

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: May 5, 2025

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

From: Celia Benton, Director of Economic Development, Department of Administrative Services

Subject: DAS-ED request to create 1.0 FTE, 4-Year Limited-Term Employment Small Business Liaison, Pay Grade 27MN

File Type: Action Report

REQUEST

DAS-ED requests to create 1.0 FTE, 4-year limited-term employment for a Small Business Liaison, Pay Grade 27MN. The Business Liaison position was not included in the adopted 2025 operating budget because the Building Bridges program was still under development and a funding source for the position had not been identified.

POLICY

Wisconsin State Statutes:	Wis Stats 59.17
Milwaukee County Code of General Ordinances:	MCGO 17.055
Specific Adopted Budget:	2025 Adopted Budget

BACKGROUND

For the next four years (September 2025- August 2029), Economic Development would like to establish the Building Bridges program, anchored by the creation of a four-year limited-term Business Liaison position focused on fostering communication, collaboration and partnerships between municipalities and the local business community. Activities of this position would include:

- Administer the Building Bridges Small Business Grants
- Organize press releases, ribbon cuttings and marketing around our small business and economic development efforts and results
- Provide small businesses technical assistance to navigate municipal permitting processes, build out brick-and-mortar spaces and connect to available resources
- Seek additional funding opportunities to grow the Building Bridges program
- Manage a list of resources and partners available to small businesses and updating the Economic Development website with these resources
- Partner with local municipalities to support their vision to activate commercial corridors and seek small businesses to fill vacant spaces

- Drive commercial corridor activation by providing small businesses with build out design support and renderings, partner with municipalities on placemaking strategies
- Nurture relationships between local businesses, municipalities and in economic development organizations
- Mediate between business owners and municipalities to ensure positive outcomes

Results of the position and program would be defined by:

- Number of businesses served
- Number of jobs created or maintained
- Total investments made in small businesses and their brick-and-mortar locations
- Positive feedback from local businesses, organizations, and municipalities

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

3C: Dismantle barriers to diverse and inclusive communities

FISCAL EFFECT

The salary costs will be covered by ED Reserve 37005. The fiscal impact over four years for salaries and benefits is approximately \$514,350.00.

POSITION INFORMATION

<u>Action</u>	<u>Title</u>	<u>Pay Range</u>	<u>Annual Salary Range – 2080 Hours</u>
Create	Small Business Liaison	\$33.78-42.28	\$69,922-\$87,609

PREPARED AND APPROVED BY:

Celia Benton, Director of Economic Development, Department of Administrative Services

ATTACHMENTS:

Fiscal note

Resolution

Celia Benton, Director of Economic Development, Department of Administrative Services

cc:

David Crowley, County Executive

MaryJo Meyers, Chief of Staff, Office of the County Executive

Aaron Hertzberg, Director, Department of Administrative Services
Liz Sumner, Comptroller
Committee on Personnel Members
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Clarence H. Kinnard, Committee Coordinator