



March 11, 2010

Milwaukee Common Council  
Community & Economic Development Committee (CED)  
Room 301B, City Hall  
200 East Wells Street  
Milwaukee, WI 53202

RE: Special Economic Development Accomplishments for 2009

Community & Economic Development Committee:

The SOHI District enjoyed its fifth birthday on February 2010. This milestone is an opportunity to review the many successes and challenges of 2009. Again, the district focused on 1) crime reduction, 2) increasing property value, 3) increasing economic vitality and improving the neighborhood quality of life. These goals worked in conjunction with the Main Street Milwaukee principles of 1) design, 2) promotion, 3) organization and 4) economic restructuring.

Items which are in **bold print** will be associated with 1) An overview of the organization; 2) Population served; 3) Technical assistance provided to for-profit businesses (# of Full & Part Time jobs created, # of Full & Part Time jobs retained for 45 days), and the # of new business start up/expansions; 4) Special Projects

#### Overview

2009 was the fourth year for the SOHI District, a Main Street Milwaukee program funded by the City of Milwaukee's Community Development Grants Administration (CDGA) and Local Initiatives Support Corporation. SOHI is centered along 27<sup>th</sup> Street from St. Paul Avenue to Highland Boulevard. This year the SOHI District strengthened relationships with the Avenues West BID, local businesses and property owners and many City of Milwaukee departments. There are 32 businesses in the district and approximately 50 property owners.

#### Improvement Neighborhood Quality of Life (Design)

The SOHI Design Committee led by Brian Scotty of Quorum Architects worked tirelessly to provide support to local businesses, developers and the Department of City Development.

1. Meet with and provided assistance to local developers.
2. Meet with local sign companies and local businesses to improve signage in the district on a small scale.
3. Worked with and provided support to DCD on the PDI/Graef Corridor Analysis Study.
4. The district was successful in securing the SOHI District Masterplan as part of Avenues West Redevelopment Plan however this plan has yet to be adopted by the Common Council.
5. Assisted local artist in reviewing possibly district art work.
6. The district was unable to get the necessary funding to make serious change to our 3 targeted facades in 2009.

7. The district was unable to work successfully to make major improvements in signage.
8. Partnered with local artist Tia Richard and Neighborhood House youth on West Pointe window art work.
9. Partnered with Quorum Architects and MPS on two "art walls" on State Street.

#### Improvement Neighborhood Quality of Life (Organization)

The SOHI Organization Committee made gains in 2009 reaching out to local communities and partnering with organizations.

1. Added an additional member, Bob Greene, Executive Director of Merrill Park Neighborhood Association.
2. Held the SOHI District Spring Update.
3. Met with DCD Commissioner, Rocky Morcoux on the district development.
4. Developed and approved work plans of each committee
5. Engaged developers on projects in the district.
6. Deterred negative, low quality businesses and projects in the district
7. Applied for several grants including the MetLife Applied Technology Grant.
8. **Raised close to \$30,000** in funding or in-kind donations for Taste of SOHI, SOHI Saturday and district funding.
9. Accounted for 400 hours of volunteer hours on behalf of the district.
10. Attended the National Main Street and Reclaiming Vacant Properties Conference.

#### Increase Economic Vitality (Promotions)

The SOHI Promotions Committee became the guarding of the SOHI District brand working fervently to showcase the district in the most positive light.

1. Partnered with Greater Utopian Church and St. Paul's Lutheran Church on the 5<sup>th</sup> Taste of SOHI and SOHI Saturday with over 300 in attendance.
2. **Produced and uploaded 36 YouTube videos.**
3. Worked with MATC to design and develop district website.
4. Added an additional 140 emails to Constant Contact for a total of 700.
5. District played backdrop to Hollywood film entitled, "No God, No Master".
6. Gave tours of the district.

#### Increase Economic Vitality (Economic Restructuring)

The Economic Restructuring Committee worked to secure development and business opportunities in the district.

1. Developed and hosted the Arts and Antiques Symposium with the County and SBA.
2. Promoted the sale of City of Milwaukee-owned property within the district.
3. Started work and discussion on a SOHI District Fresh/Flea market.
4. Engaged SHARE Milwaukee on ideas regarding fresh food for the district.
5. **Provided over 200 hours technical assistance support to local businesses.**
6. Sent over 70 letters to targeted businesses and developers.
7. **Assisted Izzy's restaurant in the district representing 9 new jobs.**
  - a. The district was able to use 5 of the 9 to secure pay-for-performance funding.
  - b. Hourly salary ranged from \$9.00/hour, \$7.25/hour and \$2.33/hour plus tips for wait staff.
  - c. All jobs counted for pay-for-performance extended beyond the 45 day retention.

Improvement Neighborhood Quality of Life (Safety and Security)

In terms of Safety and Security the district continued to make the necessary improvements that is leading to dramatic decreases in crime.

1. **Maintained the use and support of the surveillance program.**
2. Held a community clean-up with the assistance of MPD, Neighborhood House and WISN.
3. **Held two business trainings with the support of MPD and Marquette University.**
4. Coordinated 3 security surveys with the assistance of MPD.
5. Coordinated efforts with MPD on Operation Red Light.
6. Coordinated with the community liaison officer, Hue Kong, Derrick Lemmie and Charlotte Brown on problematic businesses and areas in the district
7. Coordinated community efforts with the AWSSTF, AWLLC, AWA, DPW and DNS.
8. **The district reported 300 property code violations.**
9. Assisted with National Night Out.
10. Assisted Avenues West Association with graffiti removal.

The SOHI District is looking toward to a bright future. With support from the City of Milwaukee and other stakeholders, rather it be the business or property owner in the district or the larger employers of the area we will continue to see our community, neighborhood change for the better.

Regards,

Keith Stanley  
SOHI District Manager