

From the Economic Development Director, Department of Administrative Services requesting authorization to utilize ED Reserve 37005 to establish Economic Development's "Building Bridges" small business and commercial corridor activation program, by recommending adoption of the following:

### A RESOLUTION

WHEREAS, adopted File No. 11-601 created an Economic Development Fund – 37005 (the Fund), which would receive 25 percent of all net revenue generated by the sale of Milwaukee County (the County) land; and

WHEREAS, the purpose of the Fund is to develop sustainable jobs and new tax base in the County; and

WHEREAS, adopted File No. 24-938 authorized Economic Development (ED), Department of Administrative Services (DAS), to apply for, accept, and implement a Wisconsin Economic Development Corporation (WEDC) Small Business Development Grant (the Grant); and

WHEREAS, ED, DAS, was recently awarded \$200,000 from WEDC for the Building Bridges Program (the Program), which will be used to provide grants of \$10,000 to qualifying small businesses; and

WHEREAS, ED, DAS, would like to catalyze the WEDC Grant award to establish the Program to fuel small business development, job creation, and commercial corridor investment; and

WHEREAS, a vital part of the Program will be creation of a four-year, limited-term Business Liaison Position (the Position), focused on fostering communication, collaboration, and partnerships between municipalities and the local business community; and

WHEREAS, if approval is granted for use of the Fund for the Program, a request to create the Position will come before the Milwaukee County Board of Supervisors in the June 2025 meeting cycle; and

WHEREAS, any additional funds would be utilized on commercial corridor activation, marketing, branding, and website development and maintenance; and

WHEREAS, this Program will result in new jobs, new tax base, small business investments, small business sustainability, commercial corridor activation, and increased collaboration in the small business ecosystem – all of which directly meet the goals of the Fund; and

47 WHEREAS, the Fund currently holds a balance of \$639,278; and

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49 WHEREAS, the Committee on Community, Environment, and Economic  
50 Development, at its meeting of May 12, 2025, considered File No. 25-333 for  
51 informational purposes only, per Section 59.60(8), Wisconsin State Statutes; and

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53 WHEREAS, the Committee on Finance, at its meeting of May 15, 2025,  
54 recommended adoption of File No. 25-333 (vote 5-1); now, therefore,

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56 BE IT RESOLVED, the Milwaukee County Board of Supervisors (County Board)  
57 hereby authorizes the Director, Economic Development (ED), Department of  
58 Administrative Services (DAS), to utilize the balance of the Economic Development  
59 Fund – 37005 (the Fund), to establish the Building Bridges Program (the Program); and

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61 BE IT FURTHER RESOLVED, the County Board hereby authorizes and directs  
62 the Office of Strategy, Budget, and Performance, and the Office of the Comptroller to  
63 process an administrative fund transfer each year, beginning in 2025 and ending in  
64 2029, from the Fund to ED, DAS, for expenditures related to the Program; and

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66 BE IT FURTHER RESOLVED, the County Board hereby authorizes an  
67 administrative transfer for each year, 2025-2029, in amounts not to exceed \$48,630 for  
68 2025; \$164,572 for 2026; \$168,899 for 2027; \$171,184 for 2028; and \$85,993 for 2029;  
69 and

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71 BE IT FURTHER RESOLVED, the County Board authorizes any funds  
72 transferred to ED, DAS, during this period that are not expended in that year to be  
73 carried forward, if necessary, up until the funds allocated for the Program have been  
74 depleted.

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