

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: June 5, 2025

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Joe Lamers, Director, Office of Strategy, Budget & Performance *JOSEPH LAMERS*

Subject: From the Office of Strategy, Budget, and Performance, requesting authorization to apply for, accept and administer funds as a winner of the 2024 Robert Wood Johnson Foundation (RWJF) Culture of Health Prize

File Type: Action Report

REQUEST

The Office of Strategy, Budget & Performance requests approval to accept and allocate \$230,000 in funding from the 2024 Robert Wood Johnson Foundation Culture of Health Prize to support projects described below in the Department of Health and Human Services and the Parks Department.

BACKGROUND

In June of 2024, at the direction of the Office of the County Executive, the Office of Strategy, Budget & Performance applied for the 2024 Robert Wood Johnson Foundation (RWJF) Culture of Health Prize, which “honors the work of communities that are at the forefront of addressing structural racism and other injustices to advance health, opportunity, and equity for all.” The application process consisted of a multi-part written application and a site visit for finalists, which occurred in October of 2024 and included participation by County Executive Crowley, Chairwoman Nicholson, department leaders from DHHS and Parks, Milwaukee Parks Foundation, and over 25 community partners. The 2024 application cycle was the tenth and final year of the Culture of Health Prize and it was the most competitive, with over 400 submissions. Milwaukee County will now join a prize alumni network of over 100 other communities in the U.S. More information can be found here: [RWJF Selects 2024 Culture of Health Prize Winners](#).

Receipt of RWJF Culture of Health Prize includes an award of \$250,000. \$230,000 is provided to Milwaukee County and \$20,000 is provided to the Milwaukee Parks Foundation for a fiscal agent fee. The \$230,000 award to Milwaukee County is proposed to be allocated as described below.

Department	Project Title	Description	Amount
DHHS	Coggs Building Outreach	To support advertising and outreach about No Wrong Door in the King Park neighborhood with the opening of the new Coggs building.	\$5,000
DHHS	King Park Homeless Outreach Support	To provide support to individuals facing homelessness, with a focus on <u>with a focus on individuals displaced by federal funding reductions and</u> the encampments in the King Park and surrounding neighborhoods, especially during the summer months.	\$20,000
Parks	King & Kozy Community Center Improvements	<ul style="list-style-type: none">Workout room equipment – bikes, treadmills, weight racks and sets, other exercise equipmentFurniture, e.g. tables, chairs	\$155,000

		<ul style="list-style-type: none"> Karate/Martial Arts rooms- rubber flooring renewal, martial arts mats, training bags, sparring gear Computer lab upgrades– additional computers, monitors, desks and chairs Special event sponsorship– support for a Breakfast with Santa, a family Fall/Halloween event, National Night Out, Family Easter Egg Hunt, Family Open House, “King Day Celebration” in honor of Dr. Martin L. King Jr, Back-to-School Festival, Thanksgiving Event Programming support– Drums Up Guns Down, Bronzeville Arts Collective, MPF Sprouts Partners 	
DHHS	Age-Friendly Communities Initiative	Membership in the AARP Network of Age-Friendly States and Communities	\$50,000
Departments Subtotal			\$230,000
External	Milwaukee Parks Foundation	Fiscal agent administrative fee	\$20,000
Total			\$250,000

POLICY

This report is being provided pursuant to the following policies:

Wisconsin State Statutes:	Wis. Stat. § 59.52(19) <i>Board acceptance of grants</i>
Milwaukee County Code of General Ordinances:	MCO 56.06 <i>Review and approval of federal and state grant and funding applications</i>
Specific Adopted Budget:	N/A
Specific Adopted Budget Amendment:	N/A
Specific Adopted Capital Project:	N/A

Related File No's:	N/A
Associated File No's (Including Transfer Packets):	N/A
Previous Action Date(s):	N/A

ALIGNMENT TO STRATEGIC PLAN

Milwaukee County's application submission for the RWJF 2024 Culture of Health Prize aligns to the following strategic objectives:

- 2C: Apply a racial equity lens to all decisions
Prize criteria 1) Address structural racism and other structural injustices to advance opportunity, health, and equity; and 2) Commit to lasting changes in policy, systems, and financing that improve community conditions and center people directly impacted by the inequity addressed.
- 3A: Invest “upstream” to address root causes of health disparities
Prize criteria 5) Make the most of available resources to ensure the effort can endure over time; and 6) Measure and share progress in culturally relevant ways.

- 3B: Enhance the County's fiscal health and sustainability
The prize is \$250,000 in unrestricted funds.
- 3C: Dismantle barriers to diverse and inclusive communities
Prize criteria 3) Work in partnership across sectors, and elevating the expertise and solutions held by people with firsthand experience of the inequities being addressed; and 4) Engage in work that preserves and celebrates community through cultural activities and practices that envision and advance a more just future.

FISCAL EFFECT

The total prize funds are \$250,000 and are unrestricted. The Milwaukee Parks Foundation, the community partner and fiscal agent for the prize funds, received \$20,000 (8%) as an administrative fee and issued payment of the balance of \$230,000 to Milwaukee County.

TERMS

N/A

VIRTUAL MEETING INVITES

Joe Lamers, Joseph.Lamers@milwaukeecountywi.gov
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Nichole Todd, Nichole.Todd@milwaukeecountywi.gov

PREPARED BY:

Nichole Todd, Senior Policy Manager, Office of Strategy Budget, & Performance

APPROVED BY:

Joe Lamers, Director, Office of Strategy, Budget, & Performance

ATTACHMENTS:

Application to the RWJF 2024 Culture of Health Prize- Milwaukee County
RWJF 2024 Culture of Health Prize Resolution
RWJF 2024 Culture of Health Prize Fiscal Note

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk