

1 By Supervisors Johnson, Coggs-Jones, Broderick, Dimitrijevic, Clark, West, White,  
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A RESOLUTION

6 To create the Community and Economic Development (CED) Fund and adopt the Park East  
7 Redevelopment Compact (PERC) in order to provide additional sustainable community  
8 benefits for the development of the County Park East land.

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11 WHEREAS, Milwaukee County will seek the sale of significant real estate assets,  
12 including approximately 16 acres of land in the Park East freeway corridor and these  
13 lands represent tremendous assets held in trust by Milwaukee County for the benefit of  
14 the citizens of this County. This revenue has been used in various ways, but often it has  
15 been used to offset basic operating expense or tax levy; and

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17 WHEREAS, while offsetting tax levy to fund operating expense is a tool that is  
18 sometimes necessary, such major sales should provide a longer-term and sustainable  
19 benefit to the community. True stewardship of these major public resources requires that  
20 their sale provide a benefit for the citizens; and

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22 WHEREAS, the redevelopment of the Park East land, by itself, using private  
23 development, will not take advantage of unique opportunities to provide sustainable  
24 community benefits especially to those in most need of jobs; and

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26 WHEREAS, adoption of the Park East Redevelopment Compact (PERC), as  
27 provided in this resolution, will provide the best opportunity to provide increased jobs  
28 and tax base not only on this land, but also for the entire community; and

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30 WHEREAS, this resolution also provides for the creation of a Community and  
31 Economic Development (CED) Fund, The CED (pronounced 'seed') Fund would be  
32 comprised of a series of programs designed to address 'gap' needs in the marketplace and  
33 it is not intended to reproduce resources that are available either in the commercial  
34 marketplace or through other public resources; and

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36 WHEREAS, the CED Fund recognizes that there are areas where the market does  
37 not make available the resources required for sustainable development and by providing  
38 those resources, the Fund seeks to be a catalyst that will enable businesses to develop  
39 and grow, communities to prosper, and the lives of all of our citizens to be enriched; and

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41 WHEREAS, this Fund would be endowed with all net revenue generated by the  
42 sale of land in the Park East Corridor and be used to carry out this resolution for the Park  
43 East Redevelopment Compact (PERC); and

39 WHEREAS, in the future, with the exception of revenue allocated to other  
40 purposes by statute, ordinance, resolution, or budget action, revenue produced by the  
41 sale of real estate assets (except park land sales) may be allocated to the CED Fund by the  
42 County Board at the time of each sale; and

43 The following are some possible uses of the CED Fund:

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- 45 • Minority Business Working Capital
- 46 • Small & Minority Business Contract Financing
- 47 • Housing Development
- 48 • Neighborhood Business Development
- 49 • Economic Development
- 50 • Environmental Mitigation/Brownfields
- 51 • Carry out Park East Redevelopment Compact (PERC); now therefore

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53 BE IT RESOLVED that this resolution adopts the principle and creation of the  
54 Community Economic Development (CED) Fund and adopts the Park East  
55 Redevelopment Compact (PERC) with the specifics of the policies and procedures to  
56 implement this resolution to be adopted separately by the County Board; and

57 BE IT FURTHER RESOLVED, that the following Park East Redevelopment Compact  
58 (PERC) establishes the policies for the sale of the County's Park East land to achieve the  
59 goal of providing additional sustainable community benefits for the development of this  
60 land:

61 1. Competitive Development Agreements

62 Each parcel of Park East land will be sold through a competitive Request for Proposals  
63 (RFP) which shall be reviewed and approved by the County Board. Milwaukee  
64 County should not just sell the land for the highest price offered but rather should  
65 seek development proposals which will provide the greatest future benefit in jobs, tax  
66 base and image for the community, as well as, a fair price. The policies to carry out  
67 the PERC will be contained in the RFP and the final legal requirements will be  
68 included in each development contract. These contracts will be for 27 years or until  
69 the Tax Incremental District (TID) is terminated. (A parcel may be all or part of one or  
70 more blocks as contained in the each RFP.)

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72 2. Cooperation with Existing Organizations

73 Milwaukee County will cooperate with and use existing governmental and private  
74 organizations, programs and funding sources whenever possible to carry out these  
75 PERC policies.

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77 3. Community and Economic Development Fund (CED)

78 The County CED fund may be used to carry out these PERC policies whenever other  
79 funding is not available. The CED fund is described in other parts of this resolution

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4. Disadvantaged Business Enterprise (DBE)  
Milwaukee County will include their current DBE policies, as they apply to county construction contracts, in all RFP's and development contracts. The Office of Community Business Development Partners shall assist in administering this provision.
5. Enhanced Apprenticeship and Training  
All RFP's and development contracts shall contain additional apprenticeship and training requirements, using existing agencies whenever possible. Participation in County sponsored training shall meet county established income and residency requirements.
6. Local Employment and Coordination  
Milwaukee County will hire one or more non-profit community economic development agencies to assist in coordinating the DBE, training and local employment requirements. All employment vacancies for developers, contractors, trainees, owners and tenants, who will work on the County Park East land, will be required to be provided to the County and the County's designated coordinating agencies, so that they may assist local applicants to apply for these vacancies. This requirement will end with the TID.  
  
Milwaukee County and many in the community have as a goal that the workforce on the Park East property reflect the racial diversity of Milwaukee County. The Milwaukee County Board and the community asks and expects businesses and contractors to make a good faith effort to employ racial minorities consistent with their numbers in the County's workforce. (The 2000 county census population (over age 18) was 68.7% White, 20.4% Black, 7.2% Hispanic and 3.7% other), Reports will be required to determine whether this goal is being achieved.
7. Prevailing Wages and Employment Data  
All RFP's and development agreements will require the payment of prevailing wages for construction employees as is now required for most public works projects. Developers, owners and tenants will be required to provide an annual report to Milwaukee County with the number of non-construction full and part time employees working on the Park East project. Milwaukee County will develop the required report which will include the wage ranges and whether employees have health or retirement benefits. This report will be designed to help measure the job impact of the PERC. This requirement will end with the TID.
8. Affordable Housing  
Milwaukee County will sponsor the construction of new affordable housing of not less than 20% of the total housing units built on the County's Park East lands but they may be built on other infill sites in the city of Milwaukee. The County, in each RFP for any

125 given parcel, may require a different percentage of affordable housing or have no  
126 requirement at all. The County may use funds from existing housing programs along  
127 with County funds to meet this requirement.  
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129 9. Green Space and Green Design

130 Milwaukee County will require that green space and green design be specifically  
131 included in all proposals submitted in response to an RFP. The County will consider  
132 this information when evaluating and selecting a final developer for each parcel.  
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134 10. Community Advisory Committee and Administration

135 A Community Advisory Committee will be appointed by the Chairman of the County  
136 Board, after the adoption of the PERC, which shall advise the County Board on  
137 implementing the PERC policies. This committee shall continue until the Tax  
138 Incremental District is completed for the PERC area. The Director of Economic and  
139 Community Development shall assist this committee in preparing an annual report to  
140 the County Board on the effects of the PERC policies. The Director of Economic and  
141 Community Development shall administer the PERC agreements with the primary  
142 goal to achieve the desired community benefits.  
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144 BE IT FURTHER RESOLVED, that Milwaukee County should seek the input of  
145 business and community leaders to assist in carrying out the PERC and CED Fund policies.  
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