

Honorable Council Members:

Purple Door Ice Cream is in support of the the Common Council adopting Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan. These resources will help Milwaukee continue a strong recovery from the COVID-19 pandemic through the summer and into fall.

As a recipient of the City of Milwaukee's 2020 Restart Program funding, we know how vital these funds are for businesses during this time.

The Stronger Summer proposal is a strong first step toward a more resilient city. The plan is grounded in racial equity and inclusion, and takes intentional first steps to address the unequal impact of COVID-19 on Milwaukee residents.

The Stronger Summer package makes investments in affordable housing and homeownership that will benefit Milwaukee families this year. It provides funding to help Milwaukee's small businesses and diverse entrepreneurs weather what we all hope are the final days of the pandemic. The plan expands resources to households facing eviction, and funds important efforts to continue building high-quality early childhood education for families. It makes investments to increase employment and wages for Milwaukee workers through training and career pathways.

Your support of the Stronger Summer plan will help Milwaukee emerge from the COVID-19 pandemic stronger and more equitable. We urge you again to adopt the plan when it is before the Council this month.

Sincerely,
Lauren and Steve Schultz
Owners - Purple Door Ice Cream

--

Steve and Lauren Schultz
Purple Door Ice Cream
414.988.2521
www.purpledooricecream.com