

From: Genyne Edwards <genyne@p3developmentgroup.com>

Sent: Monday, August 23, 2021 10:34 AM

To: Connelly, Kristin D. <Kristin.Connelly@milwaukee.gov>

Cc: Coggs, Milele <mcoggs@milwaukee.gov>; Dantzler, Akuwa <adantz@milwaukee.gov>; Antonio Butts <antonioabutts@gmail.com>

Subject: Letter of Support for Bronzeville Interim Overlay

Good Morning Kristin - I hope you are well.

My name is Genyne Edwards and I live at 515 W. Reservoir Avenue and own 1916 N. Dr. Martin Luther King Jr. Drive with my husband, Antonio Butts.

I am writing today to express my support for the interim Bronzeville Overlay that will require new businesses to be approved by BOZA while the study is being conducted.

My husband and I have been invested in this neighborhood for almost a decade and deeply involved in engagement efforts and the promotion of the Bronzeville Arts, Culture and Entertainment district for almost 15 years.

We have been encouraged by the recent development efforts in the neighborhood, which align with our vision of what is possible when residents, business owners, stakeholders and supporters come together to advance a neighborhood plan. The collective efforts of many are finally beginning to gain some traction and change is becoming evident in the area.

As development increases in this neighborhood, it is important that we continue to create barriers for undesirable, misaligned development - especially along the Dr. Martin Luther King Jr. and North Avenue commercial corridors.

Although there will be many who would like to come to the area to advance siloed development objectives, it is very important that these developments align with those of the residents who have articulated a clear vision and are engaged in executing a collaborative, arts, culture, entertainment and commerce strategy.

This reason alone is why I personally committed to working with other African American stakeholders and allies to drive a destination marketing strategy that will accelerate these efforts in the short term. Collectively, we've committed to advocating for and investing in what we would like to see in our neighborhood.

The interim overlay is very important to us and is the reason we want to discourage and dissuade others who do not share the same, inclusive and equitable neighborhood vision.

I kindly request you to strongly consider this letter of support as you discuss the possibility of the overlay during today's hearing.

Please do not hesitate to reach out to me directly, if you need additional information or if you have any questions or concerns about my support.

Thank you,

Genyne Edwards

P3 Development Group, Partner

Bronzeville Experience, Catalyst and Advisory Committee

MLK EDC, Board Member

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