

LSC MILWAUKEE

Impact Report

2019–2020



Letter From Theo



Theo Lipscomb

Executive Director of
LISC Milwaukee

Locally, we have tremendous work we are proud to highlight, and hope that you enjoy this Impact Report which covers our work in 2019 & 2020.

Change is constant, yet often unexpected, and the impacts are uneven. We have all faced new challenges over the last year, but some have endured much greater suffering. While many mourned the loss of loved ones from a global pandemic, we also witnessed the tremendous disparities created and sustained through systemic racism. Despite all of this, we remain hopeful and united in our fight.

I am honored to serve as Executive Director of LISC Milwaukee and believe that our organization has the expertise and scale needed to leverage meaningful impact. Since I joined in July 2020, we have witnessed the growing urgency (albeit not universal) within our nation to address long overdue racial injustices. These challenges offer all of us the opportunity to evolve and innovate through our work. Immediately in front of us is the continued virus threat, but our ultimate focus must be building an equitable society by confronting racial gaps in health, wealth and opportunity.

LISC was built for this movement and is ready for this moment. We will work to support successful strategies

and seed new ideas through Project 10X—our 10-year \$1 billion national commitment to raise and deploy capital in the fight for racial equity in order to build a more broadly shared American prosperity. It will take scale to do this long-term, comprehensive and deep work, and we're looking for partners who want to think big and invest with us.

We are focused on increasing our investments in partners and projects across Milwaukee that will provide access to housing, better employment, and quality of life in the years ahead.

I wish to thank all of the LISC Milwaukee staff and our Local Advisory Committee members who served over the last two years; it is your work that is showcased in this Impact Report. To our partners, thank you for working with us and consistently being a presence in Milwaukee neighborhoods and a force for the changes we seek. To our many funders who, especially during a pandemic, acted quickly to support our sector, thank you!

A handwritten signature in black ink that reads "Theo". The signature is stylized with a large, sweeping 'T' and a cursive 'Theo'.

LISC Milwaukee At A Glance

Our work is rooted in catalyzing opportunity for all. Every neighborhood is unique—a complex system of interconnected, moving parts. We invest in overlapping program areas that reach into every corner of community life. Our approach is comprehensive and rooted in what neighbors want for themselves, their families and the places they call home.

“LISC is a strong intermediary and fills a huge void in Milwaukee by creating a strategic vision that connects the program entities with the public sector and philanthropy to achieve larger goals.”

Julia Taylor, President

Greater Milwaukee Committee &
LISC Milwaukee Local Advisory Committee member

Our Strategy:

- ▶ We support the creation of quality, affordable housing as a basic requisite of well-being—for individuals and communities. It's the cornerstone of our mission.
- ▶ More affordable housing, better quality schools, lively commercial districts, places to gather, exercise and play—these are things residents want. The ideas and vision are there, but too often, what's missing is the capital to get these projects realized. That's where our resources come in.
- ▶ Neighborhoods flourish when residents have access to living wage jobs, goods and services they need. We invest in programs that support entrepreneurship, attract new businesses and stimulate employment.
- ▶ We invest in financial stability initiatives that help people build credit and savings, hone job skills and balance the household budget, so a paycheck can pay off.
- ▶ We partner with organizations who engage residents in their work. Through training, technical assistance and funding, our partners can do their best work.

KEY METRICS

\$3.5M
Invested

881
People Served

243
Businesses
Supported

KEY METRICS

\$2.6M

Invested In Small
Business Support

\$76K

Invested In Financial
Opportunity Centers

111

Businesses
Supported

Economic Development

Investing in programs that support entrepreneurship,
attract new business and stimulate employment

Program Highlights:

- ▶ Provide technical assistance to the four Milwaukee Financial Opportunity Centers (FOCs). FOCs connect residents to local employers, job skills, training, financial education and public benefits.
 - 91% of all participants received at least two of the three FOC services.
- ▶ In response to COVID-19, the FOCs pivoted their client service strategies:
 - Hosted four Drive Thru Job Fairs connecting residents to employment opportunities.
 - LISC provided \$80,000 for emergency cash assistance and COVID-19 relief work.
 - Created a new virtual onboarding tool for FOC clients.
- ▶ Support entrepreneurs and commercial districts. Our economic development programs ensure businesses and entrepreneurs have access to financing and technical support.
 - ▶ Along with the City of Milwaukee, led Pop-Up MKE, an accelerator pilot project building entrepreneurs in commercial corridors.
 - 13 business owners received support through the program.
- Activated 3 properties along Milwaukee's commercial corridors.
- ▶ Led Brew City Match that connects businesses with resources to build their dreams.
 - 4 neighborhoods, 2 rounds of competition and 98 winners.
 - 64 businesses received COVID-19 emergency response grants.
 - Established a COVID-19 Emergency Response Fund totaling \$325,000 and a Loan Loss Reserve of \$250,000.
- ▶ Strategies across talent, district and business development are enhanced by creative placemaking. Along with partners, developed the Beerline Trail Equitable Implementation Plan which highlights Economic Development and Creative Placemaking along the trail.
 - ▶ The *Beerline Trail Equitable Implementation Plan* received an American Planning Association–Wisconsin Chapter Award 2020 for Planning Excellence. The project was the first ever SPARK Award for APA Wisconsin.
 - ▶ Leveraged \$2.9 million of investment in the Beerline Trail project.





KEY METRICS

17

Commercial Properties
Recieved Investment

765

Individuals Recieved
Financial Opportunity
Services

307

People Placed
In Jobs

Brew City Match

Brew City Match is an innovative collaboration fueling commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program launched within the Historic King Drive, North Avenue & Fond Du Lac, Cesar Chavez Drive, and Near West Side corridors.

BREW CITY MATCH FEATURED BUSINESS

CETONIA WESTON-ROY OWNER OF NICHE BOOK BAR

WRITTEN BY: AARON BLEDSOE

LISC Milwaukee supports small business development by equipping entrepreneurs with resources they need to grow. We support business in low- and moderate-income neighborhoods, and strategically invest in businesses owned by women and entrepreneurs of color through the Brew City Match collaborative.

Niche Book Bar is a vision Cetonia Weston-Roy has been building since 2018, and she is now ready to establish a permanent location for her business. Her bookstore, which is currently mobile via the “Niche Book Bike”, has gained the attention of the Milwaukee community as the only Black-owned bookstore in the city of Milwaukee, as well as the state of Wisconsin. Cetonia credits the growth of her new business to LISC Milwaukee through its provision of access to financial

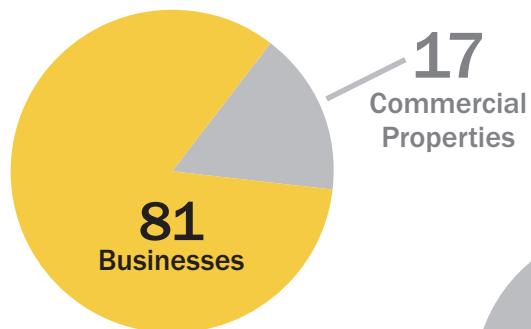
resources and a strong network. As one of the winners of the first round of the Brew City Match program, Cetonia received guidance for getting her business’ focus narrowed down through the business planning track award.

Niche Book Bar is a bookstore focused on varied Black literature, with the ambiance of a simple eats café. Cetonia notes that “you can usually find Black literature in February, but its only poverty narratives.” Through Niche Book Bar, Cetonia hopes to “showcase the full human spectrum and narrative in regard to Black literature... while combining it with a glass of wine.” She is currently operating online through her [website](#), where Niche sells books and subscription boxes that include brand new books and a bottle of wine. Cetonia has successfully funded a Kickstarter to offset the cost of her brick and mortar space for Niche Book Bar, and has secured a line of credit through the Brew City Match ‘Cash Track’.

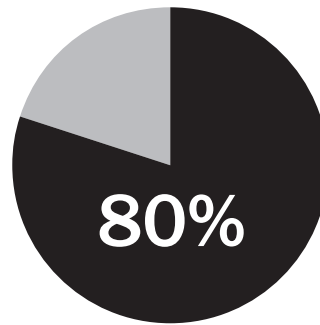
Drawn to the classic architecture and residential yet metropolitan feel, Cetonia felt connected to the Bronzeville neighborhood and chose it to be the brick-and-mortar home of Niche Book Bar. Cetonia loved the vibe she received from current Bronzeville business owners because it felt very collaborative. Bronzeville sits in the heart of the [Historic King Drive Business Improvement District](#), one of our many neighborhood partners; and this community won her over after several community business events. Invitations to these events, as well as, connections to identifying potential properties were provided through the facilitation of LISC Milwaukee’s support in networking and business planning.



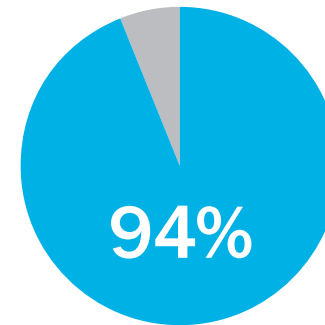
Brew City Match, a collaborative initiative designed to revitalize entrepreneurship in Milwaukee's historic commercial corridors, helped Cetonia create a business plan that scaled down the scope of her business' focus. In addition, she also received funding to support the development of her business website and other marketing needs. Through LISC Milwaukee's support, Cetonia was given the opportunity to craft a strategic business plan, develop her business website, as well as speak with lenders about best practices, receive valuable advice about accounting, website development, and obtain design support for developing the aesthetic of her storefront.



98 Winners Total



80% Woman-Owned Businesses



94% Entrepreneurs Of Color

KEY METRICS

\$400K

In Real Estate
Investment

183

Affordable
Housing Units
(Pre-Development)

19

Commercial
Properties Financed

Real Estate Development

Investing in real estate that makes a difference in communities

Program Highlights:

- ▶ Help develop affordable housing, while preserving existing ones.
 - ▶ The Martin Luther King Economic Development Corporation received funding for a new housing program to acquire and rehabilitate vacant properties for new homeowners, completing 10 homes per year.
 - ▶ Through funding and technical assistance, support the Amani Block Integrity Project. The project focuses on a pilot block to invest in each property to restore block integrity.
 - Amani has completed 9 projects for a total of \$100,000 of improvements.
 - Secured \$500,000 in HOME Funds to improve properties.
- ▶ Connect business owners and commercial property owners to grants and financing. Our resources have supported projects such as:
 - ▶ The Beerline Trail Connector Building which will serve as a visitor gateway and home-base for community artisans and entrepreneurs.
 - ▶ Commercial space at 800 N 27th Street in the Near West Side is being redeveloped by ACRE Alumnus, Melissa Allen.
- ▶ Ensure that there are safe, well-maintained places to gather, exercise and play.
 - ▶ The Cassimir Pulaski High School Stadium received a \$250,000 grant from the Green Bay Packers through the National Football League Foundation Grassroots Program.
 - ▶ The Running Rebels received a \$25,000 grant through the LISC and ESPN partnership to develop the organization's basketball court.
 - ▶ Two neighborhoods created Slow Down campaigns, developed by residents to address quality of life concerns.



“LISC financing helps to further the mission of Martin Luther King Economic Development Corporation (MLKEDC) in so many ways. We traditionally provide attractive and quality rental units to Harambee residents. We recently expanded our mission to encourage homeownership in the Harambee community. LISC’s support and technical assistance with a HUD Section 4 grant allows me to devote time to engaging with diverse and qualified contractors, realtors and prospective buyers to make the expansion to our mission a reality. In addition, along with our co-developer KG Development Group, LLC, we recently were awarded an Eppli Fund recoverable grant for pre-development funding.”

Nicole Robbins, Executive Director
Martin Luther King Drive Economic Development Corporation



KEY METRICS

\$508K

Invested into
Organizations &
Partners

881

People Served
Through Partner
Organizations

653

Trainings &
Technical Support
Participants

3,000

People's Choice
Award Voters

Capacity Building

Investing in our partners to improve systems and support leadership

Program Highlights

- ▶ Leadership development is a core priority of our capacity building efforts.
 - ▶ Expanded our support of BIPOC developers by leading the Associates in Commercial Real Estate (ACRE) program.
 - Organized the 2020-2021 ACRE Class including members from Milwaukee and Madison.
 - Developed a technical assistance program for ACRE Alumni, ACREAGE.
 - 60 current ACRE Alumni received Technical Support.
 - ▶ Led the Social Enterprise Executive Education program for leaders to explore the feasibility of a social enterprise.
 - \$35,000 for organizations to implement social enterprise.
 - 8 Social Enterprises launched in Milwaukee.
 - ▶ For the first time, two Milwaukee leaders are represented in the Rubinger Community Fellowship program. Each Fellow receives \$40,000 to focus on a transformative project that addresses a critical challenge in Milwaukee.
- ▶ Through HUD Section 4, LISC provides funding that increases organizational capacity to our partners.
 - ▶ \$350,000 in newly awarded federal funding.
 - ▶ 35 new partnerships developed.
 - ▶ 194 businesses were assisted.
 - ▶ 30 jobs were retained because of LISC funding.
- ▶ Through Strategic Collaboration, support partners across multiple sectors identified shared priorities for collaborative, place-based investments and programs.
 - ▶ In partnership with Jumpstart Germantown engaged 8 partners in trainings to learn more about this national model that creates opportunities for local residents to invest and develop their neighborhoods.
 - ▶ Contract with [Landgrid](#) to support our partners' ability to assess, target and transform vacant and underutilized properties and guide strategies for equitable economic growth.
 - 6,525 parcels surveyed.
 - 52 training sessions completed.
 - Creation of the Milwaukee Property Dynamic Report.
 - ▶ Strengthen neighborhood partnerships by engaging partners and building coalitions. LISC supports over 20 coalitions and neighborhood partnerships.
 - ▶ Promote our partners' work through events such as the Crime Prevention Awards and the [Milwaukee Awards for Neighborhood Development Innovation](#).



“Through LISC, I learned the WHEDA Tax Credit application and how to score a project. When the new WHEDA guidelines changed, LISC was the first to email out to all ACRE Alumni to go over the proposed changes. If LISC wasn’t there, then where would you go? Who would actually give you that much detail?”

Anthony Kazee
KG Development Group LLC &
ACRE Alumni



Thank You!

Thank you to our partners that invest in us.
We could not do this work without you.

\$100,000 and above:

Bader Philanthropies
Greater Milwaukee Foundation
Joseph and Vera Zilber Family Foundation
JPMorgan Chase
State Farm
U.S. Bank
Wells Fargo

\$25,000 - \$99,000:

Associated Bank
Barry & Eileen Mandel
Daniel M. Soref Charitable Trust
Federal Home Loan Bank of Chicago
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Steve Stricker American Family Insurance Foundation

Up to \$25,000:

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Tri City National Bank
U.S. Trust
United Way of Greater Milwaukee
Wangard Partners
WaterStone Bank

Public Sector Support:

City of Milwaukee
U.S. Department of Housing and Urban Development
Wisconsin Economic Development Corporation (WEDC)
Wisconsin Housing & Economic Development Authority (WHEDA)

Individuals:

Melissa Baxter
Jodee Benavides
Daniel Bergen
Ann Beste
Sally Blommer
Daniel Brophey
Martha Brown
Peter & Joan Bruce
Thomas Bruett
Elaine Burke
Christin Cleaver
Geoffrey Cooper
Sean Cullen
Mary Jo & Tom Dempsey
Sean Dilweg
Kathleen Dougherty-Klein
Stefanie Dugan
Dennis Klein
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Milwaukee
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of St. Francis
UW-Milwaukee School of
Architecture and Urban Planning
VJS Construction Services, Inc.
Walnut Way Conservation Corp.
Wangard Partners
WaterStone Bank
Wells Fargo Bank
WHEDA*
William Krugler

[*Sponsored both events](#)

Who We Are

LISC Milwaukee Team

Our work wouldn't be possible, without the dedication of the LISC Milwaukee Team.

Theodore Lipscomb, Sr., Executive Director

Christopher Kemp, Deputy Director

Aaron Bledsoe, Communication & Event Coordinator

Bess Earl, Capacity Building Program Officer

Matt Melendes, Housing & Lending Program Officer

Amelia Peña, Operations & Fiscal Manager

Staff who are no longer part of the LISC Milwaukee Team, but made significant contributions to our work:

Nicolas Baria, former Assistant Program Officer

Sue Eick, former Housing and Lending Program Officer

Sakuri Fears, former Senior Program Officer

Beth Haskovec, former Commercial Revitalization Program Officer

Patricia Goeman, former Deputy Director

Donsia Strong Hill, former Executive Director

LISC Milwaukee Local Advisory Committee (LAC)

The LAC provides guidance and counsel to LISC Milwaukee.

Chair: Roger Sandell, Senior Vice President, Johnson Bank

Joaquin Altoro, Executive Director, WHEDA

Brad Amundsen, SVP - Commercial Real Estate Banking, Associated Bank

Daniel Brophrey, Retired, Reilly Penner & Benton, LLP

Eric Christophersen, President, Northwestern Mutual Foundation

Lafayette Crump, Commissioner, Department of City Development

Paul Fehrenbach, Vice President, BMO Harris Bank

Avery Goodrich, Jr., President, FW Consultants, LLC

Vanessa Koster, Deputy Commissioner, Department of City Development

Eugene Manzanet, VP Community Lending, US Bank

Tony Nguyen, Region Bank President, Wells Fargo

Darlene Russell, Program Officer, Greater Milwaukee Foundation

Marsha Sehler, Retired, Uihlein Wilson Architects

Russell Stamper, Jr., Alderman – 15th District, City of Milwaukee

Daniel Sweeney, Vice President, Relationship Manager, PNC Financial Services Group

Julia Taylor, President, Greater Milwaukee Committee

Maria Watts, Manager of Community Development, WHEDA

Ad Hoc: **Steven Kuehl**, Consumer Relations Director, Federal Reserve Bank of Chicago

Invest In Us

“Never in my lifetime have I seen the sense of urgency of now. That’s why I’m asking you to invest now in LISC as we confront longstanding inequities in Milwaukee. We have to invest in the well-being of residents, small businesses and local nonprofits.”

Theo Lipscomb, LISC Milwaukee, Executive Director

Donate

Easy Ways to Donate Today

Your gift will help us invest in a more inclusive and equitable Milwaukee. Now more than ever, our work together, to support neighborhoods and our partners.

- ▶ Make a contribution on our [secure site](#).
- ▶ Mail a donation to:
LISC Milwaukee
234 W. Florida Street, Suite #204
Milwaukee, WI 53204

Connect

- ▶ Subscribe to our e-newsletter
[on the homepage of our website](#)
- ▶ Promote the work we do, by following us on social media



\$3.5 mil

Total Investment

**DONATION
OVERVIEW**

81%

Corporations or
Foundation

10%

Government

\$510K

Event/Individual
Contributions

LISC MILWAUKEE

www.lisc.org/milwaukee

