

Main Street Milwaukee:

Program at a crossroads



What is Main Street?

- Comprehensive public-private model for commercial district revitalization
- The Four-Points approach:
 - Organization, Economic Restructuring, Promotion and Design
- Competitive and selective designation
- Financial self-sufficiency

The MSM Program

- Expected benefits:
 - productive economic activity in commercial districts
 - increased citizen engagement, cooperation and visibility
 - streamlined gathering and monitoring of economic data
- Stakeholders:
 - MSM Partners Board
 - DCD and LISC
 - District managers, volunteers
- Funding:
 - public (CDBG) and LISC/private
 - Business Improvement District (BID)

Milwaukee Main Street Districts

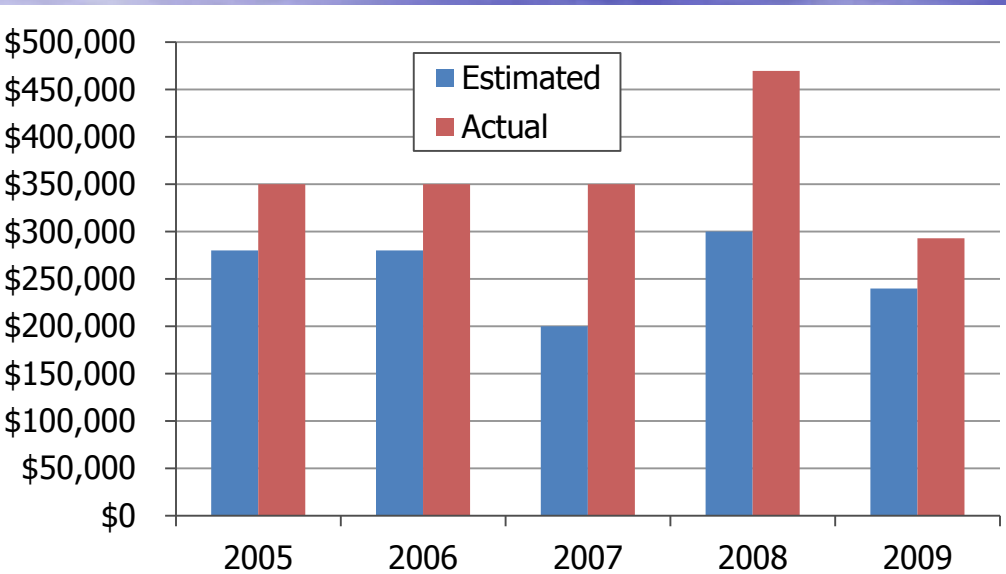
- 2005:
 - *The Mosaic on Burleigh* - Burleigh Street
 - *SOHI* - N 27th Street
 - *Silver City* - National Avenue
 - *Lincoln Village* - Lincoln Avenue
- 2008:
 - *Historic King Drive* - MLK Dr
 - *North Avenue Gateway* - North Avenue/27th St

Overview of the MSM Program to Date

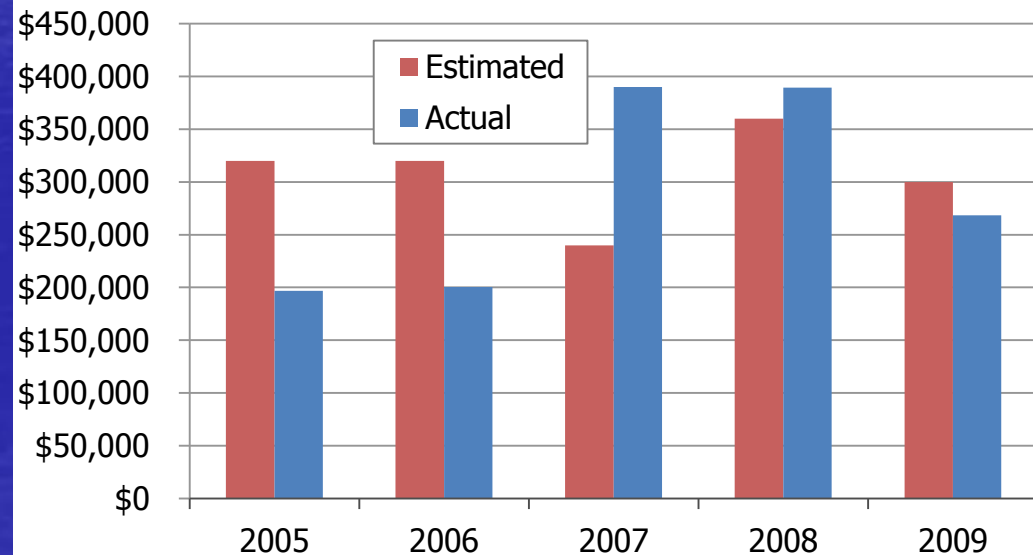
- Investment
- Financial sustainability
- Expenditures
- Outcomes

Investment

CDGB Funding



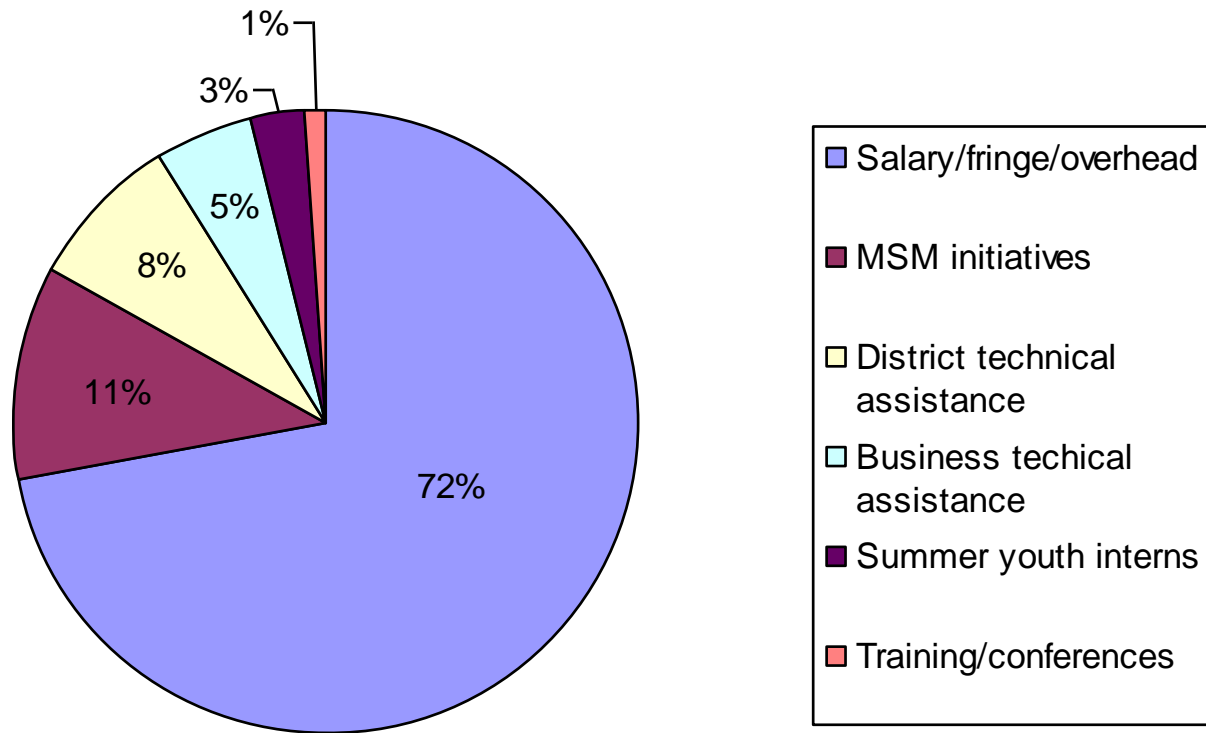
LISC Funding



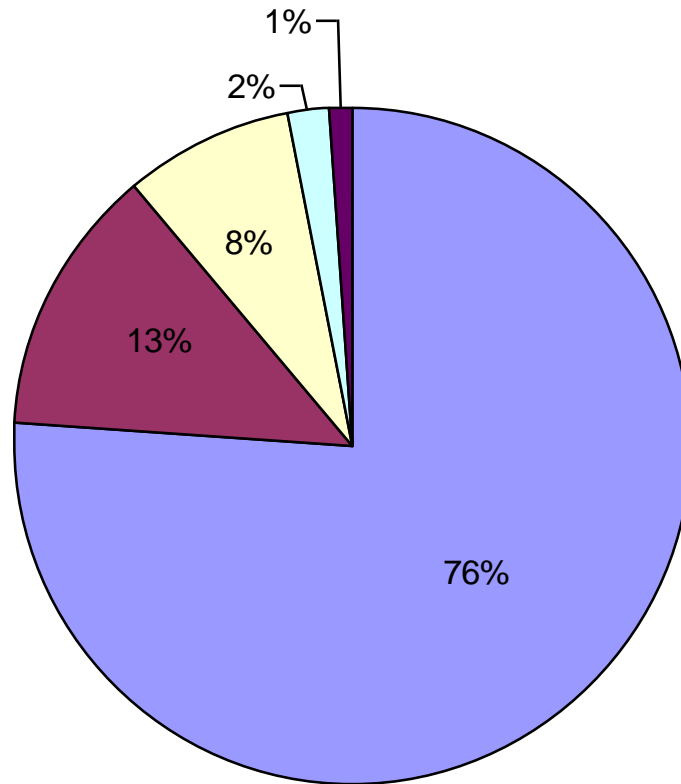
Financial sustainability

- Financial self-sufficiency not achieved
- Public funds crucial for sustaining the program
- Significant carryovers of allocated funds
- BID creation has not materialized
- “Corporate buddy system” lagging

MSM Program Expenditures



MSM District Expenditures

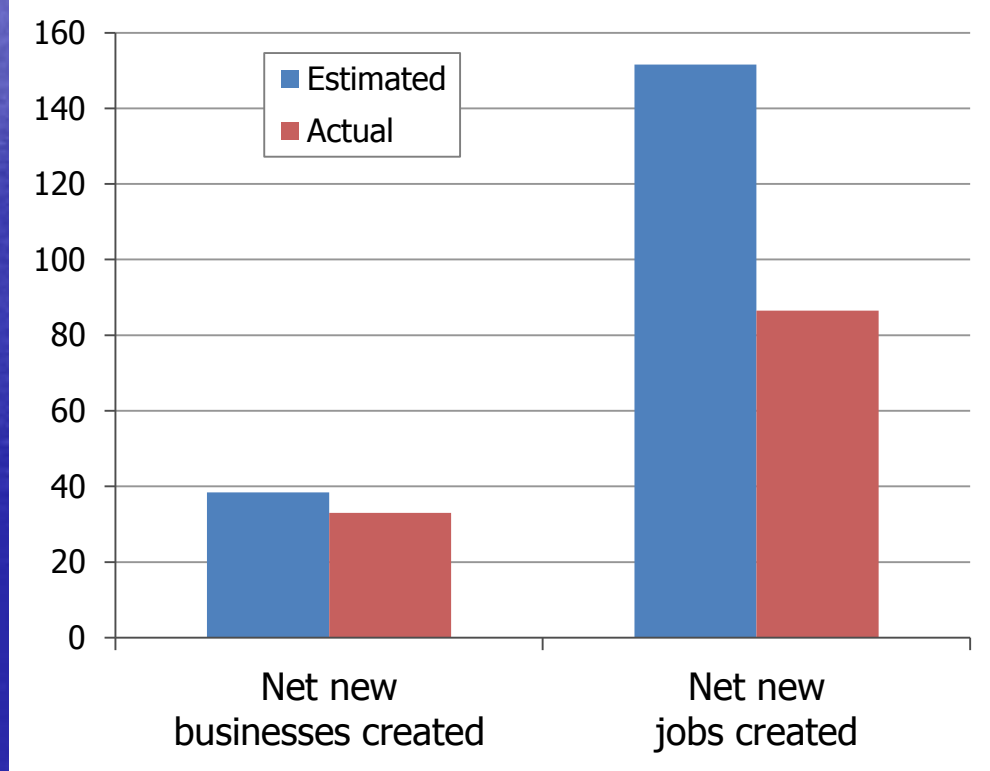
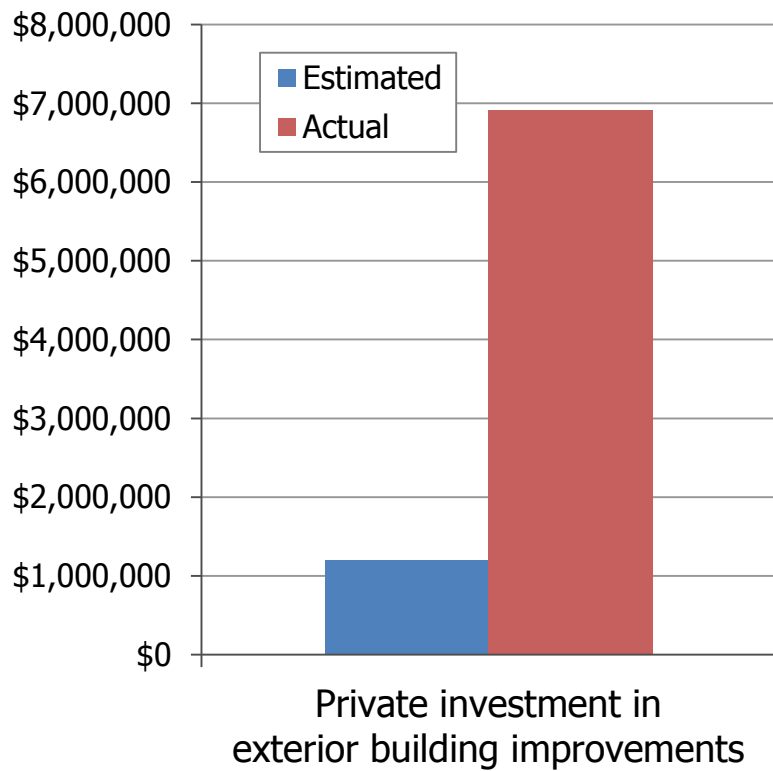


- Staff
- District initiatives
- Business technical assistance
- Summer youth interns
- Training/conferences

Outcomes

- Belief, passion and commitment
- More cohesiveness and stronger working relationships
- Increased attention to the neighborhood

Outcomes



Outcomes

Activity	2005	2006	2007	2008*	2009	<i>Total</i> 2005-2009
Private investment in exterior building improvements	\$799,100	\$551,080	\$134,682	\$5,398,308	\$26,405	\$6,909,575
New/expanded business	0	12	2	11	8	33
New jobs	8	34	22	7.5	15	86.5

Summary of Findings

- Finding # 1 – Goals are unclear and may not be suitable for Milwaukee's low-income neighborhoods
- Finding # 2 – Administrative structure is complex and coordination among the districts and stakeholders is poor
- Finding # 3 – Transparency and accountability for achievement of outcomes is lacking

Improving of the MSM Program to Date

- Finding # 4 – Resources are not optimally leveraged and program visibility is low
- Finding # 5 – The program lacks sufficient volunteers

Summary

- An opportunity to:
 - re-evaluate and define program goals
 - align program with other economic development and poverty alleviation efforts
 - restructure and streamline the program
 - ensure outcome measurement and evaluation
 - implement a coordinated branding and marketing agenda
 - revisit appropriate role and level of CDBG \$