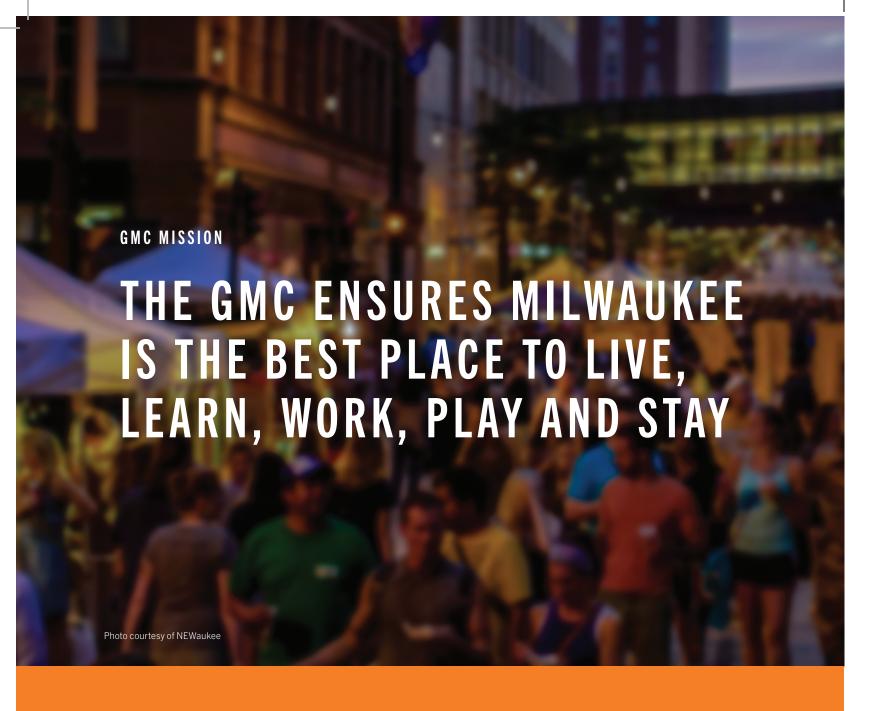


2018 ANNUAL REPORT



GMC VISION

#### WE ENVISION A GREATER MILWAUKEE THAT IS...

THRIVING WITH INCLUSIVE ECONOMIC ACTIVITY, FROM INNOVATIVE START-UPS TO GLOBAL INDUSTRY LEADERS BEAUTIFUL AND FILLED WITH
CULTURALLY RELEVANT AND
CREATIVE SPACES REFLECTIVE
OF OUR DIVERSE COMMUNITY

COLLABORATIVE AND INNOVATIVE IN TALENT
DEVELOPMENT AND EDUCATION SO THAT ALL
MILWAUKEE RESIDENTS EXPERIENCE A GREAT
QUALITY OF LIFE, FROM CRADLE TO GRAVE.

## PRESIDENT'S LETTER

We've just wrapped up our 70th year of community impact at the Greater Milwaukee Committee. The breadth of GMC initiatives reaches far and wide, engaging many across Milwaukee's neighborhoods and region-wide including GMC members, program participants, and community partners.

In our annual report, you can discover inspiring stories of how our initiatives in 2018 improved lives around us. New collaborations and partnerships forged a collective impact reaching far beyond the GMC in our focus areas of Innovation & Talent, Economic Prosperity, and Vibrancy of Place. Working with higher education institutions, cultural and neighborhood business improvement organizations, and our membership furthered our mission of making Milwaukee the best place to live, learn, work, play and stay in 2018. Please take the time to read our Annual Report for our impact metrics in our focus areas and individual stories illustrating how our work helps retain and attract talent, support small and growing businesses, and improve the regional economy through vibrant community interaction.

Our Board of Directors, committees, and co-chairs use a lens of equity and diversity in our work and proudly point to the progress and accomplishments outlined in this report.

We thank our members for their diligent work and remember those who passed away in 2018: Nate Zelazo, Francis Croak, T. Michael Bolger, and Jack McKeithan. Their positive contributions to our city and region will always be honored, admired, and never forgotten.

Their legacy and that of the GMC over these 70 years primed us for a 2018 filled with successes. We developed better arts and creative amenities; helped disinvested neighborhoods by accelerating business growth in the central city and beyond; improved wellness for the region's current and future workforce; fostered seamless connections between higher education institutions, paired diverse talent and regional companies; and created a stronger sense of community, ambition, and pride in Milwaukee.

We head into 2019 with eyes, minds, and arms wide open with plans we share in this Annual Report. We thank our members, partners, and the community at large for their support and look forward to continuously impacting a vibrant Milwaukee.



Rich Meeusen,



Julia H. Taylor,

## 30ARD 0F 31RECTORS

#### CHAIR

#### Richard A. Meeusen

Chairman, President & CEO Badger Meter, Inc. (retired 2018)

#### VICE-CHAIR/CHAIR-ELECT

#### David J. Lubar

President & CEO Lubar & Company

#### SECRETARY

#### Nancy J. Sennett

Partner Foley & Lardner, LLP

#### TREASURER

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Managing Partner, Retired Deloitte & Touche LLP

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Julia H. Taylor

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Managing Director Head of Commercial Banking SE WI BMO Harris Bank

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President

Bader Philanthropies Inc.

#### Elizabeth Brenner

Retired President/Publisher Milwaukee Journal Sentinel

#### John Daniels, Jr.

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Chief Experience Officer & Foundation President Advocate Aurora Health

#### Ted D. Kellner, CFA

President & CEO T&M Partners, LLC

#### Allen Leverett

President & CEO WEC Energy Group (retired 2018)

#### Mike Lovell

President
Marquette University

#### Gregory S. Marcus

President & CEO
The Marcus Corporation

#### Linda T. Mellowes

Community Volunteer

#### **George Oliver**

Chairman & CEO
Johnson Controls, Inc.

#### James R. Popp

CEO & President
Johnson Financial Group

#### **Jonas Prising**

Chairman & CEO ManpowerGroup

#### Mark J. Sabljak

Co-founder, Sabliak & Budisch

#### John E. Schlifske

Chairman & CEO Northwestern Mutual

#### Mary Ellen Stanek

Managing Director, Baird

#### Todd J. Teske

President, Chairman & CEO Briggs & Stratton Corporation

#### **Gregory Wesley**

Senior VP, Strategic Alliances & Business Development Medical College of Wisconsin

## STAFF

#### Julia Taylor

President

#### Elizabeth Cizinsky

Program Manager, Scale Up Milwaukee

#### Maggie Dauss

Community Manager, The Commons

#### Samantha Giles

**Executive Administrator** 

#### Rich Greene

Director of Operations

#### Michael Hostad

Executive Director,
The Commons

#### Elmer Moore, Jr.

Executive Director, Scale Up Milwaukee

#### Leana Nakielski

Development Director

#### Tony Panciera

Project Director, MKE United

#### **Heather Pechacek**

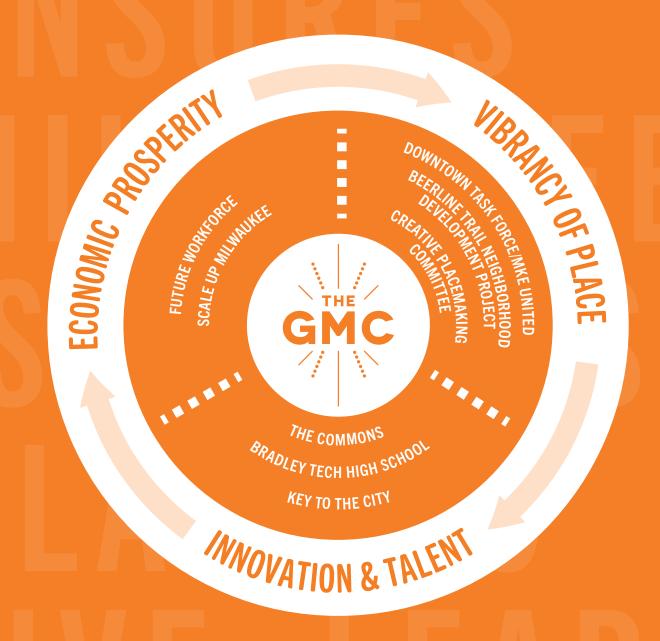
Membership Manager, Scale Up Milwaukee

#### Joe Poeschl

Program Director, The Commons

#### Isabel Sandretti

Program Manager, The Commons



"WORKING WITH THE GMC OVER THESE PAST 15 YEARS, WE'VE SEEN SO MUCH HAPPEN IN MILWAUKEE THAT WE AS MEMBERS HELPED DRIVE. IT'S BEEN A PARTICULARLY REWARDING TO HAVE PLAYED A KEY ROLE IN STARTING THE WATER COUNCIL. THE GMC'S CONNECTIONS AND ABILITY TO DRIVE THESE INITIATIVES STEERS US TOWARDS LONG-TERM BENEFICIAL IMPACTS IN THE CIVIC AND BUSINESS COMMUNITY. I'M PROUD TO HAVE SERVED AS CHAIR THESE PAST TWO YEARS."

RICH MEEUSEN, CHAIR

3



RICH MEEUSEN
Chairman and Retired Chief Executive Officer, Badger Meter
Board of Directors Chair



JOAN JOHNSON
Deputy Library Director, Milwaukee Public Library
MKE United Community Engagement Work Group



DR. VICKI MARTIN
President, Milwaukee Area Technical College
Higher Education Regional Alliance Co-Chair



ALEX WILLIAMS

Team Lead, Harold S. Vincent High School of Agricultural Sciences

Key to the City Card Holder



ANTONIO BELLAMY
Senior, Manufacturing Academy
Bradley Tech High School



IAN BAUTISTA

Executive Director, Clark Neighborhood Square Initiative

MKE United Steering Committee Co-Chair



DARRYL JOHNSON

Executive Director, Riverworks Center

Beerline Trail Project Leadership Team



MEG MCKENNA

Director of Development and Partnership, VISIT Milwaukee

MKE United Community Engagement Work Group



JOSHUA SHARKEY
Computer Engineering, University of Wisconsin-Milwaukee
The Commons Innovation Fellow and Skills Accelerator



LINDA GORENS-LEVEY
Partner, General Capital Group
MKE United Executive Committee Co-Chair



DR. KEITH POSLEY
Superintendent, Milwaukee Public Schools
Bradley Tech High School



MAY YER THAO

Executive Director, Hmong Wisconsin Chamber of Commerce

MKE United Steering Committee Co-Chair



UNIQUA ADAMS
Roosevelt Middle School of the Arts
Key to the City Card Holder



JOAQUIN ALTORO
Vice President of Commercial Banking, Town Bank
Scale Up Milwaukee & MKE United Corporate Partner



ANA LOPEZ
Owner, ALLCON, LLC
Scale Up Milwaukee Growth Accelerator Participant



HARRY LUM
Owner, Convenience Electronics
Scale Up Milwaukee Growth Accelerator Participant



THELMA SIAS
Retired Executive, WEC (Wisconsin Energy Corporation)
MKE United Steering Committee Co-Chair



JONAH TURNER
Technology Business Operations Manager, Kohl's
The Commons Corporate Partner



DAVID LUBAR
President and CEO, Lubar & Co.
Board of Directors Chair Elect, Scale Up Milwaukee



MELISSA GOINS
Founder & President, Maures Development Group, LLC
Future Workforce Committee Co-Chair



GREG WESLEY
SVP, Strategic Alliances and Business Development,
Medical College of Wisconsin
Read of Directors MKE United Executive Committee Co.

# BUILDING MILWAUKEE TOGETHER

The Greater Milwaukee Committee's success is directly related to the hard work of our members, community partners, program participants, and staff. It takes collaboration and engagement from all sectors to keep this wheel turning. Meet some of the people that help to make it happen.

Executive Committee Board of Directors, MKE United Executive Committee Co-Chair



Innovation and educational success are crucial for the region's future. Using both proven and ground-breaking techniques and strategies, GMC members and partners work to reinvent how today's high school and collegiate students explore and prepare for career paths to help fill the demand for top talent with regional companies and to grow entrepreneurial activity in southeastern Wisconsin.

Our valued partners include public school systems, universities and colleges, and companies that range from start-ups to international corporations along with like-minded non-profit organizations and civic leaders. These efforts result in high school and college students better prepared to enter the workforce, and employers able to increase their growth opportunities by attracting and retaining higher levels of talent to help guide the way.

"IF WE CAN KEEP
THEM FROM GOING
TO COLLEGE OUT OF
STATE, THAT'S REALLY
THE FIRST STEP IN
RETAINING THEM
AFTERWARDS."

MICHAEL HOSTAD

#### BRADLEY TECH HIGH SCHOOL

In May 1999, an Intergovernmental Cooperation Agreement between the Milwaukee Area Technical College, the University of Wisconsin Milwaukee and Milwaukee Public Schools established an entity known as the Bradley Tech Commission to provide operational oversight of Bradley Tech High School. As presently constituted, the Commission also includes representatives of the Milwaukee Labor Council, the Building Trades Council, MTEA, and the Greater Milwaukee Committee. The GMC works closely with the Bradley Tech leadership and community to continually support and ensure the link between Bradley Tech and the business community. The students are now receiving dual credit from MATC and MPS, enrollment is at capacity, and apprenticeships and internships are at an all-time high. The GMC continues to play a role with the school's foundation and maintains an advisory role with its education partners.

#### **KEY TO THE CITY**

Key to the City grew out of Teachtown MKE and partners to engage young educators — and increasingly other young professionals — with each other and the community through proactive exposure to Milwaukee's many cultural and civic opportunities. The "key," essentially a card offering free admission and other promotions, has demonstrated effectiveness to attract and retain talent — a key goal for Milwaukee Public Schools, which also notes a palpable tendency for educators to better infuse civic and cultural assets into their classroom activities for MPS students, creating a positive cycle we hope to continue.

1,300+
PROGRAM
PARTICIPANTS

81%
MORE LIKELY T
SEEK EMPLOYM
IN WISCONSIN



#### THE COMMONS

CO-CHAIRS

**Todd Teske** 

President & CEO, Briggs & Stratton

Jonas Prising

Chairman & CEO, ManpowerGroup

Michael Lovell

President, Marquette University

Talent is a strategic advantage for the state of Wisconsin. The Commons was founded as a collaboration between Wisconsin high schools, colleges and universities, innovative local businesses, and the region's entrepreneurs to serve as a comprehensive framework for developing, connecting, and retaining the most talented and motivated innovative workers across the region.

The Commons crafts unique, real-world experiences offering students and young professionals the opportunity to apply their skills, build their networks, and creatively solve big problems. The key is blending innovation, professional growth, and regional ecosystem development.

At the end of the day, The Commons is not about project work or final deliverables — it's about talent development and retention. The programming pushes participants to develop the entrepreneurial mindset and skills needed for success in the modern work environment. Diverse teams, mentor interactions, and community support changes perceptions and establishes roots.

Altogether, this plays a pivotal role in economic development and job creation in Southeast Wisconsin.

#### THE COMMONS

## ATTRACTING AND RETAINING TALENT

Katrina Hightower was perilously balancing classes at UW-Milwaukee with a job at the U.S. Postal Service to support herself and restrain mounting student loan debt. Her goal, a degree and a career in information technology, led her to conclude the job she sought was most likely in a different city.

Meanwhile, The Commons was actively working with students and companies from all over the region, including UW-Milwaukee. Unique projects were helping students learn and connect, bringing people with different skill sets and ideas to the table. The opportunity to get involved finally caught up with Katrina through a suggestion from a UW-Milwaukee adviser.

Hightower began by pitching a business idea that brought her into one of five student projects that The Commons hosted during a ten-week period. Her work drew the attention of ManpowerGroup, who invited her to join their corporate team within The Commons. This led to internships in Milwaukee and New York — all stemming from her participation in the program.

"The Commons is kind of like a hub for all the major corporations here in the city to come together... you can get a feel for all those companies and the people there. You learn a ton," Hightower said. "I just love the environments they created for students like me who are interested in start-ups and entrepreneurship while also learning from corporations how to run businesses."

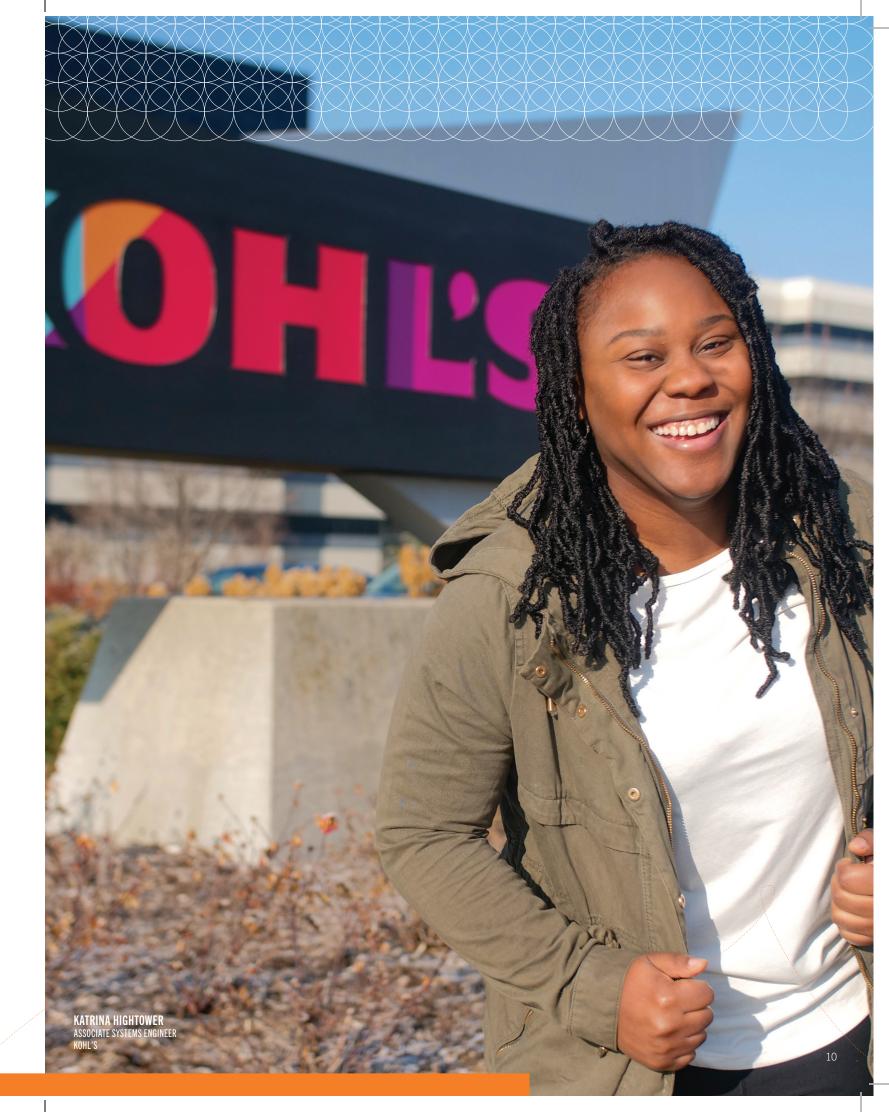
Encouraged by the experience, Hightower networked extensively with other students from different schools, backgrounds, majors, and interests to hone her skills.

"In The Commons, you learn how to collaborate and communicate better with different teams by the time you get into your job. I really loved that it gives you that handson experience that you don't get in the classroom, she said, "They make it easier to get into a lot of companies while you're in school, looking for a potential employer once you graduate. You got to know corporations on more of a personal level. They made it seem like the mountain wasn't so high."

Hightower is now an Associate Systems Engineer at Kohl's Corporation in Menomonee Falls, working on infrastructure with the computer network team. She focuses on innovation systems, pushing new technology to customers and associates in the stores to make their jobs and shopping a lot more efficient. She notes that The Commons was enormously influential for job opportunities, and decision to stay in Milwaukee.

"I love that companies in the Milwaukee area and Wisconsin are looking at the colleges here for innovation, and for students to bring into their corporations to try and keep a lot of the younger crowd here," noted Hightower, "That's pretty much how I got my start."

More than 1,300 high school and college students share similar stories with Katrina about The Commons, helping to attract and retain the needed talent this region and its companies need to thrive.





OMIC PERITY

is imperative; comprehensive solutions and innovative developments must be implemented at all levels. Developing the future workforce and assisting entrepreneurs and companies with efforts to scale up contribute to a powerful platform for companies to grow in Milwaukee, elevating opportunities for all.

The GMC increases the economic vibrancy of Milwaukee and strengthens its brand as a center of innovation and opportunity - so companies can hire quality employees and continue expanding — through the efforts of our Economic Prosperity committees. Using a thematic approach, we focus on macro initiatives with broad and deep components designed to spark systematic change.

This creates a powerful platform for companies to grow, changing the culture and conversation of the region. GMC initiatives align with public and private funders and others' initiatives to drive economic development in Milwaukee, accelerating the region's growth and vitality.

"SCALE UP
MILWAUKEE PICKS
BUSINESSES WITHIN
MILWAUKEE'S
CENTRAL CITY FOR
GROWTH TRAINING
PROGRAM"

MILWAUKEE BUSINESS JOURNAL SEPTEMBER 12, 2018

#### **FUTURE WORKFORCE**

CO-CHAIRS

#### Dan Bader

President, Bader Philanthropies, Inc.

#### Melissa Goins

President, Maures Development Group

#### **Greg Marcus**

President & CEO, The Marcus Corporation

The GMC's Future Workforce Committee implements efforts designed to make Milwaukee a recognized region of choice for diverse talent and a model for effective workforce and inclusion practices.

The goals are both a short- and long-term impact on a diverse workforce across all levels of professional development from entry-level worker to CEO and the corporate boardroom using a combination of research, recognition, and initiatives.

The Future Workforce Committee annually presents the Board Candidate List and updates the corporate board diversity database, which is offered to companies seeking to diversify their boards. They also administer the workforce diversity survey and considers issues of minority and urban entrepreneurship.

The committee will further integrate with other GMC activities by convening the Supplier Diversity Task Force, increasing connections within The Commons, and promoting additional courses for Growth Accelerator participants within Scale Up Milwaukee with a focus on minority and urban businesses and talent development.

#### SCALE UP MILWAUKEE

CO-CHAIRS

#### **David Werner**

President & CEO, Park Bank

#### Jerry Jendusa

Co-Founder, STUCK, LLC

Started in 2013, Scale Up Milwaukee advances inclusive economic prosperity in Milwaukee using entrepreneurial growth as a catalyst for economic development. By working directly with ambitious entrepreneurs, Scale Up Milwaukee helps companies grow, accelerating the environment that makes growth a core, self-sustaining part of the fabric of Milwaukee.

Scale Up demonstrates that our regional assets can be galvanized to recapture economic vigor and realize the growth potential of the region's entrepreneurial companies, positively impacting job growth, the tax base, personal wealth, and quality of life. The social and economic benefits run throughout the community; already 71 graduate companies from the Growth Accelerator – formerly known as the Scalerator - have hired over 860 employees.

Scale Up convenes a diverse group of stakeholders, including private sector leaders, public officials, investors, entrepreneurs, university faculty, and local economic development support groups, to develop actionable strategies for high-growth, high-impact entrepreneurship in the region.

322
MILLION DOLLA

MILLION DOLLARS IN GROWTH ACCELERATOR 2018 PROJECTED REVENUE **115** 

COMPANIES HAVE GRADUATED FROM GROWTH TRAINING PROGRAMS **850**+

PEOPLE HIRED BY GROWTH ACCELERATOR & SPARC COMPANIES 31%

AVERAGE PROJECTED REVENUE GROWTH BY SPARC COMPANIES

11

#### SCALE UP MILWAUKEE - GROWTH ACCELERATOR

### BUSINESS GROWTH AND JOB CREATION

Lafayette Crump, already a lawyer with a practice and a teaching job at Marquette University, couldn't resist joining the family business to help it grow. The company, Prism Technical Management, was started by his parents in 1995 and has long specialized in project and construction management with an eye on helping clients ensure proper worker and subcontractor diversity and best practices on major projects. While Prism's history includes work on the likes of Lambeau Field, Miller Park, Fiserv Forum and more, Lafayette saw opportunity for the 20+-year old company to also diversify itself and grow – in other words, to "scale."

"We have a degree of longevity, working on some of the most iconic projects in the state," Crump noted, "but you have to find a way to sustain yourself in between these generational projects."

Through his network, he discovered the Growth Accelerator. This key component of the Greater Milwaukee Committee's Scale Up Milwaukee initiative offers resources for entrepreneurs to inject growth into ventures, most of which are past the start-up stage and ready for significant growth.

What Crump and others from Prism found in the Growth Accelerator classes, events, and programming included valuable information and insight, crucial connections, even "refreshers" in the accelerator's primary areas of sales and marketing, organizational development and entrepreneurial finance. The program works with investors, banks, professional services firms, universities and public sector stakeholders to support growth, which helped inject new light into Prism.

"We're always looking for additional 'nuggets' and access to people who have had success," Crump said. "One of the things I loved about the Growth Accelerator program was the people they brought in — you could really pick their brains and hear about where they stumbled and how they righted the ship, which I found extremely helpful."

Crump added the Growth Accelerator program within Scale Up Milwaukee also allowed perspective, the ability to step away and dedicate a few days each month to work on the business as well as in the business. That included overall perspectives on their employees and their crucial role in the company's future growth; Prism is adding newer lines of business development training along with corporate internship training and placement to smooth out the company's project-based business cycles.

Some of the firms Prism works with are also going through the Scale Up Growth Accelerator program, experiencing seeing similar benefits for themselves and their employees – essential to expansion.

"Making sure employees see your company as a great place to work is essential," Crump said. "We're a family business, and we want them to feel they're part of the family.... Someplace they want to be, not just someplace they have to be. What we're doing is getting everybody in the company engaged in helping us grow rather than everything being in silos. That's one of the biggest impacts to Prism from the Growth Accelerator."





The power of place is undeniable. GMC members and partners recognize its importance and play crucial roles in the design, creation, and support of public spaces that increase civic engagement. The benefits of connecting people across economic and social divides help accelerate success for people, neighborhoods, the city, and the region.

In particular, Milwaukee's rapid downtown development is reshaping the skyline, creating denser business and residential districts and providing new opportunities for civic amenities, transit, and neighborhoods. The GMC partners on many initiatives connected to vibrancy of place locally. The Creative Placemaking Committee, the Beerline Neighborhood Trail Development Project, and MKE United with the efforts of the Downtown Task Force have already generated a cultural shift in the way the community is working together. Coupled with public- and private-sector development, tremendous opportunities lie before us to create a shared and inclusive downtown Milwaukee and beyond.

"MKE UNITED IS WORKING TO
STRENGTHEN OUR COMMUNITY WITH
SUSTAINABLE AND INCLUSIVE STRATEGIES
FOR A MORE PROSPEROUS MILWAUKEE.
THE TRANSFORMATION AND GROWTH IN
MILWAUKEE'S GREATER DOWNTOWN HAS
ONLY JUST BEGUN."

GREG WESLEY
SVP, STRATEGIC ALLIANCES AND BUSINESS DEVELOPMENT,
MEDICAL COLLEGE OF WISCONSIN



#### CREATIVE PLACEMAKING COMMITTEE

CO-CHAIRS

#### Elizabeth Brenner

Retired President/Publisher, Milwaukee Journal Sentinel

#### Angela Damiani

President, NEWaukee

#### **Brad Pruitt**

Filmmaker

The Creative Placemaking Committee formed inside the GMC in 2014 and is nationally recognized for its efforts. Blending national grants with local funding, Creative Placemaking projects employ new methods and tools for designing and programming public spaces. Results include stronger neighborhoods, increased civic engagement, and connections across economic divides. These in turn foster economic prosperity and cultural vibrancy within communities, accelerating the city's and neighborhoods' success.

#### BEERLINE TRAIL NEIGHBORHOOD DEVELOPMENT PROJECT

The Beerline Trail Neighborhood Development Project is a creative placemaking collaboration convened by the City of Milwaukee, Greater Milwaukee Committee (GMC), Local Initiatives Support Corporation (LISC), MKE<->LAX and Riverworks Development Corporation and Riverworks Business Improvement District. Additional collaborators include the Greater Milwaukee Foundation (GMF). Wisconsin Women's Business Initiative Corporation (WWBIC), Rails to Trails, and the Guiding Lenses Group, which includes a range of cultural leaders from the neighborhoods and the city. This project builds from the history of the Beerline Trail initiated in 2002 and Creational Trails: The artery initiated in 2012. The intention is to sustain and enrich the lives of people in these neighborhoods by promoting health, well-being and prosperity through increased circulation of resources, voices, ideas, labor and creativity. This fosters true connections, spurs development, and offers a quality of life amenity across neighborhoods in need.

#### DOWNTOWN TASK FORCE / MKE UNITED

CO-CHAIRS

#### Linda Gorens-Levey

Partner General Capital Group

#### **Greg Wesley**

Senior VP / Strategic Alliances & Business Development Medical College of Wisconsin

MKE United is part of the Downtown Task Force, an initiative established by the GMC in 2015 to provide thoughtful leadership and civic guidance for projects originating from the public and/or private sector. Conducted in partnership with the Mayor's Office, the Greater Milwaukee Foundation, Local Initiatives Support Corporation (LISC), and the Milwaukee Urban League, the goal is to design and roadmap policies, strategies and accountabilities to guide inclusive economic growth in Downtown and its adjacent neighborhoods. 2018 saw the beginning of work on a catalytic neighborhood plan; together, we continue to build strategies as we progress from vision to implementation.



#### MKE UNITED - POP-UP MKE

## INCLUSIVE ECONOMIC GROWTH FOR MILWAUKEE'S MAIN STREETS

What do two entrepreneurs, a bank manager, and the head of a non-profit have in common? In Milwaukee, they come together to help rekindle vibrancy and business activity in neighborhoods primed for progress through GMC-inspired programs like Pop-Up MKE and RISE.

Borne out of the GMC's MKE United initiative, Pop-Up MKE and RISE are conducted in partnership with LISC Milwaukee, WWBIC, the African American Chamber of Commerce Wisconsin, and the Milwaukee Urban League, coordinated with assistance from the City of Milwaukee and supported heavily with a JPMorgan Chase grant. They all tie together to create more vibrant neighborhoods.

Rita Estremera was running her soap business out of her house and wanted to expand; Lilo Allen had a jewelry business and wanted to serve as a catalyst for other creative small businesses nearby. With support from JPMorgan Chase and LISC Milwaukee, these programs helped each entrepreneur.

Through Pop-Up MKE, Aloekui Handmade Soap was able to secure stable business space Rita needed for expansion, online order fulfillment, and walk-in customers. She proved her business model at Pop-Up MKE's Cesar Chavez location and received a grant to assist with growth and relocation to St. Ann's Intergenerational Center on North Avenue. She celebrated their grand opening in November.

"Pop-Up is this great opportunity," Estremera said, "I met a whole new world I didn't know before. "I'm very happy to be part of this community and I couldn't be more grateful." Meanwhile, Lilo Allen had a growing jewelry business called Papyrus & Charms she started in 2014. With visions of helping other emerging businesses, Lilo went through the Pop-Up and RISE programs. Together with three other women, they secured a grant for a building and established the Bronzeville Collective, a collaborative storefront emphasizing "creatives of color" who can sell their wares and offer opportunities to shop local handmade creations; they even host an artist-in-residence.

Both entrepreneurs credit the programs with introducing them to the ins-and-outs of all aspects of business, while providing support and knowledge throughout the way. Donsia Strong-Hill, Executive Director of LISC, works to ensure Pop-Up MKE and RISE work in conjunction as culturally contextualized business accelerator programs; the GMC serves as a frequent partner.

"We wanted to provide businesses a runway to develop and revitalize commercial corridors," she said, "We don't want to culturally displace existing businesses, but we do want to encourage neighborhoods to explore these newer businesses — working closely with business improvement districts - and hope to draw from elsewhere. We've worked very closely with the GMC through MKE United, and I became a member this year. It's been a really great process."

The JPMorgan Chase grant helping to cultivate these successes was presented by Brian Grossman, Regional Manager of Middle Market Banking for JPMorgan Chase. "We believe our approach of combining data-driven, strategic focus with essential inputs will create the same kind of inclusive growth and lasting impact that we've seen in other cities," he said, referring to similar successful programs in Detroit and Cincinnati.



## BUILDING ON THIS MOMENTUM: 2019

In 2019, Scale Up will launch the sixth cohort of Growth Accelerator, the third of SPARC, and continue Rising Tide, a program to create generational wealth in minority communities, funded by Surdna, a national foundation.

The Commons will focus on a geographical expansion into Madison and regions such as Beloit, Sheboygan, Green Bay, and Kenosha/Racine. They will also grow the corporate accelerators and create a facilitator network that focuses on entrepreneurship, and a stronger presence in the K-12 market to create a deeper talent pipeline — all with the goal of serving 7,500 high school and college students over the next two years.

MKE United will work to grow a \$50M catalytic neighborhood development fund, advance commercial corridor work with Pop-Up Milwaukee and Brew City Match, and advocate for greater flexibility around Milwaukee's fiscal and revenue strategies.

Creative Placemaking will work to finalize the Beerline Trail's next phase of trail development, including a physical trail that offers regular programming to engage youth. It will be implemented in sections with tiered investment in different portions of the trail, ensuring holistic development and inclusion throughout the trail implementation process.

## REGION WIDE INITIATIVES SUPPORTED BY THE GMC:

- Higher Education Regional Alliance (HERA)
- Milwaukee's Talent Tech Impact
- Milwaukee Succeeds
- MKE Fellows

To ensure Milwaukee stays innovative, develops qualified talent to continue to grow our region, and that educational opportunities align with the growing business community.





"GMC'S INITIATIVES STIMULATE GROWTH AND DEVELOPMENT IN THE GREATER MILWAUKEE COMMUNITY, ACROSS NEIGHBORHOODS AND THE REGION AT LARGE, BY PROMOTING ECONOMIC ACTIVITY AS WELL AS PROVIDING INDIVIDUALS WITH EDUCATIONAL, JOB TRAINING AND ENTREPRENEURIAL OPPORTUNITIES. I LOOK FORWARD TO TAKING THE GAVEL AND BUILDING ON THIS POSITIVE MOMENTUM IN 2019 AND 2020."

DAVID LUBAR, CHAIR-ELECT

#### **ACKNOWLEDGMENTS**

Badger Meter, Inc.

Downtown West Bend BID

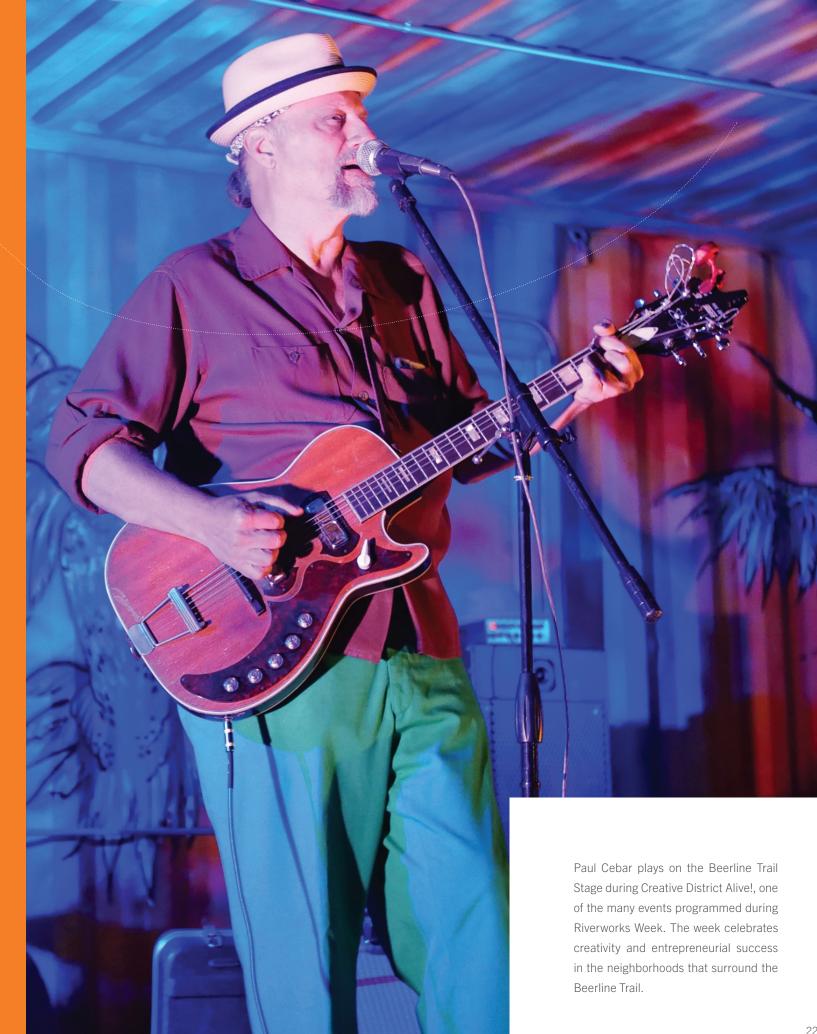
Thank you to the universities and colleges that support The Commons and provide great opportunities for our region's college students in innovation and talent development. We appreciate you!

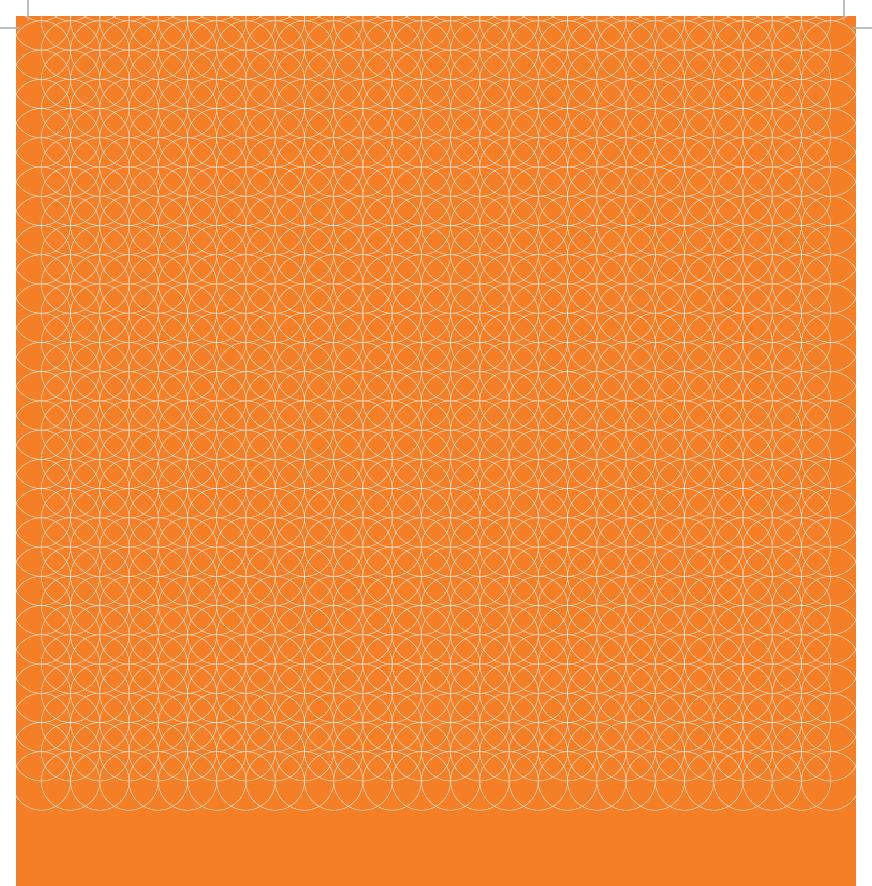
UW Extension

UW-Green Bay

UW-Madison

UW-Manitowoc





#### GREATER MILWAUKEE COMMITTEE

247 W FRESHWATER WAY, SUITE 400 MILWAUKEE, WI 53204

414 272 0588 | GMCONLINE ORG