

The Collective Power of Engagement & Intentionally Collaboration

Linden Avenue Enrichment District PARTNERSHIP OUTLINE AUGUST 18, 2019

1. A description of proposed plan and how it relates to the Common Council/City's basic purpose and mission:

Linden Avenue Enrichment District

Linden Avenue North of the railroad is home to several longstanding Black-owned businesses. Each of these entrepreneurs are home grown executives with successful enterprises and each has a vision for passing on their craft. As they expand their existing businesses, they will add space and programming to engage local youth in enrichment opportunities. Building on the already successful offerings of the King Center, young people will find their passion and earn practical experience/training in cosmetology, graphic design, culinary arts and so much more.

Supporting the development of the Linden Avenue Enrichment District is in line with the City's mission to deliver services that empower everyone to thrive. The plan fits into two of the three pillars of administration policy, putting residents first and investing in people and places.

Invest in people to create opportunities for everyone to thrive.

Each of these business owners have been serving the community for over 20 years. They have proven success and longevity and have invested their entire lives into the community. The buildings along Linden Avenue, however, are in need of renovation to accommodate their aspirations for the future. This is the administration's opportunity to reciprocate the investment these business owners have made not just in this neighborhood but throughout the city.

2. Why this plan is needed:

This project hits key targets for the city including supporting minority business development, increasing safety, and providing opportunities to engage young people. Investment in Linden Avenue is an investment in preservation of the history of Black entrepreneurship, investment in public wellness, and most importantly and investment in youth.

3. The human and financial resources needed to implement the plan (in detail):

A first step in bringing this project to life is commissioning a visioning session to bring neighborhood stakeholders together. With a neighborhood plan in place, financial resources can be allocated through the industrial revolving loan fund, façade grants, and the recent TIF realignment which added Linden Avenue to the River West TIF. Various departments will include line items in their budget over the next three years to support fundamental neighborhood improvements.

4. What will this mean to the Common Council/City in opportunities and cost in one to three years:

The City will partner with businesses along Linden Avenue to create an Enrichment District that will provide opportunities for young people all over the city. Youth will be able to engage in activities that allow them to ignite their curiosity and explore their passions, building academic skills, nurturing social-emotional learning, and charting a path for career development.

In the 2020 Budget and for the next three years, city departments must allocate dollars for the Near West and Kennedy Park neighborhoods for investment in:

- infrastructure improvements (streets, sidewalks & curbs, lighting, etc.) from the Department of Public Works
- Business development and workforce training through the Department of Community Investment.
- Additional upgrades in programming and park amenities at King Center, pocket parks, and green space development through Venue Parks & Arts
- restorative, trauma informed practices through the
 - Department of Diversity & Inclusion for training and intercultural development
 - Police Department to hire interventionists for community policing
 - Animal Care and Welfare for an Animal Based Community Center

5. An alternative plan/other options:

The City will build a permanent supportive housing development in the area and direct at least 50% of the annual savings to the Near West and Kennedy Park Neighborhood Associations to fund their plans for development.

For additional information about the Linden Avenue Enrichment District, see attached.