



Legislation Text

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ALD. COGGS, STAMPER

Resolution directing the Department of City Development to develop marketing and outreach plans for down-payment assistance, co-op, land trust, and other housing initiatives.

This resolution directs the Department of City Development to develop marketing and outreach plans for down-payment assistance, co-op, land trust, and other housing initiatives.

Whereas, The 2021 City Budget was adopted by Common Council File Number 200001 on November 24, 2020; and

Whereas, Amendment 40A to the 2021 Budget placed a footnote in the Budget stating, "The Department of City Development shall develop marketing and outreach plans for down payment assistance, co-op, land trust, and other housing initiatives; and

Whereas, The 2021 Proposed Budget includes \$2.9 million in a new Homeownership Initiatives capital account to be funded by a one-year extension of TID #22 and administered by the Department of City Development; and

Whereas, Of the amount appropriated, \$1.4 million is earmarked for a down-payment assistance program and \$1.5 million is designated to support development of limited-equity homeownership models; and

Whereas, A housing cooperative, or "co-op," is a type of residential housing whereby owners do not own their unit outright but instead are shareholders in the cooperative based in part on the relative size of the unit they live in; and

Whereas, A land trust is an organization that takes legal ownership, stewardship, or partial control over property at the behest of the landowner; and

Whereas, Some Milwaukee residents may be unaware of the existence of, or how to benefit from, the City's housing programs, which include the STRONG Homes Loan Program, the Homebuyer Assistance Program, or the Rental Rehabilitation Program; and

Whereas, The Housing Authority of the City of Milwaukee (HACM) offers a homeownership program which includes a Homes for Sale inventory and provides affordable housing options such as the Housing Choice Voucher program and Emergency Housing; and

Whereas, To create an effective marketing and outreach campaign, the Department of City Development could partner with the Public Information Division in the City Clerk's Office, which publishes news releases and informs the public of City government updates through email and social media; now, therefore be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of City Development is directed to develop marketing and outreach plans for down-payment assistance, co-op, land trust, and other housing initiatives; and, be it

Further Resolved, That the Department of City Development shall present these marketing and outreach plans to the Common Council within 90 days of adoption of this resolution.

Alex Highley
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12/10/2020