



Legislation Text

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

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