

Grand Opening of Lindsay Heights
Wednesday, November 17, 1997 * 3 PM**
11th and Garfield, Milwaukee

THANK YOU, MARY (JORDAN), FOR THAT WARM INTRODUCTION ON THIS COLD AFTERNOON. I WANT TO THANK YOU AND YOUR FELLOW RESIDENTS IN THE NORTH CENTRAL COMMUNITY PLANNING COUNCIL FOR PROVIDING SUBSTANTIAL VISION ON HOW TO CREATE NEW HOUSING IN THIS NEIGHBORHOOD.

I AM VERY PLEASED TO BE HERE TODAY TO HELP CELEBRATE THE START OF SOMETHING BIG: LINDSAY HEIGHTS.

THIS COOPERATIVE EFFORT BETWEEN THE CITY OF MILWAUKEE, THE STATE OF WISCONSIN AND THE NEIGHBORHOOD IMPROVEMENT DEVELOPMENT CORPORATION (NIDC) WILL BRING HIGH-QUALITY, AFFORDABLE HOUSING TO

MILWAUKEE'S CENTRAL CITY.

HOME OWNERSHIP IS SO IMPORTANT FOR THE VITALITY OF ANY COMMUNITY. IT IS THE HANDSHAKE THAT BINDS PEOPLE TOGETHER AND BRINGS A SENSE OF COMMITMENT AND STABILITY TO SOCIETY. BUT THERE ARE VIRTUALLY NO NEW HOMES TO BUY IN MILWAUKEE'S CENTRAL CITY.

WE VALUE THE INTEGRITY OF THIS WONDERFUL COMMUNITY AND WE WANTED TO RESTORE OPPORTUNITIES FOR HOME OWNERSHIP RIGHT HERE IN THE CENTRAL CITY. WE DIDN'T WANT RESIDENTS TO HAVE TO LEAVE THEIR NEIGHBORHOODS TO REALIZE THE AMERICAN DREAM.

SO WE STUDIED THE SITUATION TO FIND OUT WHAT PEOPLE COULD AFFORD AND HOW WE COULD BUILD HOMES TO MEET THOSE NEEDS, AND LINDSAY HEIGHTS WAS BORN.

**THERE ARE SOME 100 VACANT LOTS IN THE
BLOCKS SURROUNDING THIS HOME, AND IT
IS OUR GOAL TO HELP PUT AFFORDABLE
HOUSING LIKE THIS ON ALL THOSE LOTS
AND HELP HARD-WORKING CENTRAL CITY
FAMILIES GET INTO THOSE HOMES.**

**LINDSAY HEIGHTS IS A GREAT MODEL FOR
PARTNERSHIPS IN URBAN DEVELOPMENT
AND IT IS A GREAT WIN FOR MY CENTRAL
CITY INITIATIVE. AS JUANITA WILLIAMS AT
THE CCI FOR JOB PLACEMENT PLACES
CENTRAL CITY RESIDENTS IN GOOD
PAYING JOBS ...**

**AND JOHN SCHULTZ AT THE CCI FOR
ECONOMIC DEVELOPMENT HELPS
CENTRAL CITY RESIDENTS START THEIR
OWN BUSINESSES ... LINDSAY HEIGHTS
WILL OFFER THEM THE CHANCE TO REACH
THE AMERICAN DREAM OF HOME**

OWNERSHIP.

IT HAS BEEN A MAJOR UNDERTAKING, AND I HAVE QUITE A LIST OF PEOPLE TO THANK, STARTING WITH FRITZ RUF, WHEDA'S EXECUTIVE DIRECTOR.

WHEDA INVESTED \$500,000 ON THE DEVELOPMENT RIGHTS TO THESE 100 PROPERTIES, HELPED COORDINATE ALL THE PARTIES, AND WHEDA WILL BE OFFERING THE 4% LOANS THAT WILL ENABLE FAMILIES TO REACH THE AMERICAN DREAM.

I WANT TO GIVE SPECIAL THANKS TO SOME IMPORTANT WHEDA STAFFERS: WYMAN WINSTON AND CONNIE PUKAITE (POO-KAY). FRITZ HANDED THEM THE BALL ON THIS PROJECT, AND THEY TOOK THE HANDOFF LIKE RON DAYNE AND

**PLOWED IT INTO THE END ZONE. LET'S
GIVE WYMAN AND CONNIE A BIG HAND.**

**I ALSO WANT TO THANK ANOTHER BIG
PARTNER, MAYOR NORQUIST. MAYOR
NORQUIST HAD A SPECIAL VISION OF THE
HOME DESIGN NEEDED TO BLEND INTO
THESE CENTRAL CITY COMMUNITIES, AND
HIS OFFICE WORKED WITH ALL PARTNERS
TO CUT THROUGH THE RED TAPE, SO WE
COULD BE HERE TODAY TO CUT THE
RIBBON.**

**I ALSO WANT TO RECOGNIZE LEO REESE
AND JIM SAYERS OF THE NIDC. NIDC
PERFORMED THE TIME-CONSUMING TASK
OF OBTAINING PERMITS AND APPROVALS,
NAILING DOWN THE ADMINISTRATIVE
FRAMEWORK OF THIS HOUSING
DEVELOPMENT. WE WOULDN'T BE HERE
TODAY WITHOUT YOUR HARD WORK.**

**AND I WANT TO THANK MITCH WALDBERG
OF NEW CENTURY HOMES OF MILWAUKEE,
WHO DEVELOPED AND ASSEMBLED THESE
HOMES. I WANT TO TELL YOU HOW
IMPRESSED I AM WITH THE DESIGN AND
QUALITY.**

MITCH, I KNOW YOU AND YOUR CONTRACTORS WORKED DOUBLE-TIME THROUGH THE WEEKEND TO GET THESE HOMES READY FOR TODAY. SO JUST IN CASE YOU MISSED IT, THE BADGERS AND PACKERS BOTH WON.

SOON, WITH THE HELP OF THE MILWAUKEE REALTISTS, THE METROPOLITAN AREA REALTORS, LOCAL BANKS AND INSURERS, AND THE NORTH CENTRAL YMCA, CENTRAL CITY RESIDENTS WILL EXPERIENCE THE JOY OF HOME OWNERSHIP IN TOP-QUALITY MANUFACTURED HOMES LIKE THESE.

WITHOUT SO MUCH AS AN ADVERTISEMENT, WHEDA HAS RECEIVED OVER 25 APPLICANTS TO PURCHASE HOUSES. ONCE THIS PROGRAM BECOMES PUBLIC, YOU WILL BE SELLING THEM LIKE HOTCAKES.

**THIS IS A WONDERFUL PARTNERSHIP AND I
ENCOURAGE ALL OUR PARTNERS TO
EXPAND THIS TYPE OF PROGRAM
THROUGHOUT THE STATE.**

**I KNOW IT WOULD SUCCEED IN OTHER
URBAN AREAS ACROSS WISCONSIN: FROM
SUPERIOR TO KENOSHA, FROM EAU
CLAIRE TO GREEN BAY . . . EVEN IN MY
HOMETOWN OF ELROY.**

KEEP UP THE GREAT WORK.