



FUTURE MILWAUKEE LEADERSHIP PROGRAM

Monday, December 14, 2009

“RED” Group:

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SECOND GROUP PROJECT ASSIGNMENT (For presentation on Monday, April 26, 2010)

Sponsoring Organization: **Local Initiatives Support Corporation** (www.lisc.org/milwaukee)

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Organization Background: Local Initiatives Support Corporation (LISC) is dedicated to helping nonprofit community development corporations (CDCs) transform distressed neighborhoods into healthy communities of choice and opportunity – good places to work, do business and raise children. LISC mobilizes corporate, government, and philanthropic support to provide CDCs with loans, grants, and equity investments, technical and management assistance as well as local, statewide, and national policy support. LISC is a national organization with a community focus. Our program staff are based in every city and many of the rural areas where LISC-supported community development takes shape. In collaboration with CDCs, LISC staff help identify local priorities and challenges, delivering the most appropriate support to meet local needs.

The Mission of Milwaukee LISC is to catalyze the development of vibrant, diverse, high quality, sustainable neighborhoods in Greater Milwaukee by working with neighborhood organizations and residents. LISC was invited to Milwaukee in 1995 by the Greater Milwaukee Committee. Our mission is to direct private investment into central city redevelopment. Our “clients” consist primarily of neighborhood-based, resident-driven organizations that are working to make their communities better places to live, work and raise children. We organize resources – both financial and professional – so that resident groups and neighborhood institutions can effectively work together to address adverse neighborhood conditions in a comprehensive and coordinated manner following a neighborhood action plan where all relevant stakeholders have a hand in creating. Since then, LISC has invested more than \$16.9 million in Milwaukee communities. Those commitments have leveraged at least another \$201 million in additional investment.

Project Proposal: *That a team of Future Milwaukee participants would research and develop an online reporting tool for the Main Street Milwaukee (MSM) program. The Main Street Milwaukee program is a public/private partnership between the City of Milwaukee and LISC for commercial revitalization of distressed business districts utilizing guidelines set forth by the National Trust for Historic Preservation’s National Main Street Program (please refer to <http://www.mkedcd.org/MainStreetMilwaukee/index.html>).*

This proposed reporting tool would make measuring “successes,” reporting to funders, and communicating with others involved with the program more streamlined and centrally located. Specifically, this proposed reporting tool would allow:

1. *Main Street Milwaukee project managers to directly input investments made in the districts, jobs created, etc.;*
2. *Volunteers – who number in the hundreds - to log their project hours and activities;*
3. *Coordinating staff to announce programs and upcoming meetings;*
4. *Staff to more efficiently compile data for reporting to funders and City Officials; and*
5. *(Potentially) a website which could display “live” data.*

The Future Milwaukee project team will be expected to produce:

1. *A report on research and currently-available software systems which facilitate document sharing and/or online data intake relevant to the MSM;*
2. *Recommendations for the integration of web-based technology (social media, basecamp, etc.) to enhance the MSM project’s operations;*
3. *Recommendations for structuring MSM project data access (i.e. Administrator, Allowable Users, Limited Access, etc.) and for maintaining current project data imputing;*
4. *Recommendations for expanding this proposed system for “alternative” uses by the MSM project (keeping in mind that two users of the system - Community Development Block Grants (CDBG) and the Department of City Development (DCD) - are public entities.).*

The final report could possibly be sent to software developers for system design recommendations.

Potentially, the Future Milwaukee team will present its report and recommendations to three groups:

1. *Coordinating staff for MSM (including representatives from LISC, Department of City Development (DCDE), and Community Development Block Grants (CDBG));*
2. *Main Street Milwaukee project managers from all six MSM districts and their committee chairs;*
3. *An overall presentation to the MSM Project Partners Board and pertinent City of Milwaukee Aldermen (after accepted review by groups 1 & 2).*