

## 2016 UEDA SUMMIT “GREAT IDEAS”



*These ideas were generated by Summit attendees, committee members and other partners. These recommendations & ideas could be implemented by a number of groups identified at the Summit, contributing to Milwaukee’s civic culture, and connecting neighborhoods to Downtown.*



### **Increase Opportunities to Connect & Explore:**

- **Monthly neighborhood celebrations**  
Develop a monthly calendar to highlight one neighborhood (including Downtown) at a time -- Promote these celebrations city-wide and encourage all residents to attend and learn more about each
- **Regular neighborhood tours/Downtown tours**  
Must be intentional and provide opportunity for authentic connections -- maybe use different word than ‘tour’ -- Potentially cultivate and use Milwaukee neighborhood ambassadors as guides -- ‘Neighborhoods by Day/City by Night’ -- Look at ‘food tours’ already taking place -- Bike Tours -- Offer shuttles between Downtown and neighborhoods -- promote the feeling of safety and acceptance
- **Milwaukee ‘Call to Action’ social media page**  
Space for individuals and organizations to share positive stories from their neighborhoods -- share opportunities in neighborhoods and Downtown -- moderated group -- Promote free or low-cost events happening Downtown
- **‘Downtown Dining Week’ into ‘Greater Downtown Dining Week’**  
Work with BIDS and Alderpersons, neighborhoods, local restaurants
- **Develop a list of community meeting spaces in neighborhoods**  
Share with businesses located downtown -- include amenities, associated cost, contact info, etc.
- **Develop a list neighborhood-based of contracted service providers**  
Small businesses that provide catering, printing, design, cleaning, etc. -- host a fair

### **Grow Awareness & Engagement:**

- **Alderpersons as stronger partners**  
Connect with Alderpersons regarding their role in connecting residents to city-wide opportunities (i.e. development efforts, events, etc.) -- move beyond media opportunities and into regular resident-driven communication
- **Identify and brand a symbol for neighborhood development activities**  
Similar to ‘cranes in the air’ Downtown, is there a symbol that could be used, promoted and shared to show development activity happening at the neighborhood level? Often we don’t know when projects are underway
- **Development of a multi-stakeholder fund**  
Pool of funding created by City of Milwaukee corporations and businesses where neighborhoods could pitch projects and apply for small grants to help launch -- applications reviewed by resident-led team -- promote to businesses as an avenue to (1) meet WBE/MBE/DBE; (2) enhance corporate citizenship
- **Trust-building sessions**  
Regular ‘meet-ups’ between residents, public officials, MKE United, and corporate partners to establish relationships and promote regular, two-way feedback
- **Community & professional education to promote transparency**  
Host quarterly roundtables and community meetings that educate the general public on civic processes -- Initial meeting could focus on the relationship between the City of Milwaukee and the State (funding, resources -- Public Policy Forum could lead); others could focus on new and emerging development projects -- More accountability for community organizers and staff in aldermanic districts in terms of reaching residents with information
- **Explore & incorporate ‘Community Wealth Building’ approaches**  
Develop as part of MKE United’s civic engagement effort -- can’t rely solely on corporate partners and large investments -- potential follow-up session could explore the model

*“Crossing Boundaries: Downtown Development > Civic Engagement > Neighborhood Impact” was held on October 26, 2016. A full summary report can be accessed [HERE](#).*