

1 Supervisor Patricia Jursik, Chairperson,  
2 From the Committee on Economic and Community Development, reporting on:

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4 File No. 14-500  
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6 (ITEM ) From the Director of County Economic Development, Department of  
7 Administrative Services (DAS), requesting authorization of payment for the DAS-Economic  
8 Development expenditures allocated in the 2014 Milwaukee County Adopted Operating  
9 Budget, by recommending adoption of the following:

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11 **AN AMENDED RESOLUTION**  
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13 WHEREAS, the Milwaukee County Board of Supervisors adopted the 2014  
14 Milwaukee County Operating Budget on November 12, 2013; and  
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16 WHEREAS, the new format of the Milwaukee County Operating Budget does not  
17 include detailed funding narratives for programs in County departments; and  
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19 WHEREAS, the 2014 Milwaukee County Operating Budget allocated funds for  
20 Department of Administrative Services (DAS)-Economic Development, Org. Unit 1192, for  
21 Advertising and Memberships, but did not provide specific details in the budget narrative  
22 about expenditures related to the following memberships: Milwaukee Area Workforce  
23 Funding Alliance, Metropolitan Milwaukee Association of Commerce (MMAC), VISIT  
24 Milwaukee, Aerotropolis, and East Wisconsin Counties Railroad Consortium; and  
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26 WHEREAS, the 2014 Milwaukee County Operating Budget did not specifically  
27 authorize DAS-Economic Development to approve invoices related to its memberships,  
28 and without specific authorization concerning the allocation of funds to specific  
29 memberships, Accounts Payable will not approve invoices for said memberships; and  
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31 WHEREAS, the Milwaukee Area Workforce Funding Alliance provides Milwaukee  
32 County access to federal matching funds and industry-recognized monitoring for its  
33 workforce investments; and  
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35 WHEREAS, VISIT Milwaukee provides marketing for Milwaukee County's cultural  
36 assets and critical support to the tourism industry, which annually brings \$2.9 billion in  
37 business sales to businesses in Milwaukee County; and  
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39 WHEREAS, the East Wisconsin Counties Railroad Consortium provides access to  
40 state matching funds to upgrade and connect the freight rail system in Southeastern  
41 Wisconsin, providing much needed access to businesses in Milwaukee County; and  
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43 WHEREAS, the Economic Development Division benefits from the training and  
44 resources provided by economic development associations such as the International

45 Economic Development Council, Wisconsin Economic Development Association, and  
46 CEO for Cities; and

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48 WHEREAS, the Milwaukee County Board of Supervisors and County Executive  
49 previously approved DAS-Economic Development's expenditures related to these  
50 memberships in the 2014 Milwaukee County Operating Budget; and

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52 WHEREAS, it is in the purview of the Milwaukee County Board of Supervisors to  
53 allocate funds that were previously appropriated to DAS-Economic Development to  
54 economic development projects that will directly benefit County residents; and

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56 WHEREAS, Milwaukee BikeShare via its non-profit entity, Midwest BikeShare, Inc.,  
57 works to expand and diversify transit options throughout Milwaukee County by providing  
58 environmentally-friendly cycling kiosks, which will improve visitor and resident access to  
59 the County's business districts and cultural assets; and

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61 WHEREAS, Milwaukee County has an opportunity via membership to the  
62 Milwaukee 7 and its Workforce Development initiative, which is also supported by  
63 MMAC, to identify industry clusters and coordinate industry needs with in-demand job  
64 skills to promote economic development; now, therefore,

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66 BE IT RESOLVED, that Milwaukee County authorizes the payment of the following  
67 amounts for Economic and Community Development programs and memberships:

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- 69 • Milwaukee Area Workforce Funding Alliance: \$10,000
- 70 • Milwaukee 7 Workforce Development paid through the Milwaukee  
71 Development Corporation as its fiscal agent: \$10,000
- 72 • Midwest BikeShare, Inc.: \$7,500
- 73 • VISIT Milwaukee: \$25,000
- 74 • East Wisconsin Counties Railroad Consortium: \$25,000
- 75 • CEO for Cities: \$1,500
- 76 • International Economic Development Council: \$1,550
- 77 • Wisconsin Economic Development Association: \$1,930

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