

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: April 15, 2022

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

From: Calli Berg, CEcD, EDFP – Director of Economic Development,
Department of Administrative Services - Economic Development Division
(DAS-ED)

Subject: Orientation and Overview of DAS-ED

File Type: Informational Report

REQUEST

Chairwoman Nicholson has requested this orientation report to provide new supervisors with an overview of DAS-ED.

ALIGNMENT TO STRATEGIC PLAN

DAS-ED applies a racial equity lens to economic development projects and programs, often in collaboration with internal and external partners, to ensure that scope of work is feasible and sustainable, focusing on investment opportunities promoting racial equity, eliminating gaps that prohibit equitable participation, building bridges that create opportunities for all, and creating foundations that are inclusive for everyone.

FISCAL EFFECT

The 2022 budget for DAS-ED reflects expenditures of \$2,000,287 revenues of \$1,897,400, and tax levy of \$102,887.

PREPARED BY:

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APPROVED BY:

Aaron Hertzberg – Director of Department of Administrative Services

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
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OVERVIEW OF DAS-ED

Mission

The Economic Development Division (DAS-ED) fosters collaborations and provides high quality, efficient, and responsive real estate services to support the economic development of Milwaukee County and its customer departments and enhance economic opportunity and quality of life for all the people in Milwaukee County.

Scope

DAS-ED works with partners to develop grant and other programs which prioritize individuals and businesses of color, women- and veteran- owned businesses and other enterprises in historically under-served places with limited access to flexible, affordable capital.

Staff

The **Director of Economic Development** leads a dynamic and talented team of real estate professionals and oversees the identification, assessment, development, implementation, and management of economic development programs and initiatives that advance the County's racial equity priorities with a focus on creating resilient, diverse, and inclusive communities.

The **Real Estate Team** is responsible for managing and selling Milwaukee County's portfolio of surplus properties, providing lease management services, and managing various economic and community benefits, land sale contracts, and special projects.

Tina Anderson – Leasing Management
Emily Herrick – Property Management
Heather Reindl – Contracts Management
Adam Stehly – Project Management

The **Director** focuses on building partnerships, negotiating transactions, and partnering on activities that advance the County's financial, community, and organizational priorities. Working with the real estate team, the director coordinates the due diligence process by collaborating with internal and external members such as Corporation Counsel, Risk Management, Comptrollers and Treasurers Offices, developers and their counsel, municipal officials, lenders, investors, and others necessary to close a real estate transact.

The **Director** attends events and meetings with Board Supervisors and other key stakeholders to gather information, build relationships, recruit partners for collaboration, identify opportunities, and influence outcomes in support of the County's economic development efforts.

Strategic Overview

DAS-ED serves as Milwaukee County's real estate division and leverages County's functions for economic growth, providing the following:

- Represents Milwaukee County on the **Joint Review Board (JRB)** of all active Tax Incremental Financing Districts, influencing the use of incremental funds that maximize benefit to the County.
- Oversees the County's **Small Business Loan Program** as administered by the Milwaukee Economic Development Corporation (MEDC).
- Collaborates with partners on **Economic Development Grant** programs.
- Seeks to leverage economic support programs made available through **federal stimulus** packages and other available **grants**.
- Oversees the County's **tax foreclosed inventory** and **surplus properties** which includes the preparation, repair, marketing, and sale of properties.
- Prepares monthly **property sale reports**.
- Represents County Departments in **lease transactions**, as landlord or tenant, and monitors lease agreements. Manages obligations of lease agreements, which includes tracking payments, receipt of insurance certificates, and development of maintenance reserve funds. Monitoring is often done in collaboration with other DAS divisions and customer departments.
- Drafts, negotiates, monitors, and enforces **contracts** in collaboration with customer departments. Real estate and redevelopment projects include Milwaukee County Grounds and Regional Medical Center, St. Anthony's supportive housing, the Couture, Park East redevelopments, Innovation Campus, the former Fiebrantz transit facility, and others to ensure compliance with development agreements and community benefits plans.
- Participates with the **County Facilities Plan Steering Committee**, focusing on total lifecycle costs. Decision-making is based on centralizing building and property leasing in accordance with best practices for the management of government real estate set by the US General Services Administration.
- Manages **parking lot leases** including lots under I-794 and 6th & State lot downtown.
- Manages **cell tower revenues** on various county properties.
- Reviews opportunities for **additional income** leveraging real estate disciplines.
- Engages in **real estate opportunities** for regional economic growth for goals such as increasing transit usage and creating construction and ongoing employment opportunities. Examples include the sale and redevelopment of the Park East corridor and the redevelopment of the Milwaukee Regional Medical Center.
- Promotes **advocacy** efforts related to the racial equity goals outlined in the County's strategic plan through **regional coordination** with State and regional partners and peer Counties.
- Collaborates with and supports the **nineteen municipalities** and various economic development stakeholders within the County.
- Focuses on target **growth and sustainability** areas including workforce development, transportation, financial programs, housing, and core economic development initiatives.

- Supports the County's **cultural institutions** and acts as a liaison between those organizations and other departments within Milwaukee County. Institutions supported include:
 - Historical Society
 - War Memorial Center
 - Villa Terrace/Charles Allis Museums
 - Marcus Center for the Performing Arts
 - Milwaukee Art Museum
 - Federated Library System
 - Fund for the Arts
 - Milwaukee Public Museum
- Ensures County **role and influence** through strategic funding, memberships, and/or collaborations with agencies that are critical to the function of the Economic Development Division and the constituencies it serves. Key organizations include:
 - Southeastern Wisconsin Regional Planning Commission
 - Wisconsin Economic Development Corporation
 - East Wisconsin RR Co.
 - Visit Milwaukee
 - Milwaukee Workforce Funding Alliance
 - Milwaukee 7/Milwaukee Metropolitan Association of Chambers
 - International Economic Development Council
 - Wisconsin Economic Development Association
 - Urban Economic Development Association
 - Commercial Association of Realtors – Wisconsin
 - NAIOP (Industrial Developers Association of Wisconsin)
- Strengthens the **regional economy** by leveraging real estate and other County assets, including:
 - Working with the Office of the Medical Examiner and the Office of Emergency Management in their search for new facilities,
 - Collaborating with other County entities such as General Mitchell International Airport, the Milwaukee County Zoo, and Milwaukee County Parks.
 - Assisting in the creation of a center of forensic science and protective medicine,
 - Completing property transactions associated with the Milwaukee Regional Medical Center including disposition of the County owned water system, and
 - Connecting job training and workforce development efforts with County services such as the Housing Division's Section 8 Homeownership program