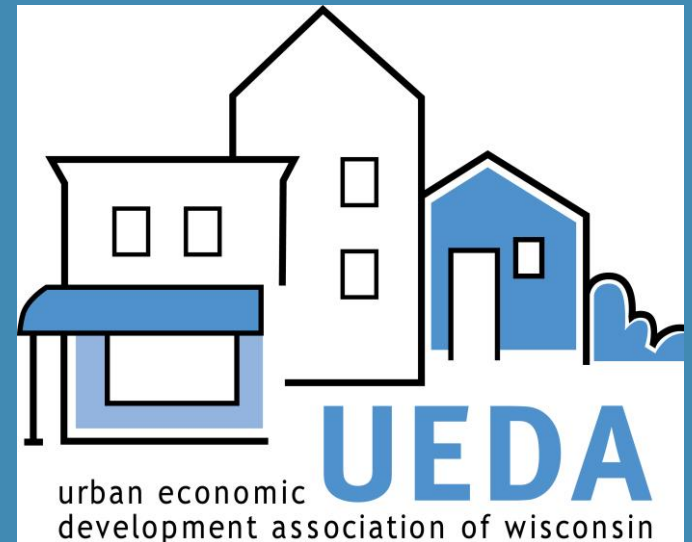


---

# Urban Economic Development Association of Wisconsin (UEDA)

## 2021 YEAR IN REVIEW

Look for our annual  
impact report in January!



## 2021 SNAPSHOT – Membership & Events

- Continued all UEDA programs and activities in virtual, hybrid, and in-person formats (when safe to gather).
- Increased engagement of our network (more sessions, new series, diverse topics). For example, we:
  - Hosted 3 sessions in our **Emerging Topics in Economic Development Series**, featuring topics such as historic preservation & redevelopment, City of Milwaukee HUD Consolidated Plan Navigator tools, and Milwaukee's Collective Affordable Housing Plan, reaching 110+ people.
  - Partnered with other intermediaries to host **5 Nonprofit Listening sessions** with 105+ attendees to help identify ways we can collaborate to support their capacity.
  - Co-hosted **3 other housing-related webinars** with the Metropolitan Milwaukee Fair Housing Council, Milwaukee Rental Housing Resource Center, and Take Root Milwaukee that engaged 75+ people and focused on fair housing, rental resources, mortgage lending disparity data and best practices.
- Grew membership network by 8% and **engaged over 1,800 professionals** in all UEDA programs/activities.
- Our **13<sup>th</sup> annual Carnival Milwaukee** was a week-long virtual event that **celebrated Diverse Dining** as our Bridge Builder, raised funds for UEDA, and **gave back to nearly 20 locally-owned businesses**.

## 2021 SNAPSHOT – Network & Capacity

UEDA staff provided important capacity building support through these projects & initiatives.

- Helped launch the **Milwaukee Rental Housing Resource Center** website and location, which immediately began connecting tenants & landlords with assistance ([www.RentHelpMKE.org](http://www.RentHelpMKE.org))
- Served on the **MKE Civic Action Team** Economic Recovery Workgroup, focusing on Homeownership Stability
- Participated on **3 National League of Cities cohorts/delegations**: Cities of Opportunities Action Cohort, Eviction Prevention Learning Lab, and 2022 Vacant Property Leadership Institute.
- Assisted the Greater Milwaukee Association of REALTORS® Equal Opportunity Committee to develop a strategic action plan and **helped develop a nonprofit resource website and consultant directory**.
- Continued serving on the Office of the State Treasurer Homeowners' Task Force, **helping to launch Take Root Wisconsin**.
- Assisted Lad Lake, St. Charles Youth & Family Services, and Economic Awareness Council **to secure a CFE Fund Banking Integration grant** for a pilot that will assist youth aging out of foster care.
- Provided convening support for the City of Milwaukee NSP Community Organizers training sessions.
- Completed **13 direct technical assistance projects**, helping organizations address strategic & operational needs.

## 2021 SNAPSHOT – Programs



- Increased the number of financial institutions with Bank On certified accounts in the market to 14, an increase of 43% since we launched in 2019.
- Partnered with the FDIC Milwaukee Alliance for Economic Inclusion (AEI) to host 5 educational sessions that engaged 300+ people focused on making banking more accessible for people with disabilities, immigrants, and other underserved groups.
- Promoted the online Money Smart Week Resource Guide and distributed 1,500 printed guides in the community.
- Launched the “Show Me The Money” campaign, featuring educational videos provided by coalition members.



- Celebrated our 10<sup>th</sup> Anniversary of helping connect residents to trusted resources to Buy, Fix, or Keep their home.
- Provided direct education to 245+ individuals to learn about the home-buying, home rehab, and credit building process.
- Hosted 3 National Homeownership Month workshops and 4 targeted webinars to connect consumers to homeownership services and resources.
- Delivered 8 professional development sessions that provided timely updates to over 190 members on housing market trends and opportunities.
- Promoted member events & education through the TRM website and social media channels.

## 2021 SNAPSHOT – Operations

- We launched **a website redesign**, which includes updated branding to align with our strategic areas of work. *Stay tuned for an announcement in January 2022!*
- UEDA **enhanced its Membership and fundraising capability** by investing in a new database and CRM system.
- After experiencing program and staff growth over the past two years, **two of our staff transitioned to pursue new opportunities** with our State partners. We appreciate all they've done to support UEDA!
  - Jessica Wetzel was with UEDA for 8 years, helping us to strengthen and grow our communications, membership, event, and program support infrastructure.
  - Johanna Jimenez served as our first Take Root Milwaukee Program Manager, helping to grow Realtor membership and launch Take Root Wisconsin.
- In November 2021 **we welcomed Kat Klawes to UEDA**, a Trinity Fellow at Marquette University, who will serve as our Communications & Events Coordinator.
- We are now looking for **a new Take Root Milwaukee Program Director** to start in early 2022.

# Thank You To Our Major Funders & Supporters!

## Champions



Become a Champion

## Ambassadors



# LOOKING AHEAD: 2022

**Join us February 28 – March 4, 2022 for Carnival Milwaukee Week!**

*A virtual celebration of what we love best about this annual event that celebrates local food, music & culture.*

## **I. Continued member & partner engagement in programs & projects**

- Bank On Greater Milwaukee (new cohort of Bank On Capacity grantees and program integrations, unveiling of the Your Smart Money Resource Guide, Bank On Advocacy Map tool)
- Capacity Building & Technical Assistance (City of Milwaukee CDBG, work with other intermediaries)
- Take Root Milwaukee (Homeownership Disparity series, supporting Milwaukee Collective Affordable Housing Plan efforts)
- Emerging Topics in Economic Development Series
- Milwaukee Rental Housing Resource Center

## **2. New & emerging initiatives**

- Advocacy & policy committee
- Nonprofit Lift directory and website

# THANK YOU FROM ALL OF US AT UEDA!

## *Staff*

Kristi Luzar, Executive Director

Constance Alberts, Bank On Greater Milwaukee  
Program Director

Kat Klawes, Communications & Events Coordinator

Julia O'Connor, Operations & Membership Support

Katrina Hunt, Project Intern

## *Board of Directors*

Vaughn Barker, Advocate Aurora Health

Nathan Guequeierre, AECOM

Sherri Jordan, Milwaukee County

Kate Madison, City of Milwaukee Dept. of City Development

Barbara Markoff, Consultant & Community Volunteer

Gisela Ortega, gener8tor

Nikki Payne, SEWRPC

Nikki Purvis, City of Milwaukee Office of Equity & Inclusion

Mike Ward, U.S. Bank

**Save the Date for our *Annual Community Gathering!* Look for an invite after the New Year.**

**Friday, January 28<sup>th</sup>, 2022 | 9:00-10:00am**