

**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
October 26, 2009

2009 Healthy Neighborhoods

Capitol Heights	<i>Antoinette Vaughn</i>
Enderis Park	<i>Enderis Park Neighborhood Association</i>
Havenwoods	<i>Havenwoods Economic Development Inc.</i>
Johnsons Park	<i>Johnsons park neighborhood Association</i>
Lincoln Village	<i>Urban Anthropology</i>
Martin Drive	<i>Martin Drive Residents Association</i>
Sherman Park	<i>Sherman Park Community Association</i>
Silver City	<i>Layton Boulevard West Neighbors, Inc.</i>
Thurston Woods	<i>Agape Community Center</i>

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, marketing, 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.



Well kept, manicured homes are becoming a hallmark of the Healthy Neighborhoods. Community pride is obvious, and there is an image of stability for potential home owners.

Marketing

- The Greater Milwaukee Foundation supported home buying tours, improving the perception of the Healthy Neighborhoods. The tours are attracting new home buyers into the neighborhoods.
- Home Buyers are actively recruited by current residents, and activities are planned to showcase Healthy Neighborhoods.



Potential home buyers looking at a home in Layton Boulevard.



Havenwoods residents at their neighborhood planting day.

Physical Conditions

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



Enderis Park Stimulus Project.



Lincoln Village Beautiful Blocks Project.

Neighborhood Management

- Neighbors plan projects together, and collectively decide how to enhance their neighborhoods.
- Residents are invited, involved and invigorated in their community.



Lincoln Village residents discussing the Beautiful Blocks project.

City of Milwaukee Healthy Neighborhoods Initiative Progress Report

The 2009 City Budget authorized \$200,000 in expenditures for the Healthy Neighborhoods Initiative. Funds were allocated in three categories:

1. \$90,000 directed toward neighborhood improvement projects for the 9 neighborhoods participating in the Greater Milwaukee Foundation Healthy Neighborhoods Initiative.

\$10,000 directed toward Community Improvement Projects for neighborhoods outside the Community Development Block Grant Area.
2. \$90,000 directed toward a loan pool for home improvement loans in Healthy Neighborhoods.
3. \$10,000 for NIDC Administration of the Healthy Neighborhoods Initiative.

City of Milwaukee Healthy Neighborhoods Initiative Neighborhood Project Implementation

100 % of the \$90,000 allocated for projects in the Healthy Neighborhoods was committed for in 2009.

The \$90,000 investment is leveraging significant funds, including:

- ✓ \$417,000 from the Greater Milwaukee Foundation in 2009 – direct support for the Healthy Neighborhoods Organizations and Healthy Neighborhoods Home Tours.
- ✓ \$180,000 to date from resident investment and in-kind donations from local merchants, businesses and professionals.



Alderman Murphy at the Martin Drive Community Garden event.

Healthy Neighborhoods Projects

**Lincoln Village
"Beautiful Blocks Program"**



Before and after photos of 733 West Lincoln.

Healthy Neighborhoods Projects

**Sherman Park Community Association
"DIY Curb Appeal Project"**



This urban garden was a result of the project; residents celebrated results with a block party.

Healthy Neighborhoods Projects

**Enderis Park Neighborhood Association
"Neighborhood Stimulus Project"**



Residents got matching grants to 'stimulate' improvements, allowing for substantial neighborhood improvements at a modest cost.

Healthy Neighborhoods Projects

Johnsons Park Neighborhood Association "Curb Appeal Project"



Neighbors shared ideas and 'know how' to improve their blocks.

Healthy Neighborhoods Projects

Capitol Heights Resident Committee "Home Improvement Project"



A consultant advised residents on low cost, high value improvements.

Healthy Neighborhoods Projects

Layton Boulevard West Neighbors "Small Block Improvement Projects"



Neighbors worked hand in hand to improve their blocks and enhance friendships. Five small projects involved over 300 people throughout the Healthy Neighborhood.

Healthy Neighborhoods Projects

Martin Drive Neighborhood Association "Ready, Set, Stimulate Growth Project"



For the second year in a row, a farmers market brought nutrition and camaraderie to the Healthy Neighborhood.



Over 90 residents attended the Martin Drive Healthy Neighborhood Community Garden Kick off celebration.

Community Improvement Projects

Community Improvement Projects (CIP) brought resources to neighborhoods not traditionally served by NIDC. Several small neighborhood associations put projects together, and the grass roots nature of involvement is uniting residents. The CIP grants are truly Building Stronger Neighborhoods for Milwaukee.



Mayor Barrett and Alderman Kovac at the Cambridge Woods neighborhood sign unveiling.

Community Improvement Projects

Funds have been committed for Ten CIP grants as of October 26*.

- | | |
|-------------------|---|
| • Cambridge Woods | Neighborhood signs. |
| • Copernicus Park | New trail, park benches, new perennials. |
| • Garden District | Phase II Cooper Elementary School learning garden. |
| • Hartung Park | Welcome sign for Hartung Park. |
| • Holler Park | Neighborhood watch signs, neighborhood signs, boulevard garden. |
| • Holler Park II | New park benches, aleta sign for rain garden. |
| • River Ridge | Neighborhood gateway sign. |
| • Uncas Park | Neighborhood signs, new plants and bushes in park. |
| • Water Tower | Neighborhood signs. |
| • Wilson Park | Park clean up, neighborhood signs, new park benches, new perennials and bushes in park. |

*A minimum of \$30,00 in leveraged funds is anticipated from these projects.



Community Improvement Projects

**Cambridge Woods Neighborhood Association
"Neighborhood Sign Project"**





Cambridge Woods Neighborhood

A neighborhood artist designed the sign; dozens of residents turned out for the official sign unveiling block party.




Community Improvement Projects

**Holler Park Neighborhood Association
"Neighborhood sign and Blvd. garden project"**





Neighbors agreed to sustain the garden, and the signs strengthen neighborhood identity.



Community Improvement Projects

**Boy Scout Troop #
"Copernicus Park Improvement Project"**




Copernicus Park Beautification Project benefited from a donation of \$8,000.00 from Simon Landscaping.




Community Improvement Project\

Garden District Association "Cooper Elementary School Phase II"



The school uses the garden as a teaching tool for students.



Healthy Neighborhoods Loan Pool

The Greater Milwaukee Foundation continues to work diligently in trying to establish a loan pool for home improvement loans within Healthy Neighborhoods. Despite strong and steady commitment from the City for the loan pool, the current market and economic conditions have lenders approaching new ideas with extreme caution. Due to a strong demand for Healthy Neighborhoods Projects, innovative opportunities to market Healthy Neighborhoods, and the possibility to collaborate with the Milwaukee Foreclosure Partnership Initiative, \$120,000 originally allocated for the loan pool was reallocated towards a variety of Healthy Neighborhoods Initiatives.



Healthy Neighborhoods projects- residents are invited, involved, and invigorated.

Healthy Neighborhoods Loan Pool Reallocation of Funds

\$70,000 for Healthy Neighborhoods projects

98% committed

- | | |
|------------------------------------|---|
| 1. Capitol Heights | Wintertization project |
| 2. Layton Boulevard West Neighbors | Wintertization project |
| 3. Enderis Park | Vacant lot improvements,
neighborhood signs,
enhance gateway sign |
| 4. Lincoln Village | Beautiful Block II |
| 5. Sherman park | DIY Curb Appeal II |

**Healthy Neighborhoods Loan Pool
Reallocation of Funds**

\$30,000 for an foreclosure outreach counselor.

The Milwaukee Foreclosure Partnership Initiative submitted a \$40,000 proposal for a counselor that would assist with foreclosure intervention in the Healthy Neighborhoods. The counselor would attend Healthy Neighborhoods events, have flexible hours/days/locations to accommodate clients, and be mandated to meet with a number of clients in their homes to discuss options.



Mayor Barrett outside a foreclosed home in the Martin Drive Healthy Neighborhood.

**Healthy Neighborhoods Loan Pool
Reallocation of Funds**

\$10,000 for marketing Healthy Neighborhoods.

The 8 Home Tours supported by the Greater Milwaukee Foundation resulted in 35 homes being sold-17 of which were foreclosed.

The Greater Milwaukee Foundation and the Healthy Neighborhoods organizations have hired Cherry Home realty to market the Healthy Neighborhoods (\$12,000 commitment).

These marketing efforts also direct clients into City programs such as the Neighborhood Stabilization Program and the Targeted Investment Neighborhood program.



The Home Tours drew 425 people to view homes for sale in the Healthy Neighborhoods.

**Healthy Neighborhoods Loan Pool
Reallocation of Funds**

Community Improvement Projects

\$10,000 for new CIP projects



The Auer St. learning garden, funded by a 2008 CIP.



Summary

The collaborative efforts of the Healthy Neighborhoods Organizations ,the Greater Milwaukee Foundation, and NIDC are stimulating significant resident investment in City neighborhoods.

Approximateiy \$625,000 will be leveraged from the City's commitment of \$200,000 for 2009.

The marketing efforts of the Healthy Neighborhoods Initiative are attracting new home owners and helping to stabilize Milwaukee neighborhoods.

The Healthy Neighborhoods initiative results in Invited, Involved and invigorated residents across the City.
