

DATE: January 25, 2021

TO: City of Milwaukee Common Council/Public Works Committee

c/o Ms. Molly Kuether-Steele (Email molly.kuether-steele@milwaukee.gov)

FROM: Randy Crump, Milwaukee Resident

SUBJECT: Letter in Support of the ordinance to rename Old World Third Street, from West McKinley Avenue to West Wisconsin Avenue- Doctor Martin Luther King Jr. Drive

REFERENCE: FILE #201318

Dear Committee members:

I am a native of Milwaukee residing at 2436 N Grant Blvd, Milwaukee. My wife and I own Prism Technical located at 2745 N Dr Martin Luther King Jr Drive 53212.

In 1984 I left my first and only post college job as an industrial Sales engineer to become an entrepreneur seeking to do business in SE Wisconsin. I recall the debate over renaming 3rd Street to Doctor Martin Luther King Jr Drive.

The debate over the street renaming and decision to arbitrarily truncate the name was insulting, but perhaps a foreboding of what I was to encounter, not just in Milwaukee as an entrepreneur of color but attempting to serve an industrial client base, without a single minority prospect, including never even encountering one person of color (POC) with purchasing responsibility in the entire State of Wisconsin. As a result, I recall reflecting negatively on my decision to stay in Milwaukee upon graduating from MSOE after receiving more than a dozen out -of- State job offers.

Dr. King was a man of peace representing the best of America and having a street named in his honor denied a place in our commercial district was/is particularly insulting and embarrassing. The ordinance being presented corrects this mistake and sends a signal to all that Milwaukee is not stuck in the past, but a welcoming community.

For this and other reasons, I strongly support the proposed street name change.

Thank you for considering my letter in your decision.

