

# **City of Milwaukee Healthy Neighborhoods Initiative Progress Report**

**Presented to the Community and  
Economic Development Committee.**

Alderman Joe Davis, Sr., Chair.

Alderman Tony Zielinski, Vice Chair

Alderman James N. Witkowiak

Alderman Terry L. Witkowski

Alderman Willie C. Wade

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# **City of Milwaukee Healthy Neighborhoods Initiative Progress Report**

**The 2008 City Budget authorized \$200,000 in expenditures for the Healthy Neighborhoods Initiative. Funds were allocated in two categories:**

- 1. \$50,000 directed toward neighborhood improvement projects for the 5 neighborhoods participating in the Greater Milwaukee Foundation Healthy Neighborhoods Initiative.**

**\$20,000 directed toward neighborhood improvement projects for neighborhoods outside the Community Development Block Grant Area.**

- 2. \$130,000 directed toward a loan pool for home improvement loans in Healthy Neighborhoods.**

**All City expenditures require a dollar for dollar match.**

# Background on Healthy Neighborhoods

- In March of 2005, a Milwaukee delegation consisting of representatives from City government, the Greater Milwaukee Foundation and local non-profits traveled to Baltimore to learn about their “Healthy Neighborhoods Initiative.”
- The vision for the Healthy Neighborhoods approach focuses on marketing a neighborhood’s positive attributes instead of focusing on the problems a neighborhood may be experiencing. Although problems are not overlooked, they are made secondary to communicating and marketing a neighborhood’s assets. The Healthy Neighborhoods concentrates on four outcomes – image, market, physical conditions and neighborhood management.



# Image

- **Healthy neighborhoods have a positive image that makes people want to stay there, others want to move there and business and government want to invest there.**



**Enderis Park  
Gateway Project**

# Physical Conditions

- Homes, businesses, streets and parks look like people are proud to be there – people take care of their property and do their part to keep the neighborhood looking great.



**Sherman Park Restore and Show Project.**

# Market

- **In Healthy Neighborhoods, home values are strong enough to “get back” your investment in maintenance and improvements – and strong enough that homebuyers think buying a home there is a good investment.**



# Neighborhood Management

- **Neighbors feel in control of the future of their neighborhood. When a problem needs solving, they know enough other neighbors to get help solving it. Neighbors have fun together and look out for each other – and they feel safe in the neighborhood.**



**Residents discussing a Healthy Neighborhoods project.**

# **Healthy Neighborhood Participants**

## Neighborhood

### **Agape Community Center**

Thurston Woods Neighborhood

### **Enderis Park Neighborhood Association**

Enderis Park Neighborhood

### **Layton Boulevard West Neighbors, Inc.**

Silver City Neighborhood

### **Martin Drive Residents Association**

Martin Drive Neighborhood

### **Sherman Park Community Association**

Sherman Park Neighborhood



# **City of Milwaukee**

## **Healthy Neighborhoods Initiative**

### **Project Implementation**

- **79 % of the \$70,000 allocated for neighborhood improvement projects has been committed toward projects.**
- **The \$70,000 investment is leveraging significant funds, including:**
  - **\$545,000 from the Greater Milwaukee Foundation in 2007 and 2008 – direct support for the Healthy Neighborhoods Organizations**
  - **\$40,000 from the Helen Bader Foundation**
  - **\$300,000 in funds including resident investment and in-kind donations from local merchants, businesses and professionals**

# Healthy Neighborhoods Projects

## Examples From Participating Neighborhoods



**Heavy Equipment placing Martin Drive entry markers. This in-kind donation is an example of Healthy Neighborhood projects leveraging funds.**

# Agape Community Center

## Block Buddies Project



**The Block Buddies projects encouraged residents to work together to undertake collaborative projects on their block. Residents in Thurston Woods banded together to bring additional resources to the effort.**

# Enderis Park Neighborhood Association

## The Best Darn Exterior Improvement Contest



**Before and after shots of a contest participant are an example of the exterior improvements throughout the neighborhood. 50 neighbors participated in the program.**

# **Enderis Park Neighborhood Association Gateway Project**



**The Enderis Park Gateway Project builds neighborhood identity.**

# Layton Boulevard West Neighbors Most Improved House Contest



**Before and after shots of a contest participant are an example of the exterior improvements throughout the neighborhood. 37 neighbors participated in the program.**

# Layton Boulevard West Neighbors Block Improvement Project



**Block Improvement projects beautify neighborhoods and strengthen neighbor to neighbor relationships.**

# Martin Drive Neighborhood Association Clean and Green Project



**Martin Drive organized and created a neighborhood Green Market that features local food and artisans and is attracting people to the Martin Drive neighborhood.**



# Martin Drive Neighborhood Association Clean & Green- Mosaic Art Project



Neighborhood volunteers at work on the Mosaic Art Project. The project got neighborhood youth engaged in their community.



Large planters were recycled as neighborhood entry markers. A neighborhood artist helped with the design.

# Sherman Park Community Association

## Restore and Show Project



**The Restore and Show project encouraged residents to undertake landscaping projects in their neighborhood. The Sherman Park project demonstrates the ‘sweat equity’ residents contribute to Healthy Neighborhoods.**

# Garden District Neighborhood Association Cooper Elementary School Project



**Welcoming section of the Cooper Elementary School outdoor learning garden**

# Garden District Neighborhood Association Cooper Elementary School Project



**Cooper Elementary School students will help maintain the project.**

# **Kopps Park Neighborhood Association Auer Street Learning Garden**



**Auer Street Outdoor Learning Garden. The garden will have signs identifying native species and how to care for them.**

# **Healthy Neighborhoods Loan Pool**

- **In 2008, the Greater Milwaukee Foundation and the Healthy Neighborhoods Initiative worked to establish a strategic loan pool that would stimulate home improvement and home maintenance in Healthy Neighborhoods.**
- **The fund will provide loans to homeowners, with a major focus of creating a high standard of improvements that would signal positive change in the neighborhood.**

# To Date:

- **Requests for participation in the loan pool have been submitted to 9 different financial institutions, as well as the Wisconsin Association of Credit Unions**
- **Tri City Bank has already committed \$150,000 to the loan pool**
- **Additional requests of \$1.3 million are pending**
- **Of the pending requests, it is anticipated that \$600,000 in funding will be in place by year end (leveraging City's contribution of \$130,000)**
- **Loan Pool will be operational for 2009**

# Summary

**The efforts of the Healthy Neighborhoods Organizations and the Greater Milwaukee Foundation are creating positive change and new investment in City neighborhoods.**

**Healthy Neighborhood Initiative projects are leveraging significant resources for City neighborhoods.**

**Resident involvement has been key and will result in sustainable neighborhood improvement over time.**