

## City Accelerator - Milwaukee Structure & Key Proposal Elements

### Goals for City Accelerator:

- Goal One** Increase bidding and awards at the prime level by local minority- and woman-owned or other underrepresented businesses on city non-construction contracts. Specifically, focus on professional services: IT, architecture/engineering, finance, and design/communication.
- Goal Two** Identify city contracts or local business sectors that are - or will be - prime opportunities to increase participation and inclusion, both through increased bidding activity and new business formation
- Goal Three** Facilitated engagement with stakeholders, both formal and informal, to gain feedback, set targets/mutual accountability, and help formulate ideas
- Goal Four** Plot a multi-year business capacity strategy in a partnership with stakeholders.

### Funding Plan:

- Formalize Forecasting Plan of City Contracting Opportunities
- Review of Procurement Policies & Procedures
- Facilitate Stakeholder Engagement
- Rebranding of City Inclusion Efforts
- Development of Master Small, Minority, Owned Business Directory
- Develop a multi-year business capacity strategy.

### Role of Living Cities/Griffin & Strong:

- 1) Technical assistance and work plan review. Need professional, “out of town” eyes and skills for local engagement.
- 2) Project direction and connection with other cohort cities, consulting on improvements to processes and policies, communication.

### Stakeholder Engagement:

**City Accelerator Team (5 members):** Attends cohort convening, generates work product, *accountable to* Mayor and Common Council. The team has day-to-day involvement in getting the work planned and done, and can leverage their organizations to support the project.

Bernadette Karanja: Common Council  
Rhonda Kelsey: DOA – Purchasing  
Ossie Kendrix: African American Chamber of Commerce, WI  
Nikki Purvis: DOA- Office of Small Business Development  
Aaron Szopinski: Mayor’s Office

**Local Advisory Group (~15 members):** Engaged in both problem solving as well as long-term investment and solutions. Should include early supporters: DPW/DCD, CDGA, WWBIC, Ethnic Chambers/Business Council, SBE firms, local vendors, DBE consultants/ reps; plus, a known and capable financial institution, non-profits, foundations.