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**Title:** Resolution relating to the City of Milwaukee's 2012 joint United Performing Arts Fund and Visions campaigns.

**Sponsors:** ALD. MURPHY

**Indexes:** PHILANTHROPY

**Attachments:** 1. Department of City Development Letter

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101124  
ALD. MURPHY

Resolution relating to the City of Milwaukee's 2012 joint United Performing Arts Fund and Visions campaigns.

This resolution recognizes the importance of the City's joint United Performing Arts Fund and Cultural and Environmental Visions Campaigns (UPAF/Visions) 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 United Performing Arts Fund (UPAF) is a nonprofit, umbrella organization that supports 36 performing arts groups in Milwaukee and Southeastern Wisconsin through its annual fundraising campaign; and

Whereas, The City of Milwaukee first authorized and conducted the VISIONS campaign in 1990 to run concurrently with the annual United Performing Arts Fund ("UPAF") campaign; and

Whereas, Eleven organizations currently participate in the Milwaukee Visions campaign providing broad support for the cultural, recreational and environmental life of the City, and include:

1. The Urban Forestry Fund, established by the Milwaukee Foundation in 1990 with funds previously held in trust by the City to further enhance the environment of the City.
2. The Milwaukee Recreation Fund, established in 1992 by the Milwaukee Foundation to help enhance small town park settings within City neighborhoods by providing funds to make special

improvements to more than 40 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.

3. The Milwaukee Art Museum, participating since 1994, established to ensure the development of services, programs and facilities with the aid of private donations.

4. The Milwaukee Public Library Foundation, participating since 1995, established to help support programs and activities that promote a greater understanding of our world and our cultures.

5. The Milwaukee Public Museum, participating since 1996, established to offer a vast array of educational and recreational opportunities for all residents of the City.

6. The Wisconsin Conservatory of Music, participating since 2000, established to provide the finest music education and performance opportunities to aspiring professional performers, children and adults.

7. The Milwaukee Arts Board, participating since 2002, established to raise funds for Arts Board programs and community projects.

8. Discovery World was established to create lifelong learners through maritime, experienced-based education opportunities using the Great Lakes as a resource.

9. The Milwaukee Public Schools Foundation, Inc., participating since 2002, established to provide enhanced learning opportunities for students, encourage creative and innovative educational programs, and recognize and support teachers and support staff.

10. 88Nine RadioMilwaukee (WYMS), participating since 2009, owned by the Milwaukee School System and operated by Radio for Milwaukee (RadioMilwaukee), a nonprofit organization, established to develop, broadcast and disseminate audio programming that reflects and promotes the diverse cultures of the City of Milwaukee.

11. The City of Milwaukee Housing Trust Fund, participating since 2009, created in 2006 by action of the Common Council with broad community support, leveraging investments in affordable housing resulting in the development of more than 420 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, The annual UPAF/Visions Campaign, begun in 1990, has been consistently successful in its fundraising efforts and in providing an opportunity for employees of the City to demonstrate their pride and confidence in the future of the City and its cultural, recreational and environmental quality of life; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee encourages all City employees to support the joint 2012 UPAF/Visions campaigns for improving the quality of this City's cultural life and environment.

LRB136886-1  
Richard L. Withers  
1/26/2012