Tom Barrett
Mayor

Mark Teper

Home Address:
2420 W. Woodbury Lane
Glendale, WI 53209
Home Phone: 414-352-5540
Home Fax: 414-352-5580
Cell Phone: 414-659-0080
E-mail: galstfoods@aol.com

Business Address:
Galst Foods
1622 W. North Avenue
Milwaukee, WI 53205
Business Phone: 414-263-9315
Business Fax: 414-264-6619

Galst Foods was opened by my grandfather in 1927 and has been family owned and operated since that time. I began working at the store in 1976 and have worked in every capacity of the business. Presently I own and operate Galst Foods, which has been an integral part of the business community on North Avenue for nearly 80 years. I also own additional properties on and around North Avenue.

In my almost 30 years of working in the neighborhood I have seen many changes. From a once thriving and vital area of the city, I have seen North Avenue experienced a slow deterioration. As a business owner this downward spiral is of great concern to me. Recently, however, the community in and around North Avenue is working hard to reverse this pattern and once again make this area one of growth and development. I am gratified to see so many people working diligently to restore the neighborhood. As a member of this community I want to continue to work to improve the neighborhood for residents and businesses alike.

I want to serve on BID board to ensure that I am a part of the neighborhood revitalization decisions. I feel that it is important to contribute to this effort to ensure that a variety of voices be heard. I know this neighborhood very well and feel that my long-standing involvement would be an asset to the board. I want to see North Avenue and the surrounding community once again be vital and strong.



City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 100878

Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the **Community and Economic Development Committee Meeting to be held on November 15, 2010.**

- Number of meetings held: 12 meetings in 2009 10 meetings to date 2010
- Number of meetings attended: 4 meetings in 2009 7 meetings to date in 2010
- Number of excused absences: 7 excused 2009 2 excused in 2010
- Number of unexcused absences: 1 unexcused Absent 2009 1 unexcused in 2010

Please return this information to Char Rodriguez, Council File Specialist, crodr@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT

Ronald D. Leonhardt



Legislation Details (With Text)

File #: 101214 **Version:** 1

Type: Resolution **Status:** In Committee

File created: 1/19/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Substitute resolution relating to the use of Large Impact Development funds to fund activities recommended by the African American Male Unemployment Task Force.

Sponsors: ALD. ZIELINSKI, ALD. HAMILTON

Indexes: COMMUNITY BLOCK GRANT ADMINISTRATION, COMMUNITY DEVELOPMENT BLOCK GRANT, EMPLOYMENT, JOBS, SOCIAL CONCERNS

Attachments: Growing Power Proposal.pdf, Growing Power Program Budget.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
1/19/2011	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/17/2011	1	CITY CLERK	DRAFT SUBMITTED		

Number

101214

Version

SUBSTITUTE 1

Reference

100709

Sponsor

ALD. ZIELINSKI, HAMILTON, HINES, COGGS AND KOVAC

Title

Substitute resolution relating to the use of Large Impact Development funds to fund activities recommended by the African American Male Unemployment Task Force.

Analysis

This resolution approves the award of \$425,000 of Large Impact Development funds to Growing Power, Inc., as recommended by the African American Male Unemployment Task Force, for job training and creation activities. Growing Power Inc., will create and provide training for a total of 150 permanent jobs over a 3-year period, beginning in 2011, in the field of urban agriculture. In addition, a total of 150 hoop-houses will be constructed on vacant lots for use in growing produce in urban gardens.

Body

Whereas, On November 3, 2010, the Common Council adopted Resolution File Number 100709 approving the award of CDBG funds for the Large Impact Development by the African American Male Unemployment Task Force Initiative in the amount of \$425,000; and

Whereas, The African American Male Unemployment Task Force has conducted several meetings and on February 15, 2011, the task force met and unanimously approved the award to Growing Power, Inc., in the amount of \$425,000; and

Whereas, The Growing Capacity for the Green Economy Power is a job-preparation project designed to provide skills,

training and hands-on work experience in the fields of intensive sustainable agriculture, renewable energy, environmental education, and community food systems development; and

Whereas, Growing Power, Inc., is a pre-eminent leader in the area of urban agriculture with its founder, Will Allen, having received the McArthur Foundation "Genius Grant" in 2008; and

Whereas, Growing Power, Inc. will create 150 hoop-houses on vacant City land and create approximately 50 permanent jobs annually for 3 years, for a total of 150 jobs; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, the Common Council approves the award of \$425,000 to Growing Power, Inc. for job training and creation activities as recommended by the African American Male Unemployment Task Force; and, be it

Further Resolved, That the Community Development Grants Administration shall be responsible for awarding a subrecipient contract for the approved activity; and, be it

Further Resolved, That the subrecipient organization shall submit a budget and activity report in amounts and according to any conditions approved by the Common Council and in accordance with File Number 74-92-5v, to the Community Development Grants Administration and the City Comptroller for review and approval; and, be it

Further Resolved, That payments for CDBG costs incurred shall be paid in accordance with approved CDBG reimbursement policy based on the approval by the Community Development Grants Administration and the City Comptroller; and, be it

Further Resolved, That except as modified by this resolution, the guidelines for handling the Community Development Block Grant Program set forth in Common Council File Number 74-92-5v are fully applicable to the Community Development Entitlement Funding Program.

.Requestor

Drafter

Mary E. Turk

LRB124798-2

CDGA-LID-2011

02/17/11

Growing Capacity for the Green Economy: Effective job preparation for vulnerable populations to enter the Green workforce



**GROWING
POWER, INC.**

5500 West Silver Spring Dr.

Milwaukee, WI 53218

TEL (414) 527-1546

FAX (414) 527-1908

www.growingpower.org

Growing Capacity for the Green Economy: Effective job preparation for vulnerable populations to enter the Green workforce

Project Overview: Growing Capacity for the Green Economy is a job-preparation project designed to provide Milwaukee's African-American adults, (18+) with skills, training, and hands-on work experiences in the fields of intensive sustainable agriculture, renewable energy, environmental education, and community food systems development to prepare them for immediate work in the Green Industry. Growing Capacity for the Green Economy project will provide participants with:

1. Education and training in advanced methods of intensive agriculture;
2. Research and development of new methods and technologies in the greening field;
3. 20 FTE positions at the onset of the project and 150 FTE positions upon project completion, with a focus on food production; and,
4. The promotion and creation of community food security in Milwaukee

Need for Green Job Creation in Milwaukee:

High prevalence of nutrition-related disease: Because of poverty, the burdens of food insecurity, and poor health status, health disparities are greater in Milwaukee than the rest of the state. In fact, a June, 2010 report from Trust for America's Health, funded by the Robert Wood Johnson Foundation, found that Wisconsin now has the highest obesity rate in the nation for African-Americans, at a whopping 44%, with African-American women at 48.8%. It has become common knowledge that obesity is a nutrition-related disease often linked to inadequate access to healthy food. With regards to youth, the 2003 Milwaukee County Nutrition and Physical Activity Coalition's study found that 27,400 of our community's youth are overweight and 37,850 youth are at risk for becoming overweight. Most of these youth attend a Milwaukee Public School which current data shows 81% of students are low-income and eligible for free or reduced lunch (MPS at a Glance).

High Unemployment Neighborhood: UW-Milwaukee Center for Economic Development found that for certain depressed pockets of the target area, unemployment rates for African-American males ages 25-54 spiked as high as 54.9 percent, nearly 10 times the U.S. rate ("Stealth Depression: Joblessness in the City of Milwaukee since 1990, UWM CED, August 25, 2003, p. 19).

Milwaukee residents lack access to emerging green careers. Wisconsin has a large agricultural sector and emerging green markets stem from organics and locally distributed food. According to the Wisconsin Local Food Marketing Guide 2009 developed by the Wisconsin Department of Agriculture, Trade and Consumer Protection, "The timing has never been better to enter the local food production systems in Wisconsin. Increased consumer demand, interest in preparing healthy meals, information availability, and expertise willingly shared with new producers has changed the dynamics so that small-and large-scale farmers, alike, can thrive in the marketplace...Local food initiatives are gaining momentum in Wisconsin and creating new business opportunities for state farmers." While the demand for locally produced food is increasing, individuals within the target area do not have access to careers that would enable them to be a part of this rapidly emerging sector in the current economic climate.

Timeline: 12 Months to Train

"Growing Capacity for the Green Economy" project will create 20 FTE positions at the onset of the project and 150 FTE positions by the end of the 12-month project to construct 150 hoop-houses throughout the City of Milwaukee on identified vacant or blighted city-owned property. The first 20 FTEs will begin employment within the first two months of the project period, five of which will be trained for supervision duties of the remaining and additional 145 FTEs. Hoop-house construction will

begin during these first two initial months along with recruitment, interviewing, and hiring of the additional 130 FTEs which will occur beginning month 3 until the end of the project period. Included with the hoop-house construction is the citywide composting and food waste collection for the production of fertile compost and soil to grow food in each of the 150 hoop-houses year-round, which are estimated to feed 3,000 families (1 hoop-house can feed 20 families). Starting in month 2, production beds (raised garden beds) will be installed in each of the 150 hoop-houses and will produce local, healthy, sustainable, and affordable food for Milwaukee families to access year-round.

The implementation of this project will not only benefit the 150 FTEs and 3,000 families with increased food security and livable wages, but the neighborhoods receiving these hoop-houses and increased economic activity will surely experience beautification, urban renewal, and an overall improvement of the way these urban neighborhoods are perceived.

Matching Funds: Growing Power is committed to providing 100% of the \$425K grant in matching funds.

Project Outcomes:

Through the Growing Capacity for the Green Economy project, Growing Power will impact the African-American population in four outcomes.

Outcome 1: Create 150 FTEs for African-American males to work in the emerging field of urban sustainable agriculture.

Outcome 2: Provide effective job preparation training in the fields of intensive sustainable agriculture, renewable energy, environmental education, and community food systems development. As the Green Economy grows so will the capacity of low-income, communities of color to participate in this economy and address food and environmental injustices, i.e., lead poisoning, food redlining. African-American children and families will transform their communities into healthy environments, providing safe and environmentally sound places for children to prosper and thrive.

Outcome 3: Improve the lives of vulnerable children and their families by inspiring and motivating parents and young adults with the preparation to immediately enter the Green workforce. African-American children and their families will experience improved quality of life as a result of acquiring dignified employment with livable wages.

Outcome 4: Increase the ability of African-American populations to proactively engage with the multitude of stakeholders comprising their local food system to improve their ability to regularly access healthy, affordable and culturally appropriate food. African-American children and families will live healthier lives with increased access to healthy, affordable, and safe food. In addition, African-American men will contribute to providing increased access to healthy, safe, and affordable food to other children and families in their communities.

Looking to the Future: Growing Power is well positioned to execute the Growing Capacity for the Green Economy project considering its extensive experience in creating quality, well-paying jobs for Milwaukeeans. Furthermore, the organization is developing a swift and capacity-building transition plan in preparation of the construction of its multi-use five story vertical farm building scheduled for completion this 2012. Growing Power expects to hire additional Administrative staff, i.e., Human Resources and Social Workers, to assist the organization in meeting the needs of its growing employee base.



Program: Growing Capacity for the Green Economy (GCGE)

Budget timeline: April 1, 2011 - December 31, 2013

<i>Program Revenue</i>	Source	Total Program	Percentage of Total
	Project Partners, i.e., MATC	1,000,000	8%
	Tours (schools, groups, individuals)	40,000	0%
	Workshops	315,000	3%
	Foundations	5,000,000	41%
	Private Donations	75,000	1%
	CDGA	425,000	3%
	In-kind (compost)	1,800,000	15%
	Earned Income (including revenue generated from GCGE program)	3,536,782	29%
	TOTAL REVENUE:	12,191,782	100%
<i>Program Expense</i>			
	Personnel	8,279,375	68%
	Fringe	1,241,906	10%
	Materials and Supplies	2,375,750	19%
	Transportation	178,200	1%
	Other Direct Costs	116,550	1%
	TOTAL EXPENSE:	12,191,782	100%

NARRATIVE

During the first year of the program, Growing Power will hire 15 FTEs by July, 2011 and recruit the additional 35 FTEs through the end of the year (December, 2011). 50 additional FTEs will be added in 2012 and another 50 FTEs in 2013 to create and sustain a total of 150 FTEs by Dec., 2013.



Program: Growing Capacity for the Green Economy

Budget timeline: April 1, 2011 - December 31, 2013

Personnel	YR 1			YR 2			YR 3			Total
	Salaries	YR 1	%	Salaries	YR 2	%	Salaries	YR 3	%	
Chief Executive Officer - Will	85,000	4,250	5%	89,250	4,463	5%	93,713	4,686	5%	13,398
Director - Karen	55,000	8,250	15%	57,750	8,663	15%	60,638	9,096	15%	26,008
Facility Manager - Sarah W	50,000	5,000	10%	52,500	7,875	15%	55,125	11,025	20%	23,900
Local Outreach Manager - Sarah C	50,000	15,000	30%	52,500	21,000	40%	55,125	24,806	45%	60,806
Job Trainer - Saint	40,000	32,000	80%	42,000	33,600	80%	44,100	35,280	80%	100,880
Human Resources	40,000	8,000	20%	42,000	10,500	25%	44,100	13,230	30%	31,730
Site supervisors (15)	30,000	450,000	100%	31,500	472,500	100%	33,075	496,125	100%	1,418,625
Food Systems Specialist trainees	25,000	875,000	100%	25,000	1,250,000	100%	25,000	1,250,000	100%	3,375,000
Food Systems Specialist staff				26,250	918,750	100%	26,250	1,312,500	100%	2,231,250
Food Systems Specialist Experienced Staff							27,563	964,688	100%	964,688
Finance Manager	50,000	5,000	10%	52,500	6,300	12%	55,125	7,718	14%	19,018
Office Admin	37,000	3,700	10%	38,850	4,662	12%	40,793	5,711	14%	14,073
Total Personnel		1,406,200			2,738,312			4,134,863		8,279,375
Fringe Benefits		210,930	15%		410,747	15%		620,230	15%	1,241,906
Materials and Supplies										
150 Hoop-houses		500,250								500,250
Hoop-House maintenance					30,000			30,000		60,000
Compost		900,000			450,000			450,000		1,800,000
Seeds		3,000			3,000			3,000		9,000
Tools		4,500			1,000			1,000		6,500
		1,407,750			484,000			484,000		2,375,750
Transportation										
Compost truck, pick-up truck, bobcat (leases)		45,000			45,000			45,000		135,000
Compost truck, pick-up truck, bobcat, one van (fuel)		14,400			14,400			14,400		43,200
Total Transportation		59,400			59,400			59,400		178,200
Other Direct Costs										
Facility Lease	69,000	17,250	25%	69,000	20,700	30%	69,000	24,150	35%	62,100
Telephone	6,500	1,625	25%	6,500	1,950	30%	6,500	2,275	35%	5,850
Utilities	54,000	13,500	25%	54,000	16,200	30%	54,000	18,900	35%	48,600
Total Other Direct Costs		32,375			38,850			45,325		116,550
Grand Total		3,116,655			3,731,309			5,343,818		12,191,782

NARRATIVE

During the first year of the program, Growing Power will hire 15 FTEs by July, 2011 and recruit the additional 35 FTEs through the end of the year (December, 2011). 50 additional FTEs will be added in 2012 and another 50 FTEs in 2013 to create and sustain a total of 150 FTEs by Dec., 2013.

Hoop-House Materials - 20' X 96'

Lumber	\$505	
Piping	\$1,385	
Hardware	\$245	
Greenhouse supplies, i.e., plastic	\$1,050	
Tools	\$150	
	<u>\$3,335</u>	1 Hoop-house
150 Hoop-houses	\$500,250	

Enhancing Career Pathway opportunities

The city of Milwaukee, **African American Male Unemployment Task Force**, recommended that projects approved for funding should incorporate within their project proposal, Career Pathway Options to enhance the academic skills of participants employed, including a pathway for participants who lack a high school diploma which prevents them from accessing a post-secondary program.

To meet the Task Force recommendation for educational enhancement, Growing Powers will facilitate the enrollment of up to 50 participants who lack a high school diploma to enroll in the Milwaukee Area Technical College (MATC) High School Equivalency Diploma program (HEP) a U.S. Department of Education grant administered by MATC. At no cost to the grant, the MATC HEP program will provide the instructional and tutorial supports services to assist up to 50 eligible participants to enroll and obtain their GED at no cost to eligible participants. Eligible participants will also receive transportation, meals, and a stipend for their participation in the HEP GED program. The GED program can be offered at MATC or at Growing Power.

Projected MATC – HEP Match:

Instructional support	\$50,000
GED Exam fees	\$ 3,250
Tutorial support	\$15,000
Student Stipend	\$ 7,500
Meals/Transportation	\$ 7,000
Total projected match	\$82,750



Legislation Details (With Text)

File #: 101292 **Version:** 0

Type: Resolution **Status:** In Committee

File created: 2/8/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Resolution authorizing acceptance and funding of a Wisconsin Arts Board 2011 Regranting Program Grant.

Sponsors: ALD. MURPHY

Indexes: ARTS BOARD, DEPARTMENT OF CITY DEVELOPMENT, GRANTS

Attachments: Grant Analysis Form.pdf, Grant Budget Form.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
2/8/2011	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101292
Version
ORIGINAL
Reference

Sponsor
ALD. MURPHY

Title
Resolution authorizing acceptance and funding of a Wisconsin Arts Board 2011 Regranting Program Grant.

Analysis
This resolution authorizes the Department of City Development (Milwaukee Arts Board) to accept and fund a 2011 Regranting Program Grant from the Wisconsin Arts Board. The funding will be used to award grants to Milwaukee art organizations or neighborhood-based organizations that conduct art programming.

Body
Whereas, The City of Milwaukee ("City") appears to be eligible for grant funds from the Wisconsin Arts Board for art programming; and

Whereas, It appears that City involvement in this grant and aid program will result in a major benefit to the City by awarding grants to Milwaukee art organizations or neighborhood-based organizations that conduct art programming; and

Whereas, The operation of this 2011 Regranting Program Grant from July 1, 2011 to June 30, 2012 will cost \$70,000, of which \$35,000 (50 percent) will be provided by the City and \$35,000 (50 percent) will be provided by the Grantor; and

Whereas, The Local Share of this Grant program, \$35,000 or 50 percent, will be provided from the following sources:

In-Kind City Share: \$35,000
Out-of-Pocket City Share: \$-0-
Local, Non-City Share: \$-0-

; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of City Development (Milwaukee Arts Board) shall accept this grant without further approval unless the terms of the grant change, as indicated in Section 304.81, Milwaukee Code of Ordinances; and, be it

Further Resolved, That the City Comptroller is authorized to:

1. Commit funds within the project/grant parent of the 2011 Special Revenue-Grant and Aid Projects Fund, the following amounts for the program titled Wisconsin Arts Board Regranting Program Grant:

Project/Grant: GR0001100000
Fund: 0150
Organization: 9990
Program: 0001
By: 0000
Subclass: R999
Account: 000600
Project: Grantor Share
Amount: \$35,000

2. Create the necessary grant and aid project/grant and project/grant levels, and budget against these project grant values the amount required under the grant agreement.

3. Establish the necessary City Share project values; and, be it

Further Resolved, That these funds are appropriated to the Department of City Development (Milwaukee Arts Board), which is authorized to:

1. Expend from the amount appropriated, sums for specified purposes, as indicated in the grant budget, and incur costs consistent with the award date.

Drafter
DCD:TLG:tlg
02/08/11/A

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of City Development

Contact Person & Phone No: Gary Petersen x5794

Category of Request

- New Grant
- Grant Continuation
- Change in Previously Approved Grant

Previous Council File No. 091475

Previous Council File No.

Project/Program Title: Wisconsin Arts Board Regranting Program

Grantor Agency: Wisconsin Arts Board

Grant Application Date: March, 2011

Anticipated Award Date: July, 2011

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

The Milwaukee Arts Board provides funding to enhance the development, cultural diversity, accessibility and enjoyment of the arts in the City of Milwaukee. Grants are designed to fund innovative, high-quality arts projects or programs. Arts or neighborhood-based organizations in the City are eligible to apply.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

The development of art promotes the positive aspects of life in Milwaukee and attracts middle-income households to the City.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

4. Results Measurement/Progress Report (Applies only to Programs):

Results are measured by evaluation of funded programs by Arts Board members and staff through review of required progress and final reports. All funded organizations are required to submit six-month progress and final reports at the end of the one-year grant period.

5. Grant Period, Timetable and Program Phase-out Plan:

The Milwaukee Arts Board awards grants for activities occurring each granting year (June 1 to May 31). Applications are due in mid-March of each year. Staff and a peer panel review applications during the months of March and April. Recommendations for funding are sent to the Milwaukee Arts Board for approval at its May meeting. Funding becomes available after contracts are signed, not before July 1st of each year. Grant payments are made approximately six weeks after receipt of contracts, which must be returned by August 31st of each year. There are no current plans to phase-out this program.

6. Provide a List of Subgrantees:

7. If Possible, Complete Grant Budget Form and Attach to Back.

CITY OF MILWAUKEE OPERATING GRANT BUDGET

PROJECT/PROGRAM TITLE: WISCONSIN ARTS BOARD REGRANTING PROGRAM

PROJECT/PROGRAM YEAR: 2011

CONTACT PERSON: GARY PETERSEN

NUMBER OF POSITIONS		LINE DESCRIPTION	PAY RANGE NO.	GRANTOR SHARE	IN-KIND SHARE	CASH MATCH A/C #	TOTAL
NEW	EXISTING						
		PERSONNEL COSTS					0
		TOTAL PERSONNEL COSTS		0	0	0	0
		FRINGE BENEFITS					0
		TOTAL FRINGE BENEFITS		0	0	0	0
		SUPPLIES AND MATERIALS					0
		TOTAL SUPPLIES AND MATERIALS		0	0	0	0
		EQUIPMENT AND FACILITY RENT					0
		TOTAL EQUIPMENT AND FACILITY RENT		0	0	0	0
		SERVICES		35,000	35,000		70,000
		TOTAL SERVICES		35,000	35,000	0	70,000
		EQUIPMENT					0
		TOTAL EQUIPMENT		0	0	0	0
		INDIRECT COSTS					0
		TOTAL INDIRECT COSTS		0	0	0	0
		TOTAL COSTS		35,000	35,000	0	70,000

LEGISLATIVE REFERENCE BUREAU FISCAL ANALYSIS

**COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
FEBRUARY 21, 2011
Item 6, File #101292**

File Number 101292 is a resolution authorizing the Department of City Development, on behalf of the Milwaukee Arts Board, to accept and fund a Wisconsin Arts Board 2011 Regranting Program Grant in the amount of \$35,000.

Background

1. The Wisconsin Arts Board, a State-funded agency, makes grant funds available to local arts boards through its Regranting Program.
2. Regranting Program funds support local art programming, including both local art organizations and neighborhood-based organizations that conduct art programming.
3. The Milwaukee Arts Board has been receiving Wisconsin Arts Board Regranting Program Grant funds for the past several years. Most recently, the Arts Board received \$70,000 for the 2009-2010 and 2010-2011 grant cycles (CC File No. 091475).

Discussion

1. This resolution authorizes the Department of City Development, acting on behalf of the Milwaukee Arts Board, to accept a \$35,000 Wisconsin Arts Board Regranting Program Grant.
2. The grant period extends from July 1, 2011, through June 30, 2012.
3. The total cost of this grant-funded project is \$70,000, of which \$35,000 (50%) is the grantor share and \$35,000 (50%) will be an in-kind contribution of services by the City (DCD).
4. The Milwaukee Arts Board awards these grant funds to local art or neighborhood-based organizations to provide art programming that enhances the development, cultural diversity, accessibility and enjoyment of the arts in Milwaukee. Funding applications are due in mid-March, with staff and peer-panel recommendations for funding awards being sent to the Arts Board for approval at its May meeting. Funded organizations are required to submit 6-month progress reports and final reports during each one-year grant period.

Fiscal Impact

1. This resolution authorizes \$70,000 in expenditures by the City -- \$35,000 in grant revenues from the Wisconsin Arts Board and \$35,000 worth of in-kind services provided by the City.
2. There is no out-of-pocket City match associated with this grant project.

Prepared by: Jeff Osterman, X2262
LRB-Research & Analysis Section
February 18, 2011

cc: Rocky Marcoux
Martha Brown
Gary Petersen



Legislation Details (With Text)

File #: 101294 **Version:** 0

Type: Resolution **Status:** In Committee

File created: 2/8/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Resolution authorizing expenditures and outlining the conditions for expenditures and funding availability from the 2011 Healthy Neighborhoods Initiative capital account.

Sponsors: ALD. MURPHY

Indexes: NEIGHBORHOOD DEVELOPMENT, REPORTS AND STUDIES

Attachments: Fiscal Impact Statement.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
2/8/2011	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101294
Version
ORIGINAL
Reference
071449, 081545, 091271
Sponsor
ALD. MURPHY

Title
Resolution authorizing expenditures and outlining the conditions for expenditures and funding availability from the 2011 Healthy Neighborhoods Initiative capital account.
Analysis

This resolution authorizes the Neighborhood Improvement Development Corporation to make expenditures from the 2011 Healthy Neighborhoods Initiative capital account, outlines conditions for expenditures from the account, authorizes funding availability to eligible organizations throughout the City of Milwaukee and directs NIDC to provide a report to the Common Council regarding the achievements of the Initiative by January 31, 2012.

Body
Whereas, The 2011 City Budget includes \$200,000 in general obligation borrowing and capital budget expenditures for the Healthy Neighborhoods Initiative ("Initiative"); and

Whereas, The Initiative is intended to engage property owners and neighborhood residents in the promotion, marketing and improvement of their neighborhoods; and

Whereas, The Greater Milwaukee Foundation has made a commitment to provide financial support to the Initiative; and

Whereas, The Neighborhood Improvement Development Corporation ("NIDC") administers the Initiative on behalf of the City of Milwaukee ("City"); now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that Initiative funding shall be available to eligible organizations throughout the City of Milwaukee; and, be it

Further Resolved, That expenditures from the Initiative account shall be subject to the following conditions:

1. Every funded project shall be matched on a dollar-for-dollar basis by financial commitments from non-City-government entities.
2. No expenditure shall be made until receipt of documentation of involvement of a community organization.
3. Funds from the Initiative account shall be used for neighborhood improvements, including residential grants and/or loans; and; be it

Further Resolved, That the City Comptroller is directed to transfer \$200,000 from the Healthy Neighborhoods Initiative Parent Account No. 9990-UR046110000 to the Healthy Neighborhoods Initiative Project Account No. 1910-UR046110000; and, be it

Further Resolved, That the City Comptroller, in conjunction with the Commissioner of City Development, is directed to establish the appropriate subaccounts as necessary to implement the intent of this resolution; and, be it

Further Resolved, That NIDC is authorized to charge the costs of Initiative administration to the account, but such costs may not exceed 5 percent; and, be it

Further Resolved, That NIDC shall provide a report to the Common Council regarding the 2011 achievements no later than January 31, 2012; and, be it

Further Resolved, That all City officials, departments, boards and commissions are directed to provide all such assistance to carry out the intent and purposes of this resolution.

Drafter
DCD:DW:dw
02/08/11/A



City of Milwaukee Fiscal Impact Statement

Date

File Number

Original

Substitute

A

Subject

B

Submitted By (Name/Title/Dept./Ext.)

C

This File

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

D

This Note

- Was requested by committee chair

E

Charge To

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify)
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

F

Purpose	Specify Type/Use	Expenditure	Revenue
Salaries/Wages			
Supplies/Materials			
Equipment			
Services			
Other			
TOTALS			

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

G

1-3 Years 3-5 Years

1-3 Years 3-5 Years

1-3 Years 3-5 Years

List any costs not included in Sections E and F above.

H

Assumptions used in arriving at fiscal estimate.

I

Additional information.

J

LEGISLATIVE REFERENCE BUREAU FISCAL ANALYSIS

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

FEBRUARY 21, 2011

Item 7, File #101294

File Number 101294 is a resolution authorizing 2011 expenditures from the Healthy Neighborhoods Initiative capital account and stipulating conditions for the expenditure of these funds.

Background

1. The Healthy Neighborhoods Initiative (“HNI”) is a collaborative community development effort between the City of Milwaukee and the Greater Milwaukee Foundation that focuses on marketing the positive attributes of middle-market urban neighborhoods and encourages homeowner investment and aesthetic improvements in those neighborhoods.
2. The 2011 Budget includes \$200,000 in capital funding for the HNI, the same level of funding provided in 2010.
3. Common Council File Number 071449, adopted March 18, 2008, designated the Neighborhood Improvement Development Corporation (“NIDC”) as the entity responsible for administering the Healthy Neighborhoods Initiative.
4. File 071449 also established the following conditions for expenditures from the HNI capital account:
 - a. Every expenditure shall be matched on a dollar-for-dollar basis by financial commitments from non-City-government entities.
 - b. No expenditure shall be made until NIDC receives documentation of involvement of a community organization or neighborhood association in any project selected for City funding through the HNI.
 - c. City funds from the HNI capital account shall be used to fund residential improvement loans and/or grants and neighborhood improvements.
5. File 071449 also directed NIDC, in administering the HNI, to give priority to expenditures in neighborhoods that are already participating in the Greater Milwaukee Foundation’s HNI and to neighborhoods not located within the Community Development Block Grant area, since there are few public dollars available for home improvement or neighborhood improvement efforts in those neighborhoods.
6. The Greater Milwaukee Foundation has been a partner with the City in this initiative, providing \$450,000 for the HNI in both 2009 and 2010. The Helen Bader Foundation and the Harley-Davidson Foundation have also provided financial support for the HNI.
7. In 2010, City funding for the Healthy Neighborhoods Initiative was allocated as follows:

- \$45,000 for neighborhood improvement projects in 9 participating neighborhoods (Capitol Heights, Havenwoods, Johnsons Park, Lincoln Village, Thurston Woods, Enderis Park, Layton Boulevard West, Martin Drive and Sherman Park).
- \$30,000 for community improvement projects in neighborhoods throughout the city (matching grants of up to \$2,000 each for such projects as the Bay View Hide House Gardens, the Walnut Hill Urban Sanctuary and Murray Hill neighborhood signs).
- \$15,000 for a loan pool to finance exterior home improvements by property owners in HNI neighborhoods. To date, no local lenders have committed to capitalizing this loan pool (the HNI funding would be used as a loan loss reserve).
- \$100,000 for the “Milwaukee Makeover,” a program in which local architects and designers work with homeowners in the 9 HNI neighborhoods to make high-quality design improvements to their homes, with HNI providing income-based rebates to homeowners for implementation of the design improvement projects.
- \$10,000 (5%) for project administration costs.

Discussion

1. This resolution authorizes the Neighborhood Improvement Development Corporation to expend the \$200,000 appropriated for the Healthy Neighborhoods Initiative in the 2011 Budget.
2. This resolution also reaffirms the 3-part HNI expenditure policy outlined above.
3. This resolution allows NIDC to charge up to 5% of the costs of administering the HNI to the HNI capital account.
4. For 2011, the Healthy Neighborhoods Initiative funding will be allocated as follows:
 - \$90,000 for neighborhood improvement projects in the 9 participating neighborhoods.
 - \$50,000 for community improvement projects anywhere in the city.
 - \$50,000 for Healthy Neighborhoods and citywide foreclosure prevention, intervention and stabilization activities that will complement existing initiatives such as Take Root Milwaukee and the Neighborhood Stabilization Program.
 - \$10,000 for project administration costs.
5. Pursuant to this resolution, NIDC will provide a report on 2011 Healthy Neighborhoods Initiative achievements to the Common Council no later than January 31, 2012.

Fiscal Impact

This resolution authorizes the expenditure of \$200,000 in DCD capital funds for the Healthy Neighborhoods Initiative. These funds were included in the 2011 City Budget.

Prepared by: Jeff Osterman, X2262
 LRB-Research & Analysis Section
 February 18, 2011

cc: Rocky Marcoux
 Martha Brown
 David Weber



Legislation Details (With Text)

File #: 101181 **Version:** 0

Type: Communication **Status:** In Committee

File created: 1/19/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Communication from the Department of City Development relating to a report detailing cooperative ventures undertaken by the City of Milwaukee and the Milwaukee Area Workforce Investment Board from July 1, 2010 through December 31, 2010.

Sponsors: THE CHAIR

Indexes: DEPARTMENT OF CITY DEVELOPMENT, EMPLOYMENT, JOBS

Attachments: Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
1/19/2011	0	COMMON COUNCIL	ASSIGNED TO		
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/31/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101181
Version
ORIGINAL
Reference

Sponsor
THE CHAIR
Title

Communication from the Department of City Development relating to a report detailing cooperative ventures undertaken by the City of Milwaukee and the Milwaukee Area Workforce Investment Board from July 1, 2010 through December 31, 2010.

Drafter
DCD:WJM:wjm
01/19/11/A



Legislation Details (With Text)

File #: 101259 **Version:** 0

Type: Communication-Report **Status:** In Committee

File created: 2/8/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Communication from the Milwaukee Commission on Supportive Housing relating to its 2010 annual report.

Sponsors: THE CHAIR

Indexes: BOARDS AND COMMISSIONS, HOUSING, REPORTS AND STUDIES

Attachments: Supportive Housing 2010 Annual Report.pdf, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
2/8/2011	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101259
Version
ORIGINAL
Reference

Sponsor
THE CHAIR
Title
Communication from the Milwaukee Commission on Supportive Housing relating to its 2010 annual report.
Drafter
DCD:MLB:mlb
02/08/11/A

Supportive Housing Commission members (2010)

Mr. James Tarantino
Chair
Owner, Tarantino & Co.

Ms. Suzanne Breier
Vice Chair

Ald. Michael Murphy
Alderman, 15th District,
representing Milwaukee
Common Council

Supv. Lynne DeBruin
County Board Supervisor,
15th District, representing
Milwaukee County Board

Ms. Lisa Jo Marks
Acting Director, Milwaukee
County Department of
Health and Human Services

Ms. Joan Lawrence
Executive Director,
Our Space, Inc.

Mr. James Marks
Vice President of Grants,
Greater Milwaukee
Foundation

Mr. Kenyatta Yamel

Ms. Anne McDevitt

Mr. Robert S. Berlan

Mr. Ken Schmidt
Executive Director,
Hope House

Ms. Paula N. John
President, Erica P. John
Fund

Ms. Rochell Williams
Program Manager, Social
Development Commission

Mr. Steven Mahan
Director, City of Milwaukee
Community Development
Grants Administration

Mr. Tony Perez
Executive Director, Housing
Authority of the City of
Milwaukee

Critical Policy Initiatives During 2010

Recent policy initiatives at the federal, state and local levels will affect the development of permanent supportive housing and support for individuals at risk of homelessness.

The federal McKinney-Vento Homelessness Assistance Act was re-authorized through the adoption of the Homeless Emergency and Rapid Transition to Housing (HEARTH) Act of 2009. The act broadens a long-standing federal definition of homelessness, expanding the use of federal homeless program funds to include services to people at imminent risk of homelessness and families living unstably. Previously, these funds could be used only to assist individuals living in places not meant for human habitation, and people living in a shelter or transitional living facility.

The Wisconsin Parity Act, adopted in April 2010 by the Wisconsin State Legislature, took effect December 1. The act requires health insurers to cover mental health, alcoholism and other drug abuse treatment services at the same level as other types of medical treatment. The law also requires that insurers count costs paid by consumers for their mental health treatment toward their overall deductible and out-of-pocket costs.

Both City and County government adopted resolutions of support in 2010 for the 10-Year Plan to End Homelessness. The plan calls for the development of 1260 units of permanent supportive housing in Milwaukee County, and recommended a strategy to fund the creation of these units. The plan was written by the

Milwaukee Continuum of Care, an organization of agencies that work to prevent homelessness and provide services to homeless individuals.

The Milwaukee Department of City Development completed a planning study recommending strategies to regulate and site housing for individuals at risk of homelessness. The study proposed zoning changes that would relax density and parking standards for permanent supportive housing buildings, and permit transitional living facilities as a matter of right, provided they met limited use standards. Action on these proposals was expected in early 2011.

The City of Milwaukee distributed \$6.9 million in American Recovery and Reinvestment Act ("stimulus") funding to implement the Homelessness Prevention and Rapid Rehousing Program. The funds provide short- or medium-term rental assistance, housing relocation and stabilization services, mediation, counseling, security, utility deposits, utility payments, case management and related costs to individuals and families who are homeless or would be homeless but for HPRRP assistance. Thirteen local agencies that serve people who are homeless or at risk of homelessness received grants through HPRRP.

Milwaukee County was awarded \$715,000 in HPRRP funds to provide security deposits, six months of rental assistance, and case management to eligible consumers from the Behavioral Health Division.

Partners in Permanent Supportive Housing

The significant expansion of permanent supportive housing buildings in Milwaukee reflects the work of many partners that provide resources including affordable housing tax credits, development expertise, social service expertise, rent vouchers, financing, and grant funds. The Commission wishes to acknowledge the following partners whose participation has been so crucial to the success of our efforts thus far.

Cardinal Capital Group
Center for Veterans Issues
City of Milwaukee Community Development Grants Administration
City of Milwaukee Dept. of City Development
City of Milwaukee Housing Trust Fund
Guest House of Milwaukee, Inc.

Heartland Housing
Hope House
Housing Authority of the City of Milwaukee
Mercy Housing Lakefront
Milwaukee Common Council
Milwaukee Continuum of Care
Milwaukee County Behavioral Health Division
Milwaukee County Board
Milwaukee County Housing Trust Fund
Milwaukee County Division of Housing
Our Space, Inc.
St. Ben's Meal Program
U.S. Dept. of Housing and Urban Development, Wisconsin Office
Veterans Administration
Wisconsin Housing and Economic Development Authority

www.supportivehousingmilwaukee.org

2010 Annual Report

Milwaukee City/County Commission on Supportive Housing



Mission of the Commission

The enabling legislation established the following mission for the Commission on Supportive Housing:

"...serve as a community infrastructure with the institutional commitment and the financial resources necessary for providing safe, affordable and accessible housing options with supportive services for persons with mental illness or other special needs. The commission shall establish goals and benchmarks for the effort to address housing needs for persons with mental illness and other special needs in the community, and monitor progress and hold the community accountable for meeting those goals."

The City/County Commission on Supportive Housing was created by resolutions adopted in fall 2007 by both the Milwaukee Common Council and Milwaukee County Board. Both City and County officials appoint Commission members. The Commission held its inaugural meeting January 15, 2008.

The enabling legislation provided for appointees to the Commission representing the philanthropic community, the Milwaukee Continuum of Care, mental health advocacy organizations, mental health consumers, and citizen and business representatives. A list of the Commission's membership during 2010 is contained on page 4 of this report.

2010 Activities

The Commission met five times during 2010, on January 5, April 27, May 10, July 20, and October 19. Agendas and minutes of these meetings are available at www.supportivehousingmilwaukee.org. James Tarantino was elected chair of the commission in January, and Suzanne Breier was elected vice-chair.

The Commission received quarterly updates on the development of supportive housing units in Milwaukee County.

The Commission also received presentations regarding federal SAMSHA funding, the Wisconsin Parity Act, and the Housing Authority of the City of Milwaukee's Designated Housing Plan. The Commission also adopted service standards for permanent supportive housing, and adopted bylaws to guide Commission business.

The Commission engaged in advocacy on behalf of the following:

- Support for the Housing Authority's Designated Housing Plan. The plan designates 1081 public housing units for occupancy by non-elderly disabled individuals. With 1300 non-elderly disabled applicants on the authority's waiting list, implementation of the Plan will help to reduce the number of low-income disabled individuals who are homeless or at risk of homelessness.
- Support for Milwaukee County's application for \$3.5 million in federal SAMSHA funding. The funds would assist the County to expand peer support networks and place additional peer support resources in supportive housing buildings, and implement a best practice model for supportive services.
- Support for proposed changes to the City of Milwaukee zoning ordinance to facilitate development of permanent supportive housing buildings, by relaxing the density and parking requirements for such buildings.

2010 Supportive Housing Development Activity



One new supportive housing development, Johnston Center Residences, opened its doors in 2010. Developed by Mercy Housing Lakefront, Johnston Center includes 91 studio units. Half were created through the remodeling of the City of Milwaukee's former Johnston Community Health Clinic at the intersection of S. 13th St. and Windlake Ave., which had been vacant for several years. The remaining units were constructed within a new addition built to the north of the clinic building.



Forty-one of the units house individuals who are chronically homeless, very low-income and disabled. The remaining 50 units house very low-income people who are at high risk of homelessness.

Hope House is providing supportive services at the building. Residents have access to an on-site service team comprising case workers, a property manager and a 24-hour front desk, who work together under a blended management model. Resident services include case management, employment services, education and training and resident leadership skills training.



The project includes a number of green design elements, such as solar hot water heating, a green roof, and an outdoor green space, to increase the building's energy efficiency and support the project's long-term sustainability. Building amenities include resident lounges, a laundry room, exercise room, computer lab, resident storage, and a community space open for use by neighborhood organizations.

Apartment occupancy began in September, and the grand opening for the building was held in mid-November. Financial support was provided by the City and County Housing Trust Funds, Community Development Block Grant, affordable housing tax credits allocated by the Wisconsin Housing and Economic Development Authority, Greater Milwaukee Foundation, Helen Bader Foundation, Housing Authority of the City of Milwaukee, and several local financial institutions.

Top left: The grand opening of Johnston Center Residences on November 18, 2010 reached its climax with a ribbon-cutting led by Mayor Tom Barrett and other government officials, leaders of Mercy Housing Lakefront, and new residents at the building. Johnston Center Residences is the largest permanent supportive housing development constructed in Milwaukee to date.

Right: Among those enjoying new apartments at Johnston Center Residences are Joel (left) and Erica.

At year's end, construction was underway at four additional supportive housing developments.

- **Empowerment Village—National Avenue** is a 34-unit apartment building at 1527 W. National Ave. The project includes renovation of an existing building to house offices and program space for Our Space, Inc.



The agency will provide supportive services at the building, which is being developed by Cardinal Capital. Our Space moved into its new quarters in

summer 2010, and occupancy of the residential units is expected in January 2011.

- **Thomas H. Wynn Veterans Manor** is a 52-unit apartment building at N. 35th St. and W. Wisconsin Ave. Ground was broken in June for the project, which will provide apartments for military veterans at risk of homelessness.



Top and middle: Before renovating the existing building at 1527 W. National Ave. into a new headquarters for Our Space, Inc., the developer tore down an aging addition to the original landmark building. A new addition containing 34 supportive housing units was constructed just south of the landmark building.

Bottom: Many military veterans joined neighborhood residents and local officials at the groundbreaking for Veterans Manor. The ceremony was held on a sunny June afternoon, just a few days before the nation celebrated Independence Day.

The Center for Veterans Issues is the developer and also will provide supportive services. Occupancy is expected in May 2011.



- **Empowerment Village—Lincoln Avenue** is a 30-unit apartment building under construction at S. 5th St. and W. Lincoln Ave. Cardinal Capital is the developer; services will be provided by Our Space.



- **Capuchin Apartments** is a 38-unit building at 2501 W. Fond du Lac Ave. Construction began in September. Development partners are Heartland Housing, Inc. and St. Ben's Community Meal program, which envisioned the building as an extension of its long-time mission to serve the poor and vulnerable.



Top: Construction proceeded quickly at Veterans Manor. This photo was taken at year's end.

Middle: An architect's rendering for Empowerment Village—Lincoln Avenue. Site preparation was underway at year's end.

Bottom: Capuchin Apartments, developed by a partnership that includes St. Benedict the Moor Church (St. Ben's), are named for the Capuchin Franciscan religious order, which serves the church.

Supportive Housing Scorecard

Figures current as of 12/31/10

Units needed in Milwaukee County*: 1260

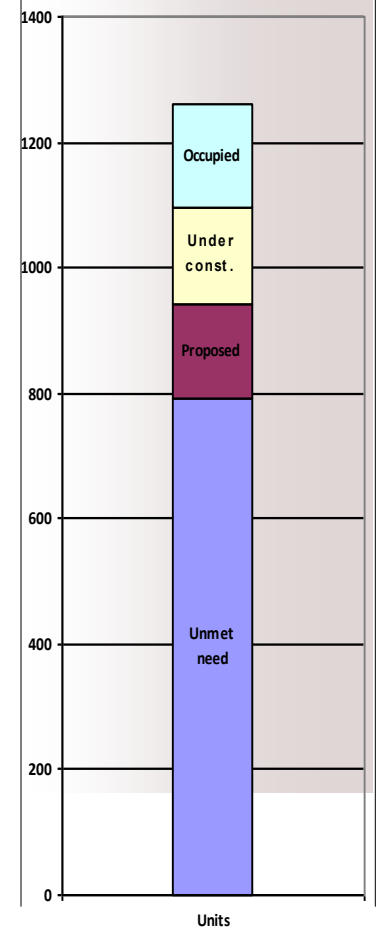
Units occupied: 163

Units under construction: 154

Units proposed: 150

Unmet need: 793 units

*Per 10-Year Plan to End Homelessness, published 2010



2010 Annual Report

City/County Commission on
Supportive Housing

Completed development

- Johnston Center Residences
- S. 12/W. Grant Sts.
- 91 units
- Former Johnston Health Center
- Non-profit partner: Hope House



Under construction

- Empowerment Village – National
- 1527 W. National Ave.
- 34 units
- Adaptive re-use of historic building and new addition
- Non-profit partner: Our Space, Inc.



Under construction

- Capuchin Apartments
- 2501 W. Fond du Lac
- 38 units
- New construction
- Non-profit partners: St. Ben's meal program, Guest House of Milwaukee



Under construction

- Thomas H. Wynn Veterans Manor
- N. 35th/W. Wisconsin
- 52 units
- New construction
- Non-profit partner: Center for Veterans Issues

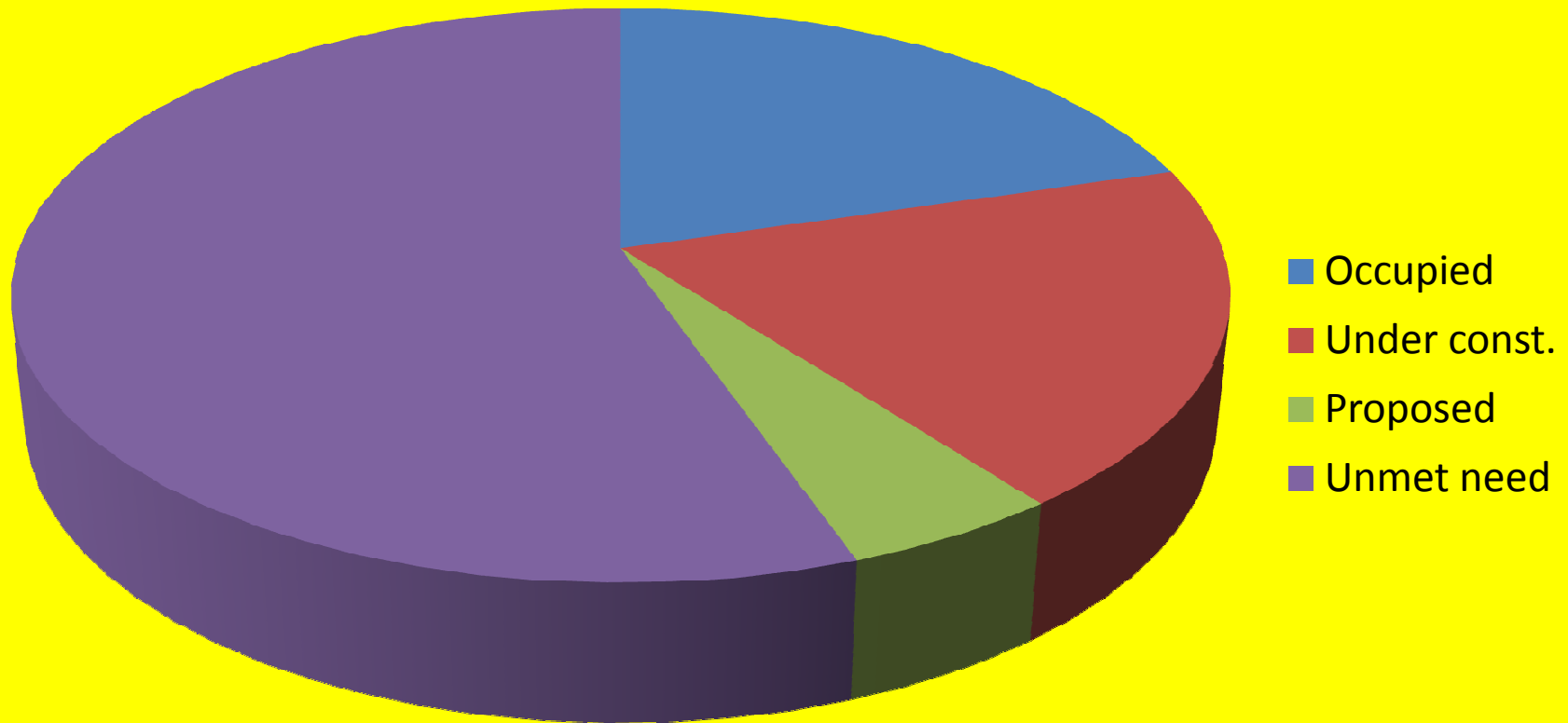


Under construction

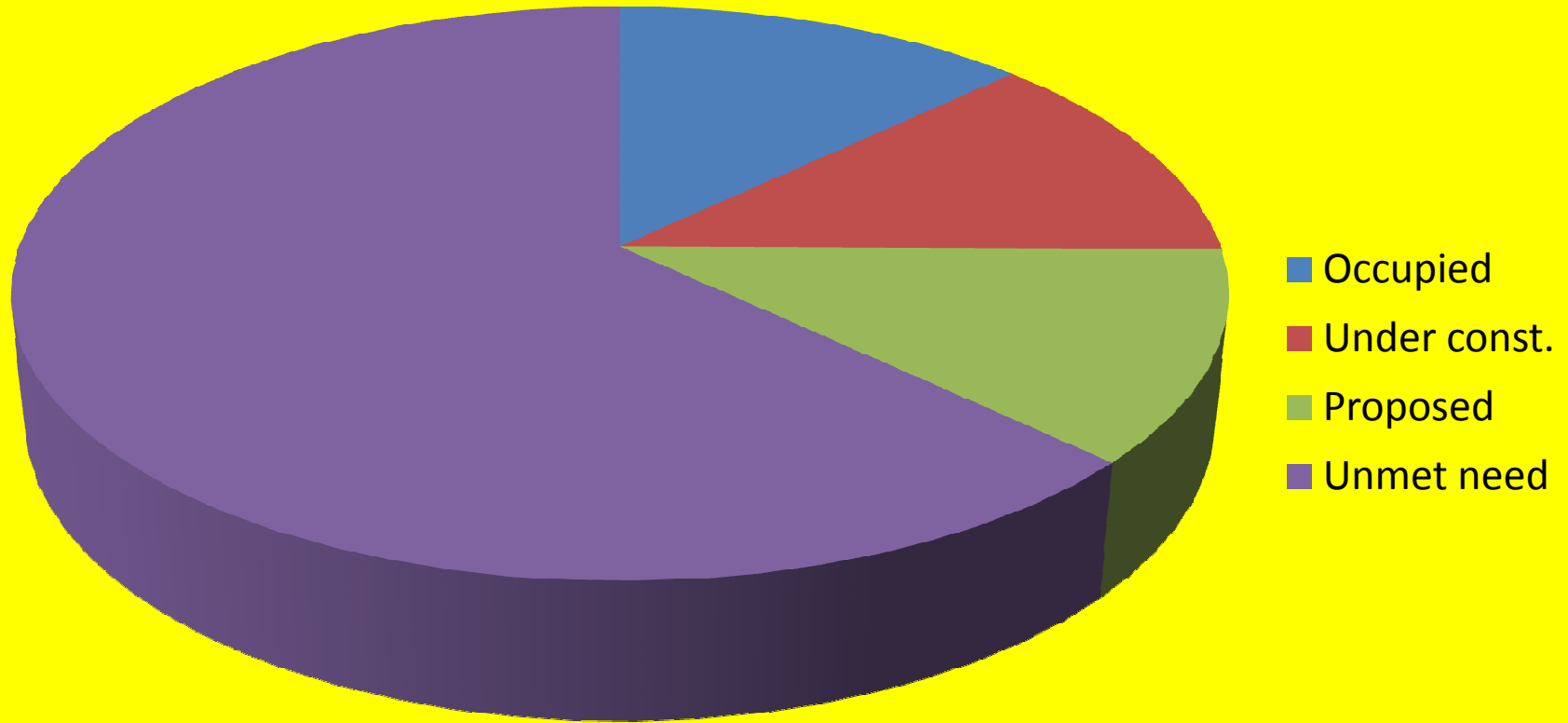
- Empowerment Village – Lincoln
- S. 5th/W. Lincoln Ave.
- 30 units
- New construction
- Non-profit partner: Our Space, Inc.



City of Milwaukee goal: 800 units



Milwaukee County goal: 1260 units



Supportive housing partners

- Cardinal Capital Group
- Center for Veterans Issues
- CDGA
- Dept. of City Development
- City Housing Trust Fund
- Guest House of Milwaukee
- Heartland Housing
- Hope House
- Milwaukee Housing Authority
- Mercy Housing Lakefront
- Common Council
- Continuum of Care
- County Board
- County Behavioral Health Division
- County Housing Trust Fund
- County Division of Housing
- Our Space, Inc.
- St. Ben's meal program
- HUD
- Veterans Administration
- WHEDA



Legislation Details (With Text)

File #: 100784 **Version:** 0

Type: Communication-Report **Status:** In Committee

File created: 11/3/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Communication from the Emerging Business Enterprise Program relating to the 2009 Emerging Business Enterprise Program Department Utilization Report.

Sponsors: THE CHAIR

Indexes: EMERGING BUSINESS ENTERPRISES, REPORTS AND STUDIES

Attachments: Cover Letter, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/3/2010	0	COMMON COUNCIL	ASSIGNED TO		
1/6/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/10/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	5:0
1/27/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
1/31/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

100784

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Communication from the Emerging Business Enterprise Program relating to the 2009 Emerging Business Enterprise Program Department Utilization Report.

Requestor

Drafter

EBEP
OK
10/18/10



Business Operations Division
Emerging Business Enterprise Program

Tom Barrett
Mayor

Rhonda U. Kelsey
City Purchasing Director

Ossie C. Kendrix Jr.
Manager

October 18, 2010

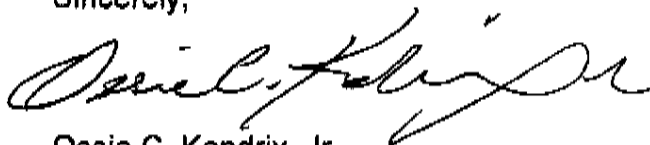
Honorable Members of the Common Council
Common Council
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

Dear Honorable Members:

I'm seeking your approval to introduce a communication file by "Title Only" in regards to the presentation of the 2009 Emerging Business Enterprise Program Department Utilization Report.

Thank you in advance for your consideration.

Sincerely,



Ossie C. Kendrix, Jr.
Manager

Cc: Rhonda Kelsey, City Purchasing Director

Emerging Business Enterprise Program

2009 Annual Departmental Participation Report

**City of Milwaukee
Department of Administration
Business Operations Division
Emerging Business Enterprise Program**

Introduction

As presented in the Milwaukee Code of Ordinances, Chapter 360 requires that the Emerging Business Enterprise (EBE) Program review the EBE participation progress in the City's contract and procurement activities and annually submit a written report to the Mayor and Common Council. Therefore, the Emerging Business Enterprise Program is pleased to present a report that provides an historical perspective of Chapter 360, an explanation relative to Chapter 355 programming efforts, which were adopted in 2009.

This report will also highlight the EBE Offices efforts relative to technical assistance, as well as financial assistance to emerging businesses through the Revolving Loan Program. Finally, the presentation of the EBE participate rate achieved for 2009, a 4 year historical snapshot of EBE rates achieved, and an overview of what 2010 and 2011.

The data contained in this report was compiled by the EBE Program and Procurement Services staff with assistance from the following City departments, as required by Chapter 360 to administer the EBE program, as appropriate:

- Department of Administration
- Department of Public Works
- Department of Neighborhood Services
- Fire and Police Departments
- Milwaukee Public Libraries
- Port of Milwaukee
- Department of City Development – Housing Authority of the City of Milwaukee
- Department of City Development – Development Projects

History of City Ordinance Chapter 360

The Emerging Business Enterprise (EBE) Program was enacted in 1989, through Chapter 360 of the Milwaukee Code of Ordinances. The EBE Program, formerly known as the DBE program, was created to assist and protect the interests of individuals who are disadvantaged and small business concerns in order to promote and encourage full and open competition in the City of Milwaukee. Chapter 360 of the Milwaukee Code of Ordinances was revised in 2002 to utilize

city-certified EBEs in all contracting activities by approving an annual 18 percent EBE utilization requirement for each contracting department, and all other operating departments.

The City of Milwaukee's Emerging Business Enterprise Program name positively reflects and promotes small businesses that strive to become competitive in the mainstream marketplace. Eliminating the reference to small businesses as disadvantaged eliminates any pre-conceived notions that small businesses are unable to perform or provide superior products and quality services.

Finally, on March 25, 2009, the City of Milwaukee adopted substitute Ordinance 080218, Chapter 355 of the Milwaukee Code of Ordinances, which became effective on August 10, 2009. This ordinance increased the level of participation on several Emerging Business Enterprise Programs and created new programs such as the First Source Employment Program. Detailed explanations of these programs are also identified in this report, as well as a status update of the specific programming efforts. As a result, the EBE Program office, which has historically been vested as a disadvantaged business certification program, now plays an essential role in local workforce development.

Chapter 355

With the implementation of Chapter 355 of the Milwaukee Code of Ordinances, the EBE Program efforts have expanded to include workforce development programming efforts. Chapter 355 was framed to serve two purposes:

1. Increased participation of City residents in Public Works contracts
2. Created new programming and increased community participation on City development projects.

New programming was created in the areas of workforce development such as the First Source Employment Program, and business assistance efforts were expanded by creating a Contract Compliance Officer position to aid in ensuring overall adherence to Chapter 355.

Chapter 355 Explanation

City development projects that are awarded at least one million dollars in combined financial assistance from the City of Milwaukee, without any exclusion based on the development project being a turnkey project:

Emerging Business Enterprise (EBE):

The level of EBE participation on City development and Public Works projects increased as follows:

- A. **Construction: increase from 18% to 25%**
- B. Purchase of Services: 18% (no change)
- C. Purchase of Professional Services: 18% (no change)
- D. Purchase of Supplies: 18% (no change)

Residence Preference Program (RPP): increases from 25% to 40%

To ensure the participation of City residents in City development projects, the developer is required to ensure that 40% of worker hours required for construction of the project be performed by unemployed or underemployed residents. In addition, the RPP residence boundary is expanded to include the entire City of Milwaukee.

Prevailing Wage

In agreement with prevailing wage standards set by the Department of Workforce Development, contractors may be required to pay prevailing wages to all employees working on a respective project, through any and all contractors.

Apprenticeship Ratio

An appropriate apprenticeship ratio will be identified for all specific trades on the City development project. The City of Milwaukee will utilize the current Department of Workforce Development standards in setting appropriate apprenticeship ratios.

First Source Employment Program

All contractors will be required to utilize the First Source Employment Program (FSEP), which is a program operated by the Milwaukee Area Workforce Investment Board (MAWIB), through an agreement with the City of Milwaukee. FSEP will be the first source in recruitment efforts for all contractors that will actively hire for both new and replacement employment opportunities. The goal of FSEP is to ensure that City residents are considered first for both new and replacement employment opportunities on City Development Projects.

Implementation of Chapter 355, Milwaukee Code of Ordinances

It is a top goal of City government to put Milwaukee on the map as one of the Nation's renowned centers of cultural diversity, opportunity, leadership and governance, and the City uses the EBE Program and other tools in its arsenal to fulfill that ambition.

The City of Milwaukee has a brand new tool - the Milwaukee Opportunities for Restoring Employment (MORE) ordinance. MORE is the result of a collaborative effort of City government and members of the Good Jobs and Livable Neighborhoods Coalition (GJLN) and Milwaukee Inner-City Congregations Allied for Hope (MICAH). The ordinance is also endorsed by the National Association for the Advancement of Colored People (NAACP), the Milwaukee County Labor Council, the Milwaukee Building Trades Council, the Wisconsin Black Chamber of Commerce, and many other local organizations.

Our efforts in implementing the MORE ordinance received national recognition by the National Black Caucus of Local Elected Officials (NBC-LEO), a constituency group of the National League of Cities (NLC), selected as the **2010 First Place Cultural Diversity Award Winner** for implementing quality and innovative programming in the Milwaukee community to enhance and promote cultural diversity, as well encourage citizen involvement.

Much of 2009 was spent ensuring that all programming efforts related to Chapter 355 were fully functional. As a result, the Department of Public Works will present on the success of their efforts within 2009 and the illustration below identifies the development projects that were completed in 2009. It's important to note that development projects that triggered Chapter 355

were authorized by the Common Council in 2010, thus those projects may not be under construction; however, their efforts in achieving EBE programming will be reported as a part of the 2010 EBE Report.

Development Project	Overall Project \$	EBE Participation %	RPP %
Aloft Hotel - Riverwalk	\$1,095,160	43%	Not Reported
Boiler House	\$3,624,654	31%	26%
Enterprise Art Glass Works	\$28,083	30%	n/a
UMCS Expansion	\$5,674,387	42%	n/a
The Brewery - demolition, abatement and infrastructure/parking lot)	\$32,834,457	18%	23%
Schiltz RiverCenter Riverwalk	\$969,392	21%	n/a
The North End Phase I -Public Infrastructure	\$5,899,570	49%	33%

Chapter 355 raised the bar for Developers and General Contractors. The ordinance changed the way we do business, and an assurance to city residents that the workforce on City development projects will mirror the demographics of the City of Milwaukee. As a result, developers are beginning to willingly come to the City and voluntarily meet higher expectations relative to EBE utilization and workforce development programming.

EBE Program Objectives

The EBE Program is a multi-faceted direct service provider that has a communication network encompassing every City contracting department to ensure that opportunities in commodity procurement, construction, service orders and professional services are available to small and emerging businesses. The EBE Program staff work to enhance the emerging small business community by maximizing support services, contract opportunities, and financial resources to compete in the public and private sector markets.

Technical Assistance

The EBE Program provides technical assistance to small businesses, services that are, at times, offered through the various business solidification organizations and chambers of commerce. Technical assistance includes, but is not limited to the following:

Annual Emerging Business Sustainability Conference

For the past two years, the EBE Program has convened the Annual Emerging Business Sustainability Conference, in partnership with Associated Bank and Manpower Inc. The annual conference provides a venue for learning workshops and business connections for approximately 100 representatives of emerging Milwaukee area small businesses. A major objective of this free, full-day conference is to offer critical technical assistance to small businesses interested and committed to doing business with the City of Milwaukee. Key topics covered include: small business growth trends; green building retrofitting and certifications; accessing business with city government and large corporations; estimating and bidding; and business matchmaking.

Emerging Business Enterprise (EBE) Revolving Loan Program

The EBE Revolving Loan Program offers financial assistance to certified EBE's. EBE businesses awarded a City of Milwaukee, Milwaukee Area Technical College, Milwaukee Metropolitan Sewage District, or Milwaukee Public School contracts, are eligible to apply for a low interest loan. The maximum loan amount can be up to 25% of the contract or \$35,000, with an interest rate of 5%. The loan must provide documented benefits to the local community, such as neighborhood stability through job creation and retention. The loan may be requested to assist with cash flow, purchase of inventory and increase workforce. It may not be used to repay previous debts, such as unpaid local or Federal taxes. In 2009, the Revolving Loan Committee members consist of:

Ashanti Hamilton, Alderman 1st District
Michael Mihlbauer, Mihlbauer & Associates
Ramona Moore, Legacy Bank
Travis D. Evans, Sr., Christ Temple COGIC, Inc.
Ossie Kendrix, EBEP Manager

The goal of this program is to ensure that EBE firms who secure City contracts, have the financial assistance needed in order to successfully complete their contracts. EBE certified businesses are encouraged and guided to establish a positive credit record, so their organization can become bankable with traditional commercial lending institutions.

In 2009, the EBE Program issued three (3) loans valued at \$76,006, which assisted in the creation of 21 jobs. Historically, the jobs that have been created serve low-income populations since the participant businesses that receive these loans are located in the City of Milwaukee Community Development Block Grant target areas. The efforts of the EBE firms that secure Revolving Loans contribute to an increase in the City’s quality of life and provide economic vitality to distressed areas. In addition, as a result of the impact related to the economic downturn, in 2010, the EBE program office issued Revolving Loans valued at more than \$229,000, creating and sustaining 76 jobs within the City of Milwaukee. Below is a detailed overview of the Revolving Loan Program loan distribution efforts from 2001 through 2009.

Revolving Loan Program Distribution 2001 - 2009				
Year	# of Loans	Total Value	Interest Income Collected	# of Jobs Created
2001	1	\$35,145.63	\$145.63	8
2002	4	\$143,820.56	\$3,820.56	20
2003	1	\$35,955.14	\$955.14	24
2004	7	\$246,962.66	\$4,567.60	23
2005	4	\$82,354.00	\$2,305.86	10
2006	3	\$85,409.42	\$2,039.52	14
2007	3	\$81,447.00	\$1,984.21	16
2008	1	\$24,948.00	\$827.12	5
2009	3	\$76,006.25	\$1,862.47	21

EBE Certification

Annually, the EBE Program is responsible for processing more than 100 requests for EBE certification, both new and renewal applications. In addition, there is a third party consultant contract that exists to ensure the integrity of the EBE Program. Below is an overview of EBE certification efforts in 2009:

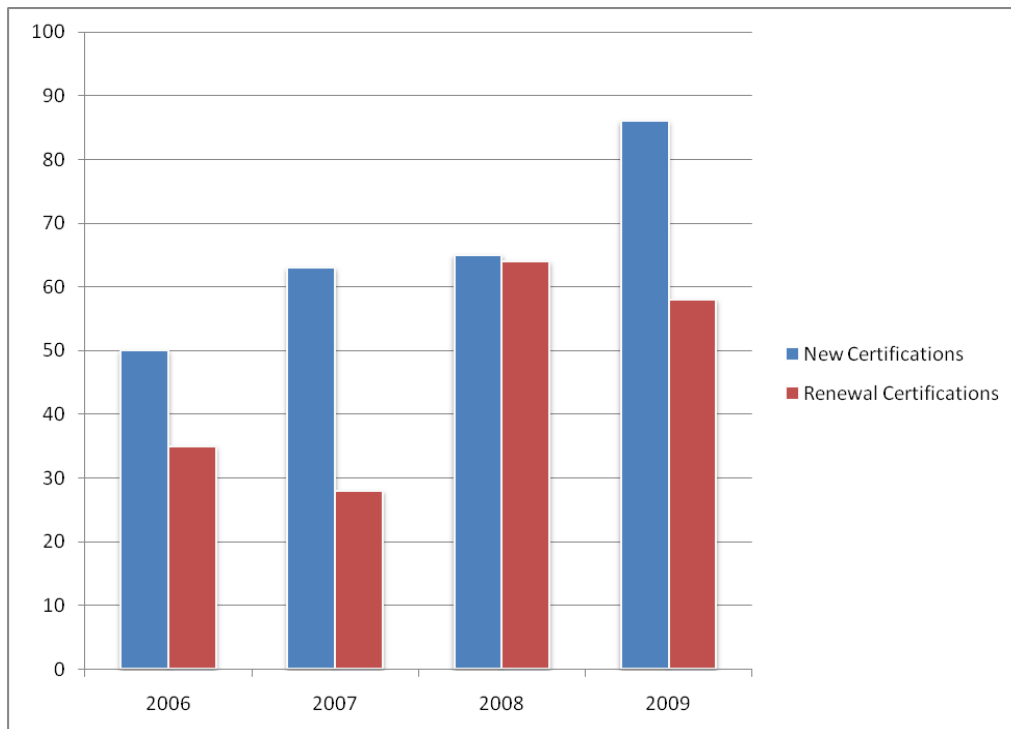
86 New firms were certified

- 52 of the new firms were certified “in house” saving the City of Milwaukee \$39,000 in EBE certification processing expenses

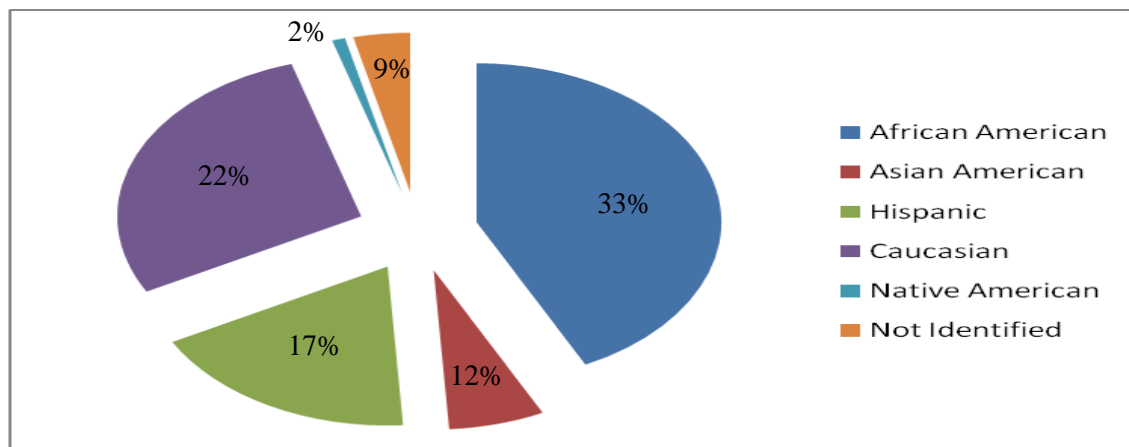
58 EBE firms renewed certification

- 58 of the renewed certifications were completed “in house” saving the City of Milwaukee \$21,750 in EBE certification processing expenses

In addition, over the past four (4) years, requests for EBE certification have continued to increase as follows:



Also, detailed below is an illustration which identifies the demographics of our existing pool of EBE certified firms:



Departmental EBE Reporting

As previously stated, the data contained in this report is provided through the assistance of City departments. Chapter 360 requires that Emerging Business Enterprise participation be monitored and shared via written report to the Mayor and Common Council, annually. The EBE Program serves as a liaison to the aforementioned City departments, assuring the accuracy of EBE reporting and also work to identify ways EBEs can participate on contracts. The spreadsheet below details EBE participation by department as well as the overall annual participation rate met in 2009.

2009 Departmental EBE Usage			
	Overall	EBE Portion	EBE%
Procurement Services Section (PSS)	\$ 75,541,962	\$ 2,610,631	3.5%
Milwaukee Police Department (MPD)	\$ 134,759	\$ 23,089	17.1%
Milwaukee Public Library (MPL)	\$ 2,991,910	\$ 399,739	13.4%
Milwaukee Fire Department (MFD)	\$ 134,941	\$ 46,873	34.7%
Department of Public Works (DPW)	\$ 68,453,564	\$ 16,974,571	24.8%
Housing Authority of the City of Milwaukee (HACM)	\$ 7,327,904	\$ 1,166,460	15.9%
Department of Neighborhood Services (DNS)	\$ 391,354	\$ 142,379	36.4%
Department of City Development (DCD) - Dev. Prjcts	\$ 35,279,109	\$ 7,381,147	20.9%
Total City Investment	\$ 190,255,503	\$ 28,744,890	15.1%

In addition, the achieved EBE rates for 2007, 2008 and 2009 are as follows:

<u>Contract Year</u>	<u>Required EBE Rate</u>	<u>Achieved EBE Rate</u>
2006	18%	17%
2007	18%	16%
2008	18%	19%
2009	18%	15%

Conclusion

Overall in 2009, the City of Milwaukee obtained a 15% EBE participation rate for all contracting departments and development projects that were monitored by the Emerging Business Enterprise Program. Although the mandatory 18% minimum EBE participation requirement was not met, the City of Milwaukee has made great strides in attempting to close the gap in support of creating opportunities for emerging businesses to play a stronger role in doing business with the City. It's important to note that there are challenges that result in an overall shortfall of EBE participation. The most critical challenge is the lack of emerging firms certified to provide the following services or products such as:

- Chemicals needed for our water purification system;
- Specialized vehicle equipment needed for our police cars;
- Complex IT systems software and support.

However, by working together, City Departments can begin to unbundle projects by examining the overall scope of work, to identify where EBE participation can be required, as well as aiding in the business solidification efforts of EBE firms.

In addition, in 2009 and early 2010, several mechanisms were put in place such as:

- Chapter 355 (MORE Ordinance) adopted;
- City of Milwaukee Disparity Study completed;
- PSS & EBEP has strengthened the level of inclusion of EBE processes and procedures;
- Needs Assessment underway
- MBDA Grant Proposal submitted

Finally, the EBE Program, in conjunction with City departments, has worked to increase the level of EBE participation on contracts where there are more than 3 EBE certified firms that can deliver the particular service or good. Requiring higher EBE participation on contracts in areas where EBE firms can have significant roles has allowed EBE firms to serve as prime contractors. As a result, below is a list of EBE firms that secured Prime Contract opportunities with the City of Milwaukee in 2009:

- Alpha Omega Consulting
- Diva Plumbing, LLC.
- Nutshell Enterprises, LLC.
- White Glove Group, Inc.

The Emerging Business Enterprise Program strives to ensure that small businesses receive the proper support and assistance needed in order to improve the economic vitality of the City of Milwaukee. The EBEP will continue to work to raise awareness about the more than 340 EBE Certified Businesses that are capable and ready to provide valuable services and goods to the City. By encouraging full and open competition in the City of Milwaukee, we are creating opportunities to enable emerging businesses to successfully compete in a free market as independent business owners.

