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3 (ITEM) From the Director of County Economic Development, Department of
4 Administrative Services, requesting authorization to accept a \$17,500 Community
5 Development Investment Grant from the Wisconsin Economic Development Corporation
6 to assist the rebranding effort of the Park East Corridor, by recommending adoption of the
7 following:
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9 **A RESOLUTION**

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11 WHEREAS, Department of Administrative Services-Economic Development has
12 undertaken a marketing effort for the Park East Corridor, in conjunction with the City of
13 Milwaukee and the Commercial Association of Realtors of Wisconsin (CARW); and
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15 WHEREAS, to ensure a wider market is reached, the contract with CARW
16 contemplated a Park East website, brochures, mailings, on-site signage, web-based
17 advertising, and a kick-off event to showcase the efforts; and
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19 WHEREAS, the partners see each of these items as being essential to successfully
20 engage a wider audience for the Park East Corridor outside the Milwaukee area; and
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22 WHEREAS, the partners had been relying on the generosity of CARW members,
23 acting as volunteers, to develop the materials for the website and the printed materials; and
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25 WHEREAS, while well-intentioned, the materials drafted tended to be plainly
26 informative and did nothing to rebrand the area and capitalize on the momentum that
27 currently exists in the Park East Corridor; and
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29 WHEREAS, the partners agreed that a marketing expert needed to be engaged to
30 assist with content development to ensure all the mediums are effective by which
31 information on the Park East Corridor is being filtered to potential proposers; and
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33 WHEREAS, the County has hired 2-Story Creative, LTD, a Disadvantaged Business
34 Enterprise, for that purpose; and
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36 WHEREAS, 2-Story has experience with redevelopment marketing, having
37 rebranded Milwaukee's Menomonee Valley in the early years of the twenty-first century
38 and has already taken the information from the County, the City, and CARW and begun to
39 transform it, such that the efforts are on track to be unveiled by the end of the first quarter
40 of 2014; and
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42 WHEREAS, to ensure comprehensive rebranding efforts are undertaken, Milwaukee
43 County Economic Development-Department of Administrative Services applied for a
44 Community Development Investment Grant from the Wisconsin Economic Development
45 Corporation (WEDC); and

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WHEREAS, the WEDC grant funding will be used to create compelling marketing collateral pieces to complement the website, to create cohesive event invitations for the kick-off event being planned by CARW, and to cover the printing costs associated with making those items available to prospective Request for Proposals respondents; and

WHEREAS, the County's current contract with 2-Story and the County/City agreement with CARW shall constitute the required 75 percent match of \$52,500; and

WHEREAS, the Committee on Economic and Community Development, at its meeting of March 10, 2014, recommended adoption of the Director's request (vote 7-0); and

WHEREAS, the Committee on Finance, Personnel, and Audit, at its meeting of March 13, 2014, also recommended adoption of the Director's request (vote 8-0); now, therefore,

BE IT RESOLVED, that the Director of County Economic Development, Department of Administrative Services (DAS), is hereby authorized to accept grant funds in the amount of \$17,500 from the Wisconsin Economic Development Corporation (WEDC); and

BE IT FURTHER RESOLVED, that upon award of the WEDC grant funding in the amount of \$17,500, DAS is authorized and directed to process a 2014 administrative appropriation transfer to reflect receipt of \$17,500 in grant revenue from the WEDC to offset costs incurred related to the rebranding efforts of the Park East Corridor.

jmj
03/13/14
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