

Spring, 2005

UEDA News

UEDA Board of Directors

Tina Kelly-Beckett, Chair
Miller Brewing Co.

Lilith Fowler, Vice-Chair
Mandel Group

Ken Pinckney, Treasurer
Johnson Bank

Glenn Mathews, Secretary
University of Phoenix

James Davidson,
Cable Com Inc.

Perfecto Rivera
Merchants &
Manufacturers Bancorp

Jesse Greenlee
WHEDA

Derek Tyus
Northwestern Investment
Management Company

Charlotte Moore
Mortgage Guaranty
Insurance Corporation

Bevelyn Johnson
AJA Enterprises, LLC

Gregory Konz, SJ
Marquette University

Marianne Morton
Common Wealth
Development Corp.

Julia O'Connor
Midtown Neighborhood
Association

Update: New Staff and Strategic Planning

Welcome Aboard, Marjorie!

Please welcome Marjorie Rucker – UEDA's newest staff member. Marjorie serves as UEDA's Business Program Manager. She holds a Bachelor of Arts in History and Political Science from Mount Mary College and a Juris Doctorate from Vermont Law School.

Prior to coming to UEDA, Marjorie worked for Heartland Information Research, Inc. At Vermont Law School, she researched post-graduate institutions nationwide and compiled an extensive report for the Dean of Diversity and Student Affairs on the value of increasing diversity in post-graduate institutions. Marjorie also worked for the Legal Aid Society of Milwaukee, where she researched and briefed case law and federal statutes on predatory lending, researched public records, compiled reports, and interviewed clients.

"I'm thrilled that Marjorie has joined our staff," says UEDA Executive Director Carol N. Maria. "She brings a wealth of information on business strategies for the Business Assistance Caucus Members and is delightful to work with."



Strategic Planning in April

Well into its eighth year of operation, UEDA will participate in a strategic planning process in April to assess its mission and accomplishments, as well as set its future course. UEDA's board and staff will be assisted in this process by Professor Stephen L. Percy, Director of the Center for Urban Initiatives and Research at UW-Milwaukee. We will present the results of our consultations in a future newsletter.

UEDA Staff and Contact Information

Phone: 414-225-0550 Fax: 414-225-0559 Web: www.uedawi.org

Carol N. Maria, Executive Director

Email: Carol@uedawi.org

Roxanne DeFoe, MCM Project Manager

Email: Roxanne@uedawi.org

Marjorie Rucker, Business Program Manager

Email: Marjorie@uedawi.org

Jana Mischlich, MIED Fellow

Email: Jana@uedawi.org

Jean Leslie, Housing Technical Assistance Provider

Email: Jean@uedawi.org

Teig Whaley-Smith, Historic King Drive BID Manager

Email: Teig@cdamilwaukee.com

The Urban Economic Development Association, Inc. (UEDA) is a nonprofit membership organization that promotes the professionalism, effectiveness and collaboration of economic development partners to build community assets that enhance the quality of life.

"Credit Health Builds Wealth" in Milwaukee

Connecting community residents with financial education resources is UEDA's mission as the Asset Building Strategy Partner for the Annie E. Casey Foundation's **Making Connections Milwaukee (MCM)** initiative.

In 2005, UEDA launched its "**Credit Health Builds Wealth**" campaign. This campaign is being marketed to EITC VITA site participants. The MCM target area has a Super VITA site this year, which is located at the **Fitzsimmond's Boys & Girls Club, 3400 W. North Avenue.**

"Credit Health Builds Wealth" allows MCM families define for themselves credit issues they want to address or learn about. Special attention is given to asset acquisition strategies that rely on a solid credit record; asset preservation strategies that rely upon knowledgeable use of credit resources; and, workforce strategies that rely upon responsible usage of credit to maintain or gain employment.



Individuals living within the MCM boundaries (see *the banner at the bottom of this page*) can visit the Fitzsimmond's Boys & Girls Club from 9am-noon on Saturdays, March 26, April 3, or April 10, to obtain a free copy of their credit report and/or schedule credit repair counseling with a representative from the **ACORN Housing Corporation**.

Other upcoming components of our strategy are to facilitate the production of a financial education resources brochure. The guide was a direct outcome of the Financial Summit held on November 2004, in which over 100 program, government, bank, and thrift registrants attended.

The **Asset Builders Council (ABC)** is comprised of MCM area residents, who will meet several times this year to continue to guide UEDA's MCM strategy by providing feedback and recommendations as we move forward. ABC was formed in 2004 and provided input and recommendations to the format of the 2004 Financial Summit.

ACORN Housing Corporation

152 W. Wisconsin Ave. #731
Milwaukee, WI 53203
P: 414-273-1905
F: 414-276-8191



Shimmy Greer & Friend

Shimmy Pursues Her Dream -- Home Ownership!

For seven months Shimmy Greer, a Making Connections Milwaukee (MCM) area resident, has been working with **ACORN Housing Corporation** to achieve her dream of homeownership. She became acquainted with ACORN Housing through her involvement with the MCM Metcalfe School Parent Leadership Academy, a MCM Asset Building strategy partner, and UEDA.

Working with ACORN Housing, she reviewed her credit report. With the help of her housing counselor, she was able to identify negative credit items that would prevent her from getting a loan.

Together Shimmy and her housing counselor developed an action plan and timeline to resolve those items. By following this action plan, Shimmy has been able to correct several negative credit items.

"It's hard work," says Shimmy. "But it helps to have a goal!"

Through Shimmy's hard work and dedication to her dream, her goal of owning her own home will soon become a reality. **For more information about the services that ACORN Housing Corporation provides, please contact Emmett Gross at 414-273-1905.**

The boundaries of Making Connections Milwaukee are 27th Street to 47th Street, Highland Boulevard to Center Street. For Asset Building Strategy information, contact Roxanne DeFoe at UEDA at 414-225-0550.



Dr. Martin Luther King Jr. Dr

UEDA Joins Management Team for the Historic King Drive BID

UEDA, along with **Community Development Advocates, LLC (CDA)** and **Hartland Information Research, Inc. (HIR)**, has been chosen to manage the operations of the **Historic King Drive Business Improvement District**. This team will manage the daily activities of the BID, provide additional small business assistance, and expand the services offered to the BID.

UEDA, a 501(c)(3) nonprofit membership organization, will manage operations and coordinate events such as the Historic King Drive BID Annual Breakfast. UEDA has hired **Marjorie Rucker**, who will serve as the Business Assistance Coordinator for the BID.

CDA is a legal and consulting firm dedicated to serving Milwaukee's community and economic developers. CDA's principal, **Teig Whaley-Smith**, has served urban developers in all stages of commercial and residential projects. He will serve as the BID's Director and be the primary contact.

HIR is a woman-owned business that provides management consulting, strategic planning and other implementation services that help small business clients gain an early competitive advantage within their targeted markets. HIR and its principal, **Kate Hill**, will provide BID members with training seminars and technical assistance.

Together, this Management Team will implement the Historic King Drive BID's objectives of: 1) creating a positive economic environment; 2) creating an environment that encourages diversity and understanding; and 3) creating a positive image of the neighborhood. Previous successes of the Historic King Drive BID include a grant program designed to help business owners improve the facades of their businesses, and the development of the King Commerce Center, located at 2745 W. King Drive, with its partner the Martin Luther King Economic Development Corporation.

"UEDA is proud to join with Community Development Advocates and Hartland Information Research in advancing the economic development and prosperity of the Historic King Drive BID."

*– Carol N. Maria,
Executive Director of UEDA*



*Pictured in the photo at left are **Joe Wolfe**, President and CEO of the Wisconsin Business Development Finance Corp., **Carol N. Maria**, Executive Director of UEDA, and **Tina Kelly-Beckett** of the Miller Brewing Co., who serves as Chair of UEDA's Board.*

*The occasion was the February 4th workshop called "Partnerships and Strategic Restructuring for Local Nonprofits." Putting the theme of "partnerships" into action were the three hosts: **The Dane Fund, UEDA and Safe Community Coalition**. More than 60 non-profit leaders, board members, funders, and public and private employees attended the educational and networking event in Madison.*

Brookings Institution Reports on the Impact of the 1998 Housing Act

A new report issued by the Brookings Institution analyzes the impacts of the 1998 federal **Quality Housing and Work Responsibility Act**.

According to the report, the act helped transform the nation's worst public housing developments and reduced concentrations of poverty. However, its contribution is less clear in terms of the increased self-sufficiency of public housing residents or the improved management of the most troubled housing authorities, the report says.

Author Rod Solomon recommends that Congress and HUD make further reforms, including more effective performance measurement and continued, stable funding for **HOPE VI**. To read the report, visit:

www.brookings.edu/metro/pubs/20050124_Solomon.htm

Do You Know the Benefits of "Renewal Community" Tax Credits?

Milwaukee is one of 40 communities nationwide to be a HUD designated **"Renewal Community"** – a targeted community receiving tax credits to spur economic development and job growth. Unlike some federal tax incentives, these incentives are easy to use!

UEDA is hosting, with the support of Johnson Bank, Reilly, Penner and Benton, and Milwaukee Economic Development Corporation (MEDC), workshops to promote tax credits and wage credits to Milwaukee's business community.

Milwaukee's Renewal Community will double in size this calendar year. Call us to see if your business falls within the boundaries of the Renewal Community, or register for the workshops. See insert for dates and times. For more information, call (414) 225-0550, or log on to: www.milwaukeeetaxinfo.com.

UEDA

Urban Economic
Development
Association Inc.

161 W. Wisconsin Ave.
Suite 3166
Milwaukee, WI 53203

PHONE:
(414) 225-0550

FAX:
(414) 225-0559

E-MAIL:
ueda@uedawi.org

We're on the Web!

See us at:

www.uedawi.org