



Legislation Details (With Text)

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**Title:** Resolution relating to the City of Milwaukee's 2011 UPAF/Visions campaign.

**Sponsors:** ALD. MURPHY

**Indexes:** PHILANTHROPY

**Attachments:** 1. Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
12/21/2010	0	COMMON COUNCIL	ASSIGNED TO		
1/10/2011	0	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/11/2011	0	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/13/2011	0	FINANCE & PERSONNEL COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
1/19/2011	0	COMMON COUNCIL	ADOPTED	Pass	15:0
1/27/2011	0	MAYOR	SIGNED		

101124  
ORIGINAL  
091198, 091404  
ALD. MURPHY

Resolution relating to the City of Milwaukee's 2011 UPAF/Visions campaign.  
This resolution recognizes the importance of the UPAF/Visions Campaign and encourages support by City of Milwaukee employees.  
Whereas, Additional non-tax contributions are needed to supplement property tax funds to preserve and promote the quality of life in Milwaukee, and nonprofit organizations have been established to receive contributions from the private sector toward this end; and

Whereas, The Urban Forestry Fund has been established through the Milwaukee Foundation to further enhance the environment of this City, and to extend services and programs which cannot be adequately supported without alternative non-tax revenues; and

Whereas, The Milwaukee Recreation Fund has been established through the Milwaukee Foundation to help enhance small town park settings within City neighborhoods by providing funds to make special improvements to the 46 children's play areas, and providing safe and imaginative recreation opportunities for the City's children and families to give residents and neighborhood organizations a sense of ownership in these children's play areas and to help them become a focal point for the neighborhood; and

Whereas, The Milwaukee Art Museum has been established to ensure the development of services, programs and facilities with the aid of private donations; and

Whereas, The Milwaukee Public Library Foundation was established to help support programs and activities that promote a greater understanding of our world and our cultures; and

Whereas, The Wisconsin Conservatory of Music was established to provide the finest music education and performance opportunities to aspiring professional performers, children and adults; and

Whereas, The Milwaukee Arts Board has been established to raise funds for Arts Board programs and community projects; and

Whereas, Discovery World@Pier Wisconsin was established to create lifelong learners through maritime, experienced-based education opportunities using the Great Lakes as a resource; and

Whereas, The Milwaukee Public Schools Foundation has been established to provide enhanced learning opportunities for students, encourage creative and innovative educational programs, and recognize and support teachers and support staff; and

Whereas, Two new organizations joined the UPAF/Visions campaign in 2010: 88Nine Radio (WYMS) and the City of Milwaukee Housing Trust Fund; and

Whereas, 88Nine Radio (WYMS) is owned by the Milwaukee School System and operated by Radio for Milwaukee (RadioMilwaukee), a nonprofit organization, to develop, broadcast and disseminate audio programming that reflects and promotes the diverse cultures of the City of Milwaukee; and

Whereas, The City of Milwaukee Housing Trust Fund, created in 2006 by action of the Common Council with broad community support, has leveraged investments in affordable housing resulting in the development of more than 320 units of affordable housing; and

Whereas, Donations to these organizations through the UPAF/Visions campaign will be committed to the support of programs and services that cannot otherwise be met through tax revenues, and are not intended as a replacement for tax revenues; and

Whereas, Visions has been established to solicit monetary support by City of Milwaukee employees for these organizations; and

Whereas, UPAF (United Performing Arts Foundation) raises funds from private donations and workplace giving for 34 performing arts organizations in the Milwaukee area; and

Whereas, The 2010 combined UPAF/Visions Campaign, including 2 new participants, was very successful and is indicative of employees' concern for and support of the associated organizations; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee encourages all City employees to support the joint 2011 UPAF/Visions campaign in its goals of improving the quality of this City's cultural life and environment.

LRB124297-1  
RLW  
12/15/2010

Clerical correction made -- jro -- 1/11/11