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

**A RESOLUTION**

WHEREAS, Department of Administrative Services-Economic Development has undertaken a marketing effort for the Park East Corridor, in conjunction with the City of Milwaukee and the Commercial Association of Realtors of Wisconsin (CARW); and

WHEREAS, to ensure a wider market is reached, the contract with CARW contemplated a Park East website, brochures, mailings, on-site signage, web-based advertising, and a kick-off event to showcase the efforts; and

WHEREAS, the partners see each of these items as being essential to successfully engage a wider audience for the Park East Corridor outside the Milwaukee area; and

WHEREAS, the partners had been relying on the generosity of CARW members, acting as volunteers, to develop the materials for the website and the printed materials; and

WHEREAS, while well-intentioned, the materials drafted tended to be plainly informative and did nothing to rebrand the area and capitalize on the momentum that currently exists in the Park East Corridor; and

WHEREAS, the partners agreed that a marketing expert needed to be engaged to assist with content development to ensure all the mediums are effective by which information on the Park East Corridor is being filtered to potential proposers; and

WHEREAS, the County has hired 2-Story Creative, LTD, a Disadvantaged Business Enterprise, for that purpose; and

WHEREAS, 2-Story has experience with redevelopment marketing, having rebranded Milwaukee's Menomonee Valley in the early years of the twenty-first century and has already taken the information from the County, the City, and CARW and begun to transform it, such that the efforts are on track to be unveiled by the end of the first quarter of 2014; and

WHEREAS, to ensure comprehensive rebranding efforts are undertaken, Milwaukee County Economic Development-Department of Administrative Services applied for a Community Development Investment Grant from the Wisconsin Economic Development 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.

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