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Title: Substitute resolution relating to the City of Milwaukee's 2010 UPAF/Visions campaign and the inclusion of 88Nine Radio Milwaukee as a participating recipient organization in 2011.

Sponsors: ALD. MURPHY

Indexes: PHILANTHROPY

Attachments: 1. Fiscal note, 2. Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
12/22/2009	0	COMMON COUNCIL	ASSIGNED TO		
1/4/2010	1	CITY CLERK	DRAFT SUBMITTED		
1/8/2010	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/8/2010	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/8/2010	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/8/2010	1	FINANCE & PERSONNEL COMMITTEE	HEARING NOTICES SENT		
1/13/2010	2	FINANCE & PERSONNEL COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
1/13/2010	1	FINANCE & PERSONNEL COMMITTEE	SUBSTITUTED	Pass	5:0
1/13/2010	2	CITY CLERK	DRAFT SUBMITTED		
1/20/2010	2	COMMON COUNCIL	ADOPTED	Pass	14:0
1/22/2010	2	MAYOR	SIGNED		

091198
SUBSTITUTE 2

ALD. MURPHY

Substitute resolution relating to the City of Milwaukee's 2010 UPAF/Visions campaign and the inclusion of 88Nine Radio Milwaukee as a participating recipient organization in 2011.

This resolution recognizes the importance of the UPAF/Visions Campaign and encourages support by City of Milwaukee employees. The resolution adds the public radio nonprofit station known as 88Nine (WYMS) as a new Visions participant in 2011, and recognizes the past participation of the organization Friends of the Pabst Theater which has requested not to participate in the 2010 campaign.

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, Friends of the Pabst Theater was created to ensure preservation of this historic landmark building, and the development of improvements in service, programs, and facilities with the aid of private contributions and has participated in previous Visions campaigns, but requests that it not be included in the 2010 campaign; 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, 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, Donations to these organizations will be committed to programs and services which cannot be met through tax revenues, and are not intended as a replacement for such funds; and

Whereas, Visions has been established to solicit monetary support for these organizations; and

Whereas, UPAF (United Performing Arts Foundation) raises funds for more than 20 performing arts organizations in the Milwaukee area; and

Whereas, The 2009 combined UPAF/Visions Campaign was very successful and indicative of employees' concern for and support of the associated organizations; now, therefore, be it

Resolved, That the Common Council thanks the Friends of the Pabst Theater for its years of participation in the UPAF/Visions Campaign and wishes the Friends every success in the future; and, be it

Further Resolved, That the Common Council welcomes Radio for Milwaukee and 88Nine to the 2011 Visions campaign and looks forward to a lasting and successful relationship; and, be it

Further Resolved, That the Common Council of the City of Milwaukee encourages all City employees to support the joint 2010 UPAF/Visions campaign in its goals of improving the quality of this City's cultural life and environment.

LRB09505-3
RLW
1/8/2010