



HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name BRYAN SADOFF
Organization or Company _____
Street Address 10815 N Ravine Ct City/State Mequon Zip WI
Telephone 414 418 2460 Fax _____ Email BRYAN.SADOFF@gmail.com

2. Honorary Street Name Request

Street name requested Ron Sadoff Way
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
2400 North 36th Street between Meinerke & Wright

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- A typed statement containing no fewer than **500 words** describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of street has been requested for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- ☒ \$100 fee (check made payable to "City Treasurer").
☒ Completed Application Form.
☒ Autobiography or statement regarding the person, place, or event being honored.

Signature [Signature] Date 9/29/05
Printed Name BRYAN SADOFF

Honorary Street Name Sign Statement

I am nominating my father, Ron Sadoff.

My father is 85 years old, and a lifelong Milwaukeean. He was born here in 1940. He was in the first graduating class from Nicolet High School. He graduated from UW-Madison with a degree in finance, and he also graduated from Marquette Law School. His father was chief of staff at Mount Sinai hospital (orthopedic surgeon). Ron's wife, Micky Sadoff, started the Milwaukee chapter of Mothers Against Drunk Driving (MADD) and went on to be its national president. My father started Sadoff Investment Management back in 1978, which became one of the city's (and Wisconsin's) largest investment management firms. He was named as a Barron's top 100 national investment advisor four separate times. He is in the stock market research hall of fame. His two boys bought the business. They are each involved in the community and each are on a few community boards. The summary background here is that his immediate family has deep Milwaukee roots and ties to our community.

The real reason I am nominating my father for an honorary street sign is because he founded Milwaukee College Prep School (MCP). MCP started in 1997. My father wanted to give back to the community and thought inner city education needed help. He thought a good education was the way to break the poverty cycle and to keep young kids on a path to contribute to society.

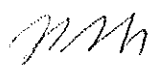
For those that are not familiar, MCP started with one school and a few grades. Now it is four campuses, each of them west of I-43 off of North Avenue, in one of Milwaukee's most underserved neighborhoods. It works with students from K3-8th grade. 98% are black, 83% are economically disadvantaged. Today it is a leading network of public charter schools with the theory that any Milwaukee student can attend for free, and that education should be transformational. The school focuses on education and character development. The results have been staggering, proving that Milwaukee does not need to be one of the nation's largest race-based opportunity gaps.

Their campuses are consistently highly rated by the State of Wisconsin as one of the better schools in Southeast Wisconsin. They were one of the first charter/choice schools in the Milwaukee area, which became an inspiration to several other choice/charter schools, creating even more help for the students in the city of Milwaukee. MCP is rated four stars by Charity Navigator (their highest charity ranking).

Here are some facts about MCP schools: 90% of MCP students are outpacing national growth in reading. While they only go up to eighth grade, a higher percentage of MCP students graduate high school and college, then students attending Milwaukee Public Schools. The four campuses employ hundreds of people including; teachers, administrators, and support staff yearly, helping the city of Milwaukee (it has created jobs). The North Avenue corridor west of I-43 is slowly seeing an improvement over the past decades, with new apartments and developments. I believe this development is in part to having these strong community schools in that area. Most importantly, 200 students graduate from an MCP school each year, the school is coming up on its 30th anniversary. A rising tide lifts many boats. That is a lot of lives changed, diplomas earned, careers kickstarted and a huge positive community impact. He is giving inner children and their parents opportunity and hope.

My father's vision has impacted and improved many lives in the city of Milwaukee. He was one citizen looking to give back to his community. He donated time, sweat and money to change outcomes. His belief was a great education was a way to break the cycle of crime and poverty. One could say he may have had a bigger impact on the city than a pastor, an MPS superintendent, or many other civic city volunteers. He did this without much notoriety and without many accolades. As one of Milwaukee's most famous stock picking investment managers he has been quoted saying "starting MCP was the best investment I have ever made."

A way to pay tribute and honor him, while he is still living, would be to name the block of his first MCP school, Ron Sadoff Way. The school is at 2449 North 36th Street. Thank you for your consideration.


Bryan Sadoff

Receipt of Street Naming Fee

Date:	9/30/25
Received Of:	Bryan Sadoff
Received By:	LME
Check # (If Applicable):	4638
Amount Received	\$100.00