

LRB – FISCAL REVIEW SECTION ANALYSIS

APRIL 26, 2005 AGENDA

ITEM 9, FILE 041618

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

Emma J. Stamps

File No. 041618 is a resolution authorizing the appropriate city officials to enter into an agreement for the administration of the Main Street Milwaukee Program.

Background and Discussion

1. On November 3, 2004, the Common Council established a Main Street Milwaukee (MSM) Program via passage of Ordinance File No. 040858 and adoption of Resolution File No. 031155.
2. Common Council Ordinance File No. 040858 provides program oversight by creating the Main Street Milwaukee Partners Board, which designates districts for participation in the MSM Program, monitors the performance of both the MSM Program and designated districts, provides guidance and oversight to the City and Milwaukee Local Initiative Support Corporation (Milwaukee LISC) staff in the administration of the Program, and coordinates the provision of financial support to the program.
3. Resolution 031155 authorized the implementation of the MSM Program via a renewable 1-year agreement between the Department of City Development and Milwaukee LISC.
4. The City contracts with the participating designated districts (Designated District Organization) through a CDBG contract. The City's intention is to use CDBG funds to support the program during the next 3 years, provided that funds are available and that adequate private sector support is forthcoming.
5. A Milwaukee Journal Sentinel article (2/28/05) reported that 8 commercial strips applied to become one of four designated districts. Those selected were:
 - ◆ Burleight Street Community Development Corporation (aka Burleigh Street Commercial Business District) which operates from N. Sherman Blvd. to N. 60th St. in the Sherman Park neighborhood.
 - ◆ Layton Boulevard West Neighbors (aka Silver City District) which operates along W. National Ave. from S. 31st St., west to S. 39th St.
 - ◆ Lincoln Avenue Village Buiness Association which operates along Lincoln Ave. from S. 5th St., west to S. 20th St. on the south side.
 - ◆ West End Development Corporation (aka South of Highland District, "SOHI") which runs along N. 27th St., from W. Highland Blvd., south to St. Paul Ave.
6. Under the MOU, the DCD, Milwaukee LISC, and Designated District Organization must each employ a management person who will work solely on the Main Street Program. In addition, these entities are expected to:

LISC Support for the Main Street Program for each District

- ◆ Provide \$53,000 in technical assistance in Year 1;
- ◆ Disburse assistance grants in amounts \$2,000 (façade renovations), \$1,000 (historic preservation designation), \$1,500 (marketing and promotion), and \$5,000 (district-specific technical assistance to one high priority need or project);.
- ◆ Collaborate with the LISC on strategic planning, interviewing, training, scholarship forum, and program reviews

DCD Support for the Main Street Program:

- ◆ Collaborate with the LISC on strategic planning, interviewing, training, scholarship forum, and program reviews

Designated Districts Organization

- ◆ Designated districts will be required to:
 - ◆ Enter into an annual contract with MSM Program;
 - ◆ Raise at least \$10,000 in private funds and/or in-kind assistance for Year 1 operations;
 - ◆ Comply with all federal requirements of the U.S. Department of HUD;
 - ◆ Assist local property merchants;
 - ◆ Participated in training sessions;
 - ◆ Submit monthly progress reports;

7. File 041618 authorizes a 1-year extension of the Main Street Milwaukee Program MOU between the DCD and Milwaukee LISC. The agreement operates from January 1, 2005 to December 31, 2005, subject to renewal if agreed upon in writing by the parties.

Fiscal Impact

City contribution is contingent upon adopted CDBG and/or annual capital budgets.

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