

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

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June 11, 2021

Chairperson and Members of the Milwaukee County
Board of Supervisors
c/o Mr. George Christenson, Clerk
Courthouse, Room 201
901 North 9th Street
Milwaukee, WI 53233

To the Chairperson and Members of the
Milwaukee County Board of Supervisors:

The Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025 has been completed and is being provided to Milwaukee County for consideration for adoption. The report can be accessed at www.sewrpc.org/CEDSReportJune2021 and we have enclosed a hardcopy of the report for each County Board member. Once adopted, the 2021-2025 CEDS will supplant the currently adopted 2015-2020 CEDS.

The CEDS is a strategic plan for strengthening and diversifying the regional economy and includes a set of goals, strategies, and actions that seek to achieve an overall economic development vision for the Region. Preparation of the CEDS was a cooperative effort by the Milwaukee 7 Regional Economic Development Partnership (M7), including M7's Regional Economic Partnership (REP) working group, and SEWRPC. Aaron Hertzberg, Director of the Department of Administrative Services, is a member of the REP, together with a representative from each of the other six counties in the Region, the City of Milwaukee, M7, We Energies, and SEWRPC. Strategic planning work conducted and implemented by Milwaukee County's Economic Development Division supplements and refines CEDS recommendations for Milwaukee County.

Adoption of the CEDS by the County Board would continue to make the County and local governments in the County with economically distressed areas eligible to apply for grants under U. S. Department of Commerce Economic Development Administration (EDA) Public Works and Economic Adjustment programs, provided the grant project would benefit a distressed area. These programs provide funding for infrastructure projects and revolving loan funds and other business assistance programs, respectively. In addition, other Federal agencies look favorably on joint/regional planning efforts when reviewing proposed projects and grant requests. Approval by all counties in Southeastern Wisconsin could potentially lead to EDA designation of the Region as an Economic Development District (EDD), making it eligible to apply for funding for ongoing economic development activities. Adoption of the sample resolution provided by SEWRPC would also support exploring designation of the Region as an EDD.

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The draft CEDS was available for public review and comment from February 22 through March 31 of this year. The CEDS has been revised to address the comments received, which are summarized in Appendix B of the report.

It is respectfully requested that your County Board consider adopting the plan. A sample resolution for County Board adoption of the CEDS is enclosed.

Commission staff is working with Aaron Hertzberg, Director of the Department of Administrative Services, to schedule a review of the CEDS by the Economic and Community Development Committee of the County Board at their meeting scheduled for July 19. Please contact Eric Lynde of the Commission staff at (262) 953-3222 or elynde@sewrpc.org if you have questions about the CEDS.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Muhs".

Kevin Muhs, PE, AICP
Executive Director

KJM/BRM/EDL/CDP/cp
#257884

Enclosures

cc: Mr. Aaron Hertzberg, Director, Department of Administrative Services (with resolution enclosure)
Mr. David Crowley, County Executive, Milwaukee County
Ms. Donna Brown-Martin, Director, Department of Transportation
Mr. Isaac Rowlett, Director of Strategic Planning, Office of the County Executive
Mr. Pat O'Brien, President, Milwaukee 7