



Legislation Details (With Text)

**File #:** 140517      **Version:** 1

**Type:** Resolution      **Status:** Passed

**File created:** 6/24/2014      **In control:** COMMON COUNCIL

**On agenda:**      **Final action:** 11/5/2014

**Effective date:**

**Title:** Substitute resolution approving Phase II of the Milwaukee Civic Partnership Initiative.

**Sponsors:** ALD. MURPHY, ALD. KOVAC, ALD. BOHL

**Indexes:** ADVERTISING, PUBLIC BUILDINGS

**Attachments:** 1. City of Milwaukee - Sponsorship Policy, 2. City of Milwaukee - Asset Inventory Valuation, 3. MCPI Final Asset List, 4. MCPI Opportunities (obsolete), 5. Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
6/24/2014	0	COMMON COUNCIL	ASSIGNED TO	Fail	
10/16/2014	1	CITY CLERK	DRAFT SUBMITTED		
10/24/2014	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
10/24/2014	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
10/24/2014	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
10/24/2014	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
10/24/2014	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
10/29/2014	1	FINANCE & PERSONNEL COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
10/29/2014	1	FINANCE & PERSONNEL COMMITTEE	HELD TO CALL OF THE CHAIR	Fail	1:4
11/5/2014	1	COMMON COUNCIL	ADOPTED	Pass	14:0
11/14/2014	1	MAYOR	SIGNED		

140517  
SUBSTITUTE 1  
130676

ALD. MURPHY, KOVAC AND BOHL

Substitute resolution approving Phase II of the Milwaukee Civic Partnership Initiative. This resolution approves Phase II of the Milwaukee Civic Partnership Initiative for the creation of marketing partnerships with private businesses and nonprofit organizations for City assets.

Phase I, which involves a valuation of the City’s assets, has been completed. Phase II will involve the facilitation of marketing partnerships with private businesses and nonprofit organizations based on Phase I asset valuation.

Whereas, On September 9, 2013, the Common Council adopted Resolution File Number 130676, approving a contract between the City of Milwaukee and the Superlative Group, Inc., for the provision

of services relating to the Milwaukee Civic Partnership Initiative (MCPI); and

Whereas, The goal of the MCPI is to identify and create marketing partnerships between the City and private businesses or nonprofit organizations in the areas of advertising, naming rights and corporate partnerships in both the public and private sectors; and

Whereas, MCPI consists of 2 phases; and

Whereas, Phase I, which involves a valuation of the City's assets, has been completed; and

Whereas, Phase II will involve facilitation of marketing partnerships with private businesses and nonprofit organizations based on Phase I asset valuation approved by the Common Council; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that Phase II of the Milwaukee Civic Partnership Initiative, Sales Campaign Management and Execution, a copy of which is attached to this file, is approved.

LRB153363-3  
Teodros W. Medhin  
7/24/2014