

Lee, Chris

From: Owczarski, Jim
Sent: Thursday, October 21, 2021 8:45 AM
To: Lee, Chris
Subject: FW: Inclusion of File #210894
Attachments: Supplement #2- 10-15-21 City of Milwaukee Ask.pdf; EDBC-City 10-14-21 Budget Ask REVISED.pdf

For the file, please.

Jim

From: Perez, Jose <JoseG.Perez@milwaukee.gov>
Sent: Thursday, October 21, 2021 7:51 AM
To: Owczarski, Jim <jowcza@milwaukee.gov>
Subject: FW: Inclusion of File #210894

From: Nelson Soler <nelson@latinochambersew.org>
Sent: Thursday, October 21, 2021 7:41 AM
To: Perez, Jose <JoseG.Perez@milwaukee.gov>; Dimitrijevic, Marina <Marina@milwaukee.gov>; Zamarripa, JoCasta <JoCasta.Zamarripa@milwaukee.gov>
Subject: Fw: Inclusion of File #210894

Approval of this funds will allow ethnic chambers to provide the vital services to microenterprises that we have been offering with volunteers on a shoe string.

Thanks
Nelson

Regards,

Nelson Soler MBA/MS/EDFP/EA
President and CEO

Named one of the 39th Most Influential Latinos of 2020 by Madison365
2018 Community Business Development Award by WEDC
2017 Inspirational Entrepreneur by BizStarts
2012 Entrepreneur of the Year by HPGM
2011 UMOs Hispanic Man of the Year

2009 Chamber Executive for Region 4 US HCC
2007 US SBA WI Minority Business Champion
2004 40 under 40 Business Journal

Latino Chamber of Commerce -SEW

www.latinochambersew.org

414-699-5723 Cell

From: Marjorie Rucker <mrucker@mmac.org>

Sent: Wednesday, October 20, 2021 4:25 PM

To: Johnson, Cavalier <Cavalier.Johnson2@milwaukee.gov>

Cc: McHenry, Arlisia <A.McHenry@milwaukee.gov>; okendrix@aaccwisconsin.org <okendrix@aaccwisconsin.org>; Ugo Nwagbaraocha <ugo@diamondiscs.com>; Kola <kola@gmcofc.org>; Nelson Soler <nelson@latinochambersew.org>; maysee@hmongchamber.org <maysee@hmongchamber.org>; Terese Caro <TCaro@lrcmke.com>; Willie Smith <wsmith@nwscdc.org>; Jason Rae <jason@wislgbtchamber.com>

Subject: Fw: Inclusion of File #210894

Good afternoon Common Council President Johnson,

I wanted to send you an additional request to ask that you please present and move file #210894 to tomorrow's approval of Round 1 of ARPA funds.

It is imperative that the Common Council members walk the walk when it comes to ensuring that our ethnic and diverse businesses get what they need to ensure growth and sustainability during the 2 pandemics: racial and health, that we are currently experiencing. I won't belabor this point with statistics as you know them all and it is the end of the day, but if you want some please let me know.

We hear a lot of talk coming from several Common Council members about their commitments to small businesses in Milwaukee, but not including a meager request of \$2.5 million to assist these businesses by offering appropriate technical assistance and access to financial resources during this time is very short-sighted. Ethnic and diverse businesses are the cornerstones of communities. If we want, expect and desire a better Milwaukee, investments, like these American Rescue Plan Act dollars, must be made. The EDBC is of the opinion that the inclusion of this \$2.5 million can be easily folded and delivered seamlessly in this affordable housing proposal as a win-win for the community economic development sector AND the City of Milwaukee as we have qualified ethnic and diverse businesses that easily fold into this vertical.

Thank you for your time and consideration of this request and we hope that it is something that can be squeezed in for approval. It is not our intention to impede progress, but to show the importance and value of looking out for the ethnic and diverse business community, which never receives an appropriate level of attention. If you have any questions please let me know. Have a great rest of the day.

Sincerely,

Marjorie Rucker
Executive Director
The Business Council, Inc.
(414) 287-4172

From: Marjorie Rucker <mrucker@mmac.org>
Sent: Wednesday, October 20, 2021 4:08 PM
To: Murphy, Michael (Alderman) <mmurph@milwaukee.gov>; Johnson, Cavalier <Cavalier.Johnson2@milwaukee.gov>; mcoggs@milwaukee.gov <mcoggs@milwaukee.gov>; nkovac@milwaukee.gov <nkovac@milwaukee.gov>; Scott.Spiker@milwaukee.gov <Scott.Spiker@milwaukee.gov>; JoCasta.Zamarripa@milwaukee.gov <JoCasta.Zamarripa@milwaukee.gov>
Cc: okendrix@aaccwisconsin.org <okendrix@aaccwisconsin.org>; Ugo Nwagbaraocha <ugo@diamondiscs.com>; maysee@hmongchamber.org <maysee@hmongchamber.org>; Willie Smith <wsmith@nwscdc.org>; Terese Caro <TCaro@lrcmke.com>; Jason Rae <jason@wislgbtchamber.com>; clee@milwaukee.gov <clee@milwaukee.gov>; McHenry, Arlisia <A.McHenry@milwaukee.gov>; rjbauma@milwaukee.gov <rjbauma@milwaukee.gov>; Mark.Borkowski@milwaukee.gov <Mark.Borkowski@milwaukee.gov>; mcoggs@milwaukee.gov <mcoggs@milwaukee.gov>; Marina@milwaukee.gov <Marina@milwaukee.gov>; ALD05@milwaukee.gov <ALD05@milwaukee.gov>; ahamil@milwaukee.gov <ahamil@milwaukee.gov>; Chantia.Lewis@milwaukee.gov <Chantia.Lewis@milwaukee.gov>; jperez@milwaukee.gov <jperez@milwaukee.gov>; Rainey, Khalif <Khalif.Rainey@milwaukee.gov>; Russell.Stamper@milwaukee.gov <Russell.Stamper@milwaukee.gov>; Owczarski, Jim <jowcza@milwaukee.gov>; Kola <kola@gmcofc.org>; nelson@latinochambersew.org <nelson@latinochambersew.org>
Subject: Inclusion of File #210894

Good afternoon Chair Murphy and the other Budget & Finance Committee members:

On behalf of the Ethnic and Diverse Business Coalition, I respectfully request that the Committee consider File # 210894 as a part of their deliberations on Thursday, October 21, 2021 at 1:30pm.

As we are all aware that the Committee voted in favor of over \$40 Million in ARPA funds be utilized in various affordable housing efforts but did not vote in favor of the \$2.5 Million that several EDBC members and community financial development institutions asked for during your deliberations on Friday, October 15, 2021, we respectfully ask that you all consider including this ask and specifically mobilizing \$2.5 million to help us to keep ethnic and diverse contractors and other small businesses in business that have the capacity to perform on some of the affordable housing efforts that will begin rather quickly. Our ethnic and diverse businesses do not have time to wait until 2022 for necessary aid to kick-in and as professionals that work in this sector, we know and understand the value that these businesses can bring to this project.

I am open to answer any questions or concerns you may have before your meeting or to stress the importance of providing the necessary technical and financial assistance for ethnic and diverse businesses in Milwaukee. Thank you for the time to consider this request and we hope to receive a prompt response and resolution. Have a great rest of the day!

Sincerely,

Marjorie Rucker
Chair
Ethnic and Diverse Business Coalition

Executive Director
The Business Council, Inc.
(414) 287-4172

Lee, Chris

From: Marjorie Rucker <mrucker@mmac.org>
Sent: Wednesday, October 20, 2021 4:09 PM
To: Murphy, Michael (Alderman); Johnson, Cavalier; Coggs, Milele; Kovac, Nik; Spiker, Scott; Zamarripa, JoCasta
Cc: okendrix@aaccwisconsin.org; Ugo Nwagbaraocha; maysee@hmongchamber.org; wsmith@nwscdc.org; Terese Caro; Jason Rae; Lee, Chris; McHenry, Arlisia; Bauman, Robert; Borkowski, Mark; Coggs, Milele; Dimitrijevic, Marina; Dodd, Nikiya; Hamilton, Ashanti; Lewis, Chantia; Perez, Jose; Rainey, Khalif; Stamper II, Russell; Owczarski, Jim; Kola; nelson@latinochambersew.org
Subject: Inclusion of File #210894
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Some people who received this message don't often get email from mrucker@mmac.org. [Learn why this is important](#)

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Sincerely,

Marjorie Rucker
Chair
Ethnic and Diverse Business Coalition

Executive Director
The Business Council, Inc.
(414) 287-4172

2021 EDBC ARPA Request-City of Milwaukee

<p>Hmong Chamber of Commerce Wisconsin</p>	<p>\$385,952.00</p>	<p>\$90,000 Operating Support: \$75,000: to supplement Brew City Match Milwaukee Staff, full-time Executive/Office Assistant out of MKE office that will mostly focus on MKE clients/staff (we have other offices around the state) \$15,000: MKE Networking and Professional Development opportunities for MKE staff</p>	<p>\$185,000 \$50,000: Funding for expert specific consultants (other than Quickbooks) and networking opportunities in the Milwaukee area for clients. \$50,000: Creation of entrepreneurial training program series for businesses in MKE \$15,000: Funds will go towards purchase of computers/laptops and printer for members to use \$15,000: Marketing HWCC services targeting Milwaukee AAPI business market \$55,000: Assessment of Hmong and Southeast Asian as well as other AAPI business needs as a way to better serve our population</p>	<p>RLF: \$110,952: Supplement a portion of funds for forgivable loans</p>
<p>African-American Chamber of Commerce of Wisconsin</p>	<p>\$350,000.00</p>			<p>\$40,000 Loan Loss Reserve to reduce debt for existing Borrowers that are experiencing loss in revenue line item. \$310,000 buy down existing loan debt for 14 business owners currently in their portfolio</p>

<p>National Association of Minority Contractors-Wisconsin</p>	<p>\$125,000.00</p>		<p>\$125,000 The National Association of Minority Contractors (NMAC) - Wisconsin Chapter is launching an initiative to assist African American Manufacturing Minority Business Enterprises (MBEs) to play a significant role in the supply chains supporting the Wisconsin Center District Expansion's \$420 million project in downtown Milwaukee in addition to the City of Milwaukee's plan to establish a public-private partnership to build a factory in Century City Business Park or its environs. NMAC and MDI together will explore using these two construction manufacturing opportunities to build a national demonstration best practice that will ultimately see the 30th Street Industrial Corridor become the African-American manufacturing capitol of America. Objective: Create a diverse manufacturing ecosystem in the inner city. Develop 2-3 diverse manufacturing firms in the 30th Street Industrial Corridor. Create wealth in the 30th Street Industrial Corridor. Developing a trained manufacturing workforce in the 30th Street Industrial Corridor. 25% of manufacturing construction products are produced/sourced from the ecosystem for all local construction projects. (\$100,000)</p> <p>Research and Development Research to collect data on construction manufacturing MBEs and their availability Conduct identified construction manufacturing MBEs capabilities analysis to determine their capability gaps to meet suppliers needs in the Milwaukee Region Develop a listing of ready construction MBE manufactures for construction opportunities in the Milwaukee Region, in particular the Wisconsin Center District Expansion and the City's pre-fab housing public-private partnership factory project Work with construction manufacturing MBEs to assist them with sharpening their business models that will shorten their time to market within the construction manufacturing industry supply chain Connectivity for the MBEs with the appropriate workforce development technical assistance/training provider Connectivity for the MBEs to the appropriate Manufacturing USA research institute (16 around the country) for technical assistance in the innovation space Work with Tier 2 construction manufacturing suppliers in the development of building new relationships/partnerships with MBEs</p> <p>Additional Roles / Responsibilities Provide input on goals, deliverables, and events and other relevant issues. Inform and review initiative documents, publications, and external communications. Serve as an expert consultant for your area of expertise that will help drive the initiative towards the successful attainment of the 5 goals. Support the initiative by directing initiative leaders toward needed resources and investments. Help bring the initiative to scale and accelerate replication nationally and internationally. (\$25,000)</p>	<p>N/A</p>
<p>The Business Council, Inc.</p>	<p>\$118,000.00</p>	<p>\$88,000 to assist with the cost of a full-time EDBC Program Manager. This role would be instrumental with the administrative as well as the programmatic functions for The Business Council, Inc. for the benefit of the Ethnic and Diverse Business Coalition (EDBC). This would create one new job. The Business Council, Inc. is the fiscal sponsor and current Chair of the EDBC.</p>	<p>\$30,000 Business Connection Module (\$15,000) The Business Connection Module assists minority owned businesses and corporations with gaining the pertinent information and business acumen to improve processes and leverage Supplier Diversity Best Practices. Business Connection Roundtable (\$15,000) The Business Connection Roundtable was formulated to assist companies that do not have a formal supplier diversity program, but are looking to be more equitable and inclusive of minority-owned businesses in their procurement efforts, to learn how to do it.</p>	
<p>LGBT Chamber of Commerce of Wisconsin</p>	<p>\$155,000.00</p>	<p>\$100,000 Milwaukee Entrepreneurship and Recovery Specialist. This role would lead the TA of City of Milwaukee businesses as they bounce back. Salary assistance for two current LGBT Chamber staff members (Program Manager and Membership Manager) (\$20,000) to bring current staff who support Milwaukee businesses with industry-average raises following two years without raises and increases due to COVID.</p>	<p>\$55,000- LGBT Chamber of Commerce of Wisconsin would like to implement an Entrepreneurial Bootcamp. This Bootcamp would focus on helping support and grow new LGBTQ businesses. While we do some start-up work currently with 1:1 technical assistance, we'd really like to provide a multi-part series on a quarterly basis. The cost to do 4 Bootcamps per year in Milwaukee is approximately \$40,000. We would also like \$15,000 for general technical assistance workshops that they currently provide to businesses to help with projected growth.</p>	<p>N/A</p>

Latino Chamber of Commerce of Southeastern Wisconsin	\$410,000.00	\$130,000 Canvassers (\$70,000): We would like to hire two FT canvassers to assist with visiting businesses and performing the needs assessments. Coordinators will contact business in the targeted zip codes and visit them. The Bilingual Technology Software Implementer (\$35,000) This person would assist businesses in technology solutions for their businesses, along with technical assistance on how to utilize these tools. Outreach & Proctoring Assessments – (\$25,000) In Milwaukee, the largest city we serve, we will need to partner with two organizations to assist with the public outreach and business assessments. VIA – formerly Layton Boulevard West Neighbors & Clarke Square Neighborhood Initiative will be subcontracted and paid \$12,500 each per year for assisting with outreach, visits to businesses and the proctoring of the business assessment. We would like to hire two neighborhood canvasser that will visit businesses and assess their technology needs in productivity, communications, financial and marketing. These canvassers will extend our commercial corridors in Milwaukee.	\$75,000 The Proposed Solution – Sustainability Program Addressing the Technology Divide- Computer Empowerment Bootcamp Our program aims at addressing these three areas using a culturally relevant approach by providing three key components: 1. Assessment 2. Culturally relevant technology workshops in multilingual format and 3. Culturally relevant coaching 1. A basic skill computer assessment in an interview format will be proctored to develop an individualized plan for the entrepreneur is crucial. This will provide the base for the workshops that are relevant and provide a plan for computer technology coaching addressing the three targeted business core strategies: Communications & Productivity, Marketing and Finance. 2. Workshops will be conducted in a computer lab to provide the full computer experience. Participants will be trained in the following areas based on their need: a. General Communications & Productivity – i. Google Products Suite – email, drive, slides, sheets, documents, and forms. ii. Zoom, Skype and Duo – account creations and practice. b. Marketing – Google, Facebook & Instagram c. Finance – Google Sheets and QuickBooks 3. CRC – Culturally Relevant Coaching – Assist entrepreneurs to develop google, Facebook and Instagram accounts. Assist entrepreneurs to develop a budget and a chart of accounts in QuickBooks. 4. Post-assessment – businesses will be followed up six months and their improvements documented. Technology Bilingual Empowerment Bootcamp Programming Delivery Consultant (\$15,000) Instruction and Materials (Google/Zoom/Quickbooks/Digital Marketing): (\$45,000) Venue and Software: (\$4,700) Establishment of a community computer lab: (\$7,300) Supplies This includes books, copies, highlighters, paper, and binders for the classes. (\$3,000)	\$205,000 Technology Grants to Businesses We will offer up to \$2000.00 per business with 25 or less employees. Grant funds could be used for computers, touchless systems, software Grant audit and monitoring: (\$5000)
Greater Milwaukee Chamber of Commerce	\$147,048.00	Support 2 staff positions- Administrative Assistant and a Member Services Representative (\$102,048)	GMCC will provide information technology and social media training and consultancy to its members with an emphasis on the business members located in the most underserved areas of Milwaukee. (\$45,000)	N/A
Legacy Redevelopment Corporation (LRC)	\$400,000.00	Operating Support for 3 LRC staff, specifically the Executive Director, Chief Lending Officer and Administrative Services Officer (\$50,000)	LRC provides direct, one-on-one financial technical assistance to help business owners prepare to secure lending products as needed. This technical assistance is provided by staff and the cost for this service is included in the ask for operational support.	\$350,000 \$300,000 for loan capital and \$50,000 for loan loss reserves.
Northwest Side Community Development Corporation (NWSCDC)	\$409,000.00			\$409,000 \$366,300 for loan capital for businesses physically located in the following Milwaukee ZIP codes: 53216, 53210, 53209, 53208, 53206, or 53205. And \$42,700 for loan loss reserves for those specific business loans.
TOTAL	\$2,500,000.00	\$560,048.00	\$515,000.00	\$1,424,952.00

Hmong Chamber of Commerce Wisconsin		
African-American Chamber of Commerce of Wisconsin		

National Association of Minority Contractors-Wisconsin		
The Business Council, Inc.		
LGBT Chamber of Commerce of Wisconsin		

Latino Chamber of Commerce of Southeastern Wisconsin		
Greater Milwaukee Chamber of Commerce		
Legacy Redevelopment Corporation (LRC)		
Northwest Side Community Development Corporation (NWSCDC)		
TOTAL		

EDBC's 2021 Ask- City of Milwaukee REVISED October 13, 2021

With the COVID-19 pandemic, it is estimated that nationally approximately 40% of businesses have failed and more are in limbo. For minority-owned-businesses, that number rises to 50% per national reports, with over 40% already closed. For those businesses in the City of Milwaukee that survive the COVID-19 and Racial Inequity pandemics, the Ethnic and Diverse Business Coalition (EDBC) would like to assist in stabilizing them to get past these two pandemics and advance them into a position to thrive. Current projections estimate that approximately 40% of ethnic and diverse businesses will fail in the state of Wisconsin if critical financial support is not given to these respective chambers to have the proper capacity to deploy much needed services.

The Ethnic and Diverse Business Coalition (EDBC) has been working together since 2013. We are a statewide coalition that serve ethnic and diverse (LGBT and Veteran) business owners. Collectively, we serve over 1,800 businesses and over 6,000 employees.

On Tuesday, October 12, 2021, Governor Evers announced a \$75 million award to benefit ethnic and diverse businesses in the State of Wisconsin. Although this money will be helpful in building the capacity for ethnic and diverse businesses and the entities that serve them, this money is competitive and will not only benefit EDDB members, but other nonprofits that serve ethnic and diverse businesses throughout the state of Wisconsin that serve in this space. More importantly, this opportunity has not been mobilized by the State and could take several months, meanwhile, our members are in urgent need of financial support. Therefore, it is evident that we still need the support from the City of Milwaukee, and we respectfully ask for consideration of this amended proposal for consideration.

This specific proposal consists of the following chambers of commerce that are a part of the EDDB and are applying for these funds:

- African-American Chamber of Commerce of Wisconsin
- Greater Milwaukee Chamber of Commerce
- Hispanic Chamber of Commerce of Wisconsin
- Hmong Wisconsin Chamber of Commerce
- Latino Chamber of Commerce of Southeastern Wisconsin
- Wisconsin LGBT Chamber of Commerce
- The Business Council, Inc.

This proposal also includes minority-led lending partners, Legacy Redevelopment Corporation and Northwest Side Community Development Corporation, to assist with financial readiness (technical assistance) and financial products to help ethnic and diverse businesses bounce back in Milwaukee. Although they are not coalition members, they have been, and will remain, strong partners of all of our organizations.

Based on a business interests and goals, many ethnic and diverse businesses in the City of Milwaukee join these diverse chambers of commerce to receive capacity-building services, which range from technical assistance, peer-learning and financing. Over 80% of these ethnic and diverse business members are based in Milwaukee County. All of these chambers have agreed to work together to ensure that the small ethnic and diverse businesses that are a part of their memberships and that reside in the City of Milwaukee continue to have access to these important services in an effort to stabilize them during and immediately after the COVID-19 business crisis.

This proposal is re-designed after our application on July 19, 2021 to create additional capacity and resources within the chamber network to serve ethnic and diverse business owners. This proposal is all inclusive and covers necessary operating support to assist chambers in helping ethnic and diverse businesses in Milwaukee, direct technical assistance to businesses, and financial products to help business

recovery.

All business technical assistance will be deployed by each respective chamber due to their expertise and work with their ethnic and diverse businesses. The EDBC members will also continue to work with consultants and other partner organizations. They will deploy technical assistance, and increase skills and development educational opportunities for the ethnic and diverse business community as appropriate.

EDBC promises to provide a comprehensive program and effective communication amongst EDBC members that maximizes member connectivity and business opportunities via technical assistance, access to capital, business workshops and recovery events. EDBC members have conducted, and will continue to conduct, outreach activities to both its business members and non-members to bring awareness and information about business development and growth opportunities. They will also work with potential entrepreneurs who are looking to start a business during COVID-19 in an effort to positively impact Milwaukee's economy. We are proud of the work that we do individually and collectively and know our impact in this community.

These outreach activities will be provided by each of the chambers using the following technical assistance model, a four-step approach that will be performed by existing chamber staff or through the use of subject-matter experts:

- 1) Business Outreach: Collaborative effort amongst EDBC members and partner organizations to conduct outreach to potential members (well over 1,000 in the City of Milwaukee) that are complementary to each chamber's programs and services but are not members of a chamber of commerce. We will also continue to work with our current chamber members.
- 2) Assessment: Conducting an in-depth assessment to identify each business' specific barriers and issues post COVID-19 that has limited their business growth.
- 3) Improvement & Development: Develop, innovate and implement effective technical assistance programs to address specific barriers, such as access to capital, and issues associated with prosperous ethnic and diverse businesses in the City of Milwaukee post COVID-19. This will happen in the form of one-on-one consultations with chamber staff, subject matter experts, as well as group educational sessions.
- 4) Measurement: Each chamber will implement and report key performance indicators to regularly monitor business performance and make appropriate adjustments to improve overall business outcomes.