

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

DATE: June 1, 2021

TO: Supervisor Marcelia Nicholson, Chair, County Board of Supervisors

FROM: Aaron Hertzberg, Acting Director, Department of Administrative Services

SUBJECT: An action report from the Acting Director of Administrative Services requesting adoption of Comprehensive Economic Development Strategy for Southeastern Wisconsin 2021-2025 as prepared by SEWRPC

REQUEST

Adoption of the Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin 2021-2025 as prepared by SEWRPC.

BACKGROUND

The Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin is intended to make the region and its county and local governments eligible for grant funding from the U. S. Department of Commerce - Economic Development Administration (EDA). The CEDS was prepared jointly by the M7 (Milwaukee Regional Economic Development Partnership) and the Southeastern Wisconsin Regional Planning Commission (SEWRPC). The project area includes Milwaukee County and the six surrounding counties that make up the southeastern region of Wisconsin: Kenosha, Ozaukee, Racine, Walworth, Washington and Waukesha. Each county is considering the plan for adoption.

REPORT

The CEDS sets forth the following economic development vision: *Southeastern Wisconsin is to be a globally competitive region that fosters innovation, collaboration, sustainable prosperity, and a high quality of life for all.* The plan specifically cites economic resilience and equity as key factors to achieving success. Strategies are built around five goals:

1. Unity
2. Growth
3. Talent
4. Livability, and
5. Infrastructure

The plan provides data to identify the Region's EDA-defined economically distressed areas and helps ensure they qualify for EDA grant programs. Recommended projects include workforce, (re)development, infrastructure, and housing needs including expansion of bus-rapid transit, investment in the 30th Street Corridor and other projects throughout Milwaukee County and the region.

The latest version of the CEDS was drafted during the COVID-19 pandemic. Public engagement and comment opportunities were hosted virtually by SEWRPC and their municipal members.

A copy of the CEDS report is available at <https://www.sewrpc.org/SEWRPCFiles/EconDev/CEDSReport-June2021.pdf>. This report requires formal adoption by the County Board to be officially recognized by the EDA.

RECOMMENDATION

In order to strengthen efforts to secure Federal funding for projects that have a focus on economic development, particularly projects that will benefit economically distressed areas, it is recommended that the Milwaukee County Board of Supervisors adopt the CEDS as prepared by SEWRPC.

Aaron Hertzberg

Aaron Hertzberg
Acting Director
Department of Administrative Services

Donna Brown-Martin

Donna Brown Martin
Director
Department of Transportation

Attachments: Resolution, Fiscal Note

cc: David Crowley, County Executive
Economic and Community Development Committee Members
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Mary Jo Meyers, Chief of Staff, County Executive's Office
Steve Cady, Research and Policy Director, Comptroller's Office