## The Milwaukee Idea – Consortium for Economic Opportunity

### Initiative Outcomes

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| Small Business Development | • 1.0 Assoc. Dir. FTE  
• 2.0 Outreach Specialist FTE  
• S & E  
• Equipment | • Provide counseling assistance to entrepreneurs and business owners  
• Offer business management education and training sessions  
• Develop partnerships with other small business development service providers  
• Establish outreach facilities directly in the community | • 240 clients received counseling assistance  
• 345 clients attended 50 training sessions  
• Meetings with financial intermediaries established linkages for clients  
• Ran “Entrepreneurial Certificate Program,” a 10-week session providing business management education and counseling assistance. The program produced 17 graduates, 4 business plans, and 2 business start-ups.  
• Held “Consortium Dialogue Sessions” with seven economic development and business development agencies to inform them of CEO activities and initiate possible partnerships  
• Established Consortium outreach facilities (work office, meeting room, and resource library) at Ameritech King Commerce Center on Martin Luther King Drive | Contribute to:  
• Improved climate for business development in Milwaukee’s inner city  
• Reduced failure rate of small businesses  
• Growth of existing small businesses (increased sales, job creation, and retention).  
• Enhanced level of commercial activity in targeted areas |
| Community Economic Development Technical Assistance | 0.2 Dir. FTE | 2.0 Academic Staff FTE | S & E | Equipment | Strategic planning assistance to community-based organizations, non-profit organizations, and units of government | Program evaluation and project feasibility analysis | Baseline data for local CDCs in promoting neighborhood commercial development and job creation/training programs | Capacity-building support for local economic development organizations | Information dissemination and clearinghouse function to community on UWM economic development resources and initiatives | Establish outreach facilities to deliver community economic development technical assistance directly in the community | Worked on 26 major economic development projects, with community organizations, local governments and economic development agencies, non-profit organizations, and foundations. These include:  
- Northeast Milwaukee Industrial Development Corporation (strategic planning and resource development; job survey for “Riverworks” community);  
- Harambee Ombudsman Project (program development and assets inventory);  
- North Avenue CDC (neighborhood marketing analysis);  
- Wauwatosa Economic Development Corporation (support for strategic planning);  
- Grafton EDGE (staff development);  
- 30th St. Industrial Corridor Corporation (organizational development assistance);  
- South Community Organization (consumer and demographic data for market analysis; participation in project planning);  
- City of Brookfield (support for development of “community attraction” materials);  
- Waukesha Economic Development Corporation (assistance in development of workforce needs survey);  
Contribute to:  
- Improved capacity of local economic development organizations (CDCs, non-profits, units of government, ED agencies) to promote economic development and job growth  
- Help Consortium partners leverage resources to support business growth, increased neighborhood economic activity, and job growth  
- Produce strategic plans or feasibility studies that lead to neighborhood economic development and job creation programs  
- Improve economic development practice in Greater Milwaukee through rigorous program evaluation and dissemination of best practices  
- Overall outcome: Contribute to job creation, business development, poverty reduction, and income growth, particularly in Milwaukee’s low-income neighborhoods |
| Community Economic Technical Assistance (continued) | | • City of Milwaukee, Department of City Development (assistance in planning Fond du Lac corridor study); • Northwest Side Community Development Corporation (evaluation of supplier-linkage program); • Milwaukee County Disadvantaged Business Enterprise Office (consultation on feasible DBE targets) • Provided short-term assistance (i.e. small data collection or basic information) or advice on 23 smaller projects • Participated on 21 boards or task forces, and made presentations at over 40 workshops and community gatherings • Compiled and published comprehensive directory of “Economic Development Assistance Providers and Resources” for Metropolitan Milwaukee • Informed community about Consortium activities and resources through newsletter, web page, and development of an “economic development policy” magazine • Established outreach facility at Ameritech King Commerce Center to deliver technical assistance to neighborhood CBOs. |
| Economic Development Initiatives | 0.2 Dir FTE | 1.5 Academic Staff FTE | Work with community partners on large-scale, multi-organizational initiatives to address community economic development challenges | Participate in larger initiatives to build economic development capacity among Milwaukee organizations | Operating Support Collaborative (with LISC, UEDA, Helen Bader Foundation, Greater Milwaukee Foundation, and United Way) – to develop mechanisms to provide ongoing operating support to Milwaukee CBOs | Community Economic Development Summit (with LISC, UEDA, Bader, City of Milwaukee) – to organize a major summit on needs and strategies for community economic development in Milwaukee | Coalition to Save Our Children- CEO staff participates | Alliance for Low-Wage Workers—CEO staff participates | Women in Poverty Public Education Initiative – provided CEO “mini-grant” to support conference and outreach, and extensive CEO staff participation | Beginning discussion with Initiative for a Competitive Inner City for a Milwaukee project | UWM SBA “Low Income Tax Credit” initiative – CEO assists in implementation, provides office-space at Ameritech King Center | Contribute to: | Increased economic development capacity in Greater Milwaukee | Increased business development and job creation in region, particularly in low-income neighborhoods | Increased resident income and decreases in poverty |
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|  | 0.7 Academic Staff FTE | Development of new academic programs in economic development | Development of Peace Corps Fellows program (for returning volunteers to pursue UWM degrees while working on CEO projects) | Securing extramural support for Fellows program | Beginning development of “Urban Developer’s Institute” program and workshops | Development of faculty and academic staff “fellowship” program, to encourage work on economic development. Three fellowships and three mini-grants distributed in 2000-2001. |  |  |  |  |  |  |  |  |
| Applied Research on Economic Opportunity | 0.2 Dir. FTE  
| 1.2 PA FTE  
| S & E | Conduct research on key economic development issues facing Greater Milwaukee | Produced research/reports on following topics:  
| *Minority Business Ownership in Metro Milwaukee*  
| Trends in income and wealth in metro Milwaukee  
| Analysis of emergency food, shelter, and medical resources in Milwaukee County  
| Participation in international working group on tourism as an urban economic development strategy  
| History of economic development initiatives in Milwaukee  
| Published articles in professional journals on stadiums and urban economic development; the economic state of black Milwaukee; social polarization in modern cities; and tourism as an urban economic development strategy.  
| Dissemination of applied research locally through web site, articles in local newspapers, and appearances in electronic media | Improved knowledge base for economic development policymaking in Greater Milwaukee |