



STATE REPRESENTATIVE
18th ASSEMBLY DISTRICT



January 7, 2016

Public Testimony of State Representative Evan Goyke

Re: Assembly Bill 628

Good morning Chairman Ott and fellow members of the Judiciary Committee. I'm grateful for the opportunity to testify today on a bill that is incredibly important to me, my neighborhood, and my city.

I'm also grateful to Senator Darling and Representative Ott for their willingness to work with me, across the political aisle, to craft this bill. Their support has been strong from the beginning of the process and I have enjoyed working with them and their great staff.

The core of Assembly Bill 628 extends local control over the revocation, suspension, or non-renewal of retail licenses to sell tobacco. Current law requires a tobacco retailer to obtain a license from the municipality where they operate their business, yet fails to extend the power to revoke, suspend, or not-renew that license. This is not the case for alcohol retailers. AB 628 mirrors current law as it applies to alcohol retailers and extends it to tobacco retailers.

Attached to my testimony is a substitute amendment to AB 628. The substitute makes several important changes to the bill, but maintains the core extension of local control over the revocation, suspension, or non-renewal of a tobacco retail license. The substitute amendment makes the following changes:

- 1) Limits the application of the bill to a city of the first class
- 2) Removes the ability of a resident to initiate a complaint
- 3) Removes sanitation as grounds for revocation of the license
- 4) Clarifies the definition of permitting criminal behavior on the premises
- 5) Adds the requirement of documentation of two or more violations prior to initiating the revocation, suspension, or non-renewal

These changes make AB 628 better. Concerns were brought forward by stakeholders with an important view of the daily reality of retail and I am happy to testify today that the changes within the substitute amendment address the major concerns of several important Wisconsin organizations.

Importantly, the bill and the substitute amendment do not change the process for obtaining a tobacco retail license. No application for a tobacco license may be denied. There are no quotas for the number of licenses, no new fees or registrations under the bill or the substitute amendment. Business as usual will continue for tobacco retailers following passage of this bill.

This bill is not about tobacco. The product being sold is not the issue. As others will confirm today, AB 628 is about a community's ability to uphold a fair standard of operation by empowering local government to respond to repeated problems at a tobacco retailer.

This bill, as amended, will reduce crime, increase neighborhood stability and promote economic development. I ask for your support and welcome any questions.



State of Wisconsin
2015 - 2016 LEGISLATURE

LRBs0218/1
MCP:ahe&wlj

ASSEMBLY SUBSTITUTE AMENDMENT ,
TO ASSEMBLY BILL 628

1 **AN ACT** *to amend* 134.66 (1) (g) and 134.66 (3) (intro.); and *to create* 134.65 (6)
2 and (7) of the statutes; **relating to:** a first class city suspending, revoking, or
3 refusing to renew cigarette and tobacco products retailer licenses.

Analysis by the Legislative Reference Bureau

This substitute amendment allows a first class city that has issued a cigarette or tobacco products retailer license to suspend, revoke, or refuse to renew the license under certain circumstances, and establishes a procedure for doing so.

Under current law, local municipalities issue licenses to retailers to sell cigarettes or tobacco products. Current law provides that a license is valid for one year unless sooner revoked. Under current law, a retailer's license is terminated upon conviction of its second or subsequent violation of selling cigarettes or tobacco products without a license if the retailer is found guilty of failing to exercise due care. Current law also provides that a court must suspend a retailer's license if the court finds the retailer guilty of two or more violations of certain restrictions relating to sales to minors within a 12-month period.

This substitute amendment allows a first class city, which currently includes only Milwaukee, to suspend, revoke, or refuse to renew a cigarette and tobacco products retailer license if the retailer does any of the following: 1) violates certain restrictions relating to the sale of cigarettes and tobacco; 2) keeps premises that are disorderly, riotous, indecent, or improper; 3) has knowingly permitted criminal

behavior on the premises; 4) has been convicted of manufacturing, distributing, or delivering, or possessing with the intent to manufacture, distribute, or deliver, a controlled substance; or 5) knowingly allows another person on the licensed premises to manufacture, distribute, or deliver, or possess with the intent to manufacture, distribute, or deliver, a controlled substance.

Under the substitute amendment, an authorized employee of the city that issued the retailer license may file a sworn complaint with the city clerk, alleging one of these grounds for suspension, revocation, or nonrenewal. The person holding the retailer license is then entitled to a hearing before the city governing body. The city governing body must find the allegations of the complaint to be true and find that there are sufficient grounds for suspension, revocation, or nonrenewal before suspending, revoking, or refusing to renew the license. If a retailer's license is revoked following a hearing, the retailer may not obtain another such license for 12 months. The city governing body's decision to suspend, revoke, or not renew a license, or its decision not to act, may be reviewed by the circuit court for the county in which the license was issued.

Under current law, it is a defense to any prosecution for selling cigarettes or tobacco products to a minor if the retailer can show that the purchaser falsely represented that he or she was at least 18 years of age, presented an identification card, and appeared to be at least 18, and that the sale was made in good faith. The substitute amendment provides that this is also a defense to a complaint, made under the procedures described in this substitute amendment, that alleges the retailer sold cigarettes or tobacco products to a minor.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1 **SECTION 1.** 134.65 (6) and (7) of the statutes are created to read:

2 134.65 **(6)** Any 1st class city may revoke, suspend, or refuse to renew any
3 license issued under this section, as provided in sub. (7).

4 **(7)** (a) Any duly authorized employee of a 1st class city issuing licenses under
5 this section may file a sworn written complaint, supported by reports from a law
6 enforcement agency, with the clerk of the city alleging at least 2 separate instances
7 of one or more of the following about a person holding a license issued under this
8 section by the city:

9 1. The person has violated s. 134.66 (2) (a), (am), (cm), or (e), or a municipal
10 ordinance adopted under s. 134.66 (5).

1 2. The person's premises are disorderly, riotous, indecent, or improper.

2 3. The person has knowingly permitted criminal behavior, including
3 prostitution and loitering, to occur on the licensed premises.

4 4. The person has been convicted of any of the following:

5 a. Manufacturing, distributing, or delivering a controlled substance or
6 controlled substance analog under s. 961.41 (1).

7 b. Possessing with intent to manufacture, distribute, or deliver, a controlled
8 substance or controlled substance analog under s. 961.41 (1m).

9 c. Possessing with intent to manufacture, distribute, or deliver, or
10 manufacturing, distributing, or delivering a controlled substance or controlled
11 substance analog under a substantially similar federal law or a substantially similar
12 law of another state.

13 d. Possessing any of the materials listed in s. 961.65 with intent to manufacture
14 methamphetamine under that section or under a federal law or a law of another state
15 that is substantially similar to s. 961.65.

16 5. The person knowingly allows another person who is on the licensed premises
17 to do any of the actions described in subd. 4.

18 (b) Upon the filing of the complaint, the city governing body shall issue a
19 summons, signed by the clerk and directed to any peace officer in the city. The
20 summons shall command the person complained of to appear before the city
21 governing body on a day and place named in the summons, not less than 3 days and
22 not more than 10 days from the date of issuance, and show cause why his or her
23 license should not be revoked, suspended, or not renewed. The summons and a copy
24 of the complaint shall be served on the person complained of at least 3 days before

1 the date on which the person is commanded to appear. Service shall be in the manner
2 provided in ch. 801 for service in civil actions in circuit court.

3 (c) 1. If the person does not appear as required by the summons, the allegations
4 of the complaint shall be taken as true, and if the city governing body finds the
5 allegations to be sufficient grounds for revocation or nonrenewal, the license shall
6 be revoked or not renewed. The city clerk shall give notice of the revocation or
7 nonrenewal to the person whose license is revoked or not renewed.

8 2. If the person appears as required by the summons and answers the
9 complaint, both the complainant and the person complained of may produce
10 witnesses, cross-examine witnesses, and be represented by counsel. The person
11 complained of shall be provided a written transcript of the hearing at his or her
12 expense. If upon the hearing the city governing body finds the allegations of the
13 complaint to be true, and if the city governing body finds the allegations to be
14 sufficient grounds for suspension, revocation, or nonrenewal, the license shall be
15 suspended for not less than 10 days nor more than 90 days, revoked, or not renewed.

16 3. The city clerk shall give notice of each suspension, revocation, or nonrenewal
17 to the person whose license is suspended, revoked, or not renewed.

18 4. If the city governing body finds the allegations of the complaint to be untrue,
19 the complaint shall be dismissed without cost to the person complained of.

20 (d) When a license is revoked under this subsection, the revocation shall be
21 recorded by the city clerk and no other license may be issued under this section to
22 the person whose license was revoked within the 12 months after the date of
23 revocation. No part of the fee paid for any license that is revoked under this
24 subsection may be refunded.

1 (e) The action of any city governing body in suspending, revoking, or not
2 renewing any license under this subsection, or the failure of any city governing body
3 to suspend, revoke, or not renew any license under this subsection for good cause,
4 may be reviewed by the circuit court for the county in which the license was issued,
5 upon the request of any applicant or licensee. The procedure on review shall be the
6 same as in civil actions instituted in the circuit court. The person desiring review
7 shall file pleadings, which shall be served on the city governing body in the manner
8 provided in ch. 801 for service in civil actions and a copy of the pleadings shall be
9 served on the applicant or licensee. The city governing body, applicant, or licensee
10 shall have 20 days to file an answer to the complaint. Following filing of the answer,
11 the matter shall be deemed at issue and hearing may be had within 5 days, upon due
12 notice served upon the opposing party. The hearing shall be before the court without
13 a jury. Subpoenas for witnesses may be issued and their attendance compelled. The
14 findings and order of the court shall be filed within 10 days after the hearing and a
15 copy of the findings and order shall be transmitted to each of the parties. The order
16 shall be final unless appeal is taken to the court of appeals.

17 **SECTION 2.** 134.66 (1) (g) of the statutes is amended to read:

18 134.66 (1) (g) “Retailer” means any person licensed under s. 134.65 (1) (1h).

19 **SECTION 3.** 134.66 (3) (intro.) of the statutes is amended to read:

20 134.66 (3) **DEFENSE; SALE TO MINOR.** (intro.) Proof of all of the following facts
21 by a retailer, manufacturer, distributor, jobber, or subjobber, an agent, employee, or
22 independent contractor of a retailer, manufacturer, distributor, jobber, or subjobber,
23 or an agent or employee of an independent contractor who sells cigarettes or tobacco

1 products to a person under the age of 18 is a defense to any prosecution, or a
2 complaint made under s. 134.65 (7), for a violation of sub. (2) (a):

3 (END)

Fiscal Estimate - 2015 Session

Original
 Updated
 Corrected
 Supplemental

LRB Number 15-3551/1	Introduction Number AB-0628
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Description
 Suspending, revoking, or refusing to renew cigarette and tobacco products retailer licenses

Fiscal Effect

State:

- | | | |
|---|--|---|
| <input type="checkbox"/> No State Fiscal Effect
<input type="checkbox"/> Indeterminate
<input type="checkbox"/> Increase Existing Appropriations
<input type="checkbox"/> Decrease Existing Appropriations
<input type="checkbox"/> Create New Appropriations | <input type="checkbox"/> Increase Existing Revenues
<input type="checkbox"/> Decrease Existing Revenues | <input type="checkbox"/> Increase Costs - May be possible to absorb within agency's budget
<input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Decrease Costs |
|---|--|---|

Local:

- | | | |
|---|--|--|
| <input type="checkbox"/> No Local Government Costs
<input checked="" type="checkbox"/> Indeterminate
1. <input type="checkbox"/> Increase Costs <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory
2. <input type="checkbox"/> Decrease Costs <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory | 3. <input type="checkbox"/> Increase Revenue <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory
4. <input type="checkbox"/> Decrease Revenue <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory | 5. Types of Local Government Units Affected
<input checked="" type="checkbox"/> Towns <input checked="" type="checkbox"/> Village <input checked="" type="checkbox"/> Cities
<input type="checkbox"/> Counties <input type="checkbox"/> Others
<input type="checkbox"/> School Districts <input type="checkbox"/> WTCS Districts |
|---|--|--|

Fund Sources Affected	Affected Ch. 20 Appropriations
<input type="checkbox"/> GPR <input type="checkbox"/> FED <input type="checkbox"/> PRO <input type="checkbox"/> PRS <input type="checkbox"/> SEG <input type="checkbox"/> SEGS	

Agency/Prepared By	Authorized Signature	Date
DOR/ Robert Schmidt (608) 266-5773	Robert Schmidt (608) 266-5773	1/6/2016

Fiscal Estimate Narratives

DOR 1/6/2016

LRB Number	15-3551/1	Introduction Number	AB-0628	Estimate Type	Original
Description Suspending, revoking, or refusing to renew cigarette and tobacco products retailer licenses					

Assumptions Used in Arriving at Fiscal Estimate

Under current law, municipalities issue licenses to retailers authorizing the sale of cigarettes or tobacco products. These licenses are valid for a period of one year, unless revoked. Current law does not specify conditions, procedures, or processes related to revocation.

The bill would permit municipalities to suspend, revoke, or refuse to renew a cigarette and tobacco products retail license under the following circumstances:

1. The retailer violates certain restrictions relating to the sale of cigarettes and tobacco, such as selling cigarettes in a form other than as a package or container on which a cigarette tax stamp is affixed
2. The retailer's premises are disorderly, riotous, indecent, or improper
3. The retailer fails to maintain the premises according to sanitation standards prescribed by the department of health services
4. The retailer has permitted known criminals or prostitutes to loiter on the premises
5. The retailer has been convicted of manufacturing, distributing, or delivering, or possessing with the intent to manufacture, distribute, or deliver, a controlled substance or controlled substance analog
6. The retailer knowingly allowed another person on the licensed premises to manufacture, distribute, or deliver, or possess with the intent to manufacture, distribute, or deliver, a controlled substance

The bill would allow a resident or authorized employee of the municipality that issued a license to file a complaint with the municipal clerk regarding the circumstances listed above. If a municipality must find the allegations to be true and finds sufficient grounds for suspension, revocation, or nonrenewal, the license must be suspended for 10 to 90 days, revoked, or not renewed. Upon revocation of a license, a retailer may not obtain another license for one year and the municipality may not refund any part of the fee paid for the license. A municipal governing body's decision may be reviewed by the circuit court for the county in which the license was issued.

The department does not expect the bill to have a significant impact on local retail license fee revenue. The bill may lead to increased costs for local governments related to administrative and enforcement actions.

Long-Range Fiscal Implications



TESTIMONY BEFORE THE ASSEMBLY COMMITTEE ON JUDICIARY
Assembly Bill 628
January 7, 2016

Thank you Chairman Ott and committee members for holding a public hearing today on Assembly Bill 628. The legislation before you would give local municipalities the ability to suspend, revoke, or refuse to renew a retailer's cigarette and tobacco products license. The bill stems from a problem we are seeing in Milwaukee. Milwaukee is a first class city with so much potential. Part of that potential is being held back by certain bad actors.

An example of these bad actors, and I am sure my colleague Representative Goyke, has many more examples he can share, deals with a tobacco shop in the Near West Side area that has received 300 calls for police service in a 3 year period. Think of the time and resources that have been wasted on this one retailer alone based on the inability to revoke its license. This business continues its operations today.

The idea for this bill was brought to my attention by the Near West Side Partners. They want to revitalize and sustain the Near West Side as a thriving business and residential corridor. I wholeheartedly support their endeavor which is why I support AB 628.

Under current state law, local units of government are only allowed to suspend, revoke, or refuse to renew a cigarette and tobacco product license for violations related to selling products without a license or for sales to a minor.

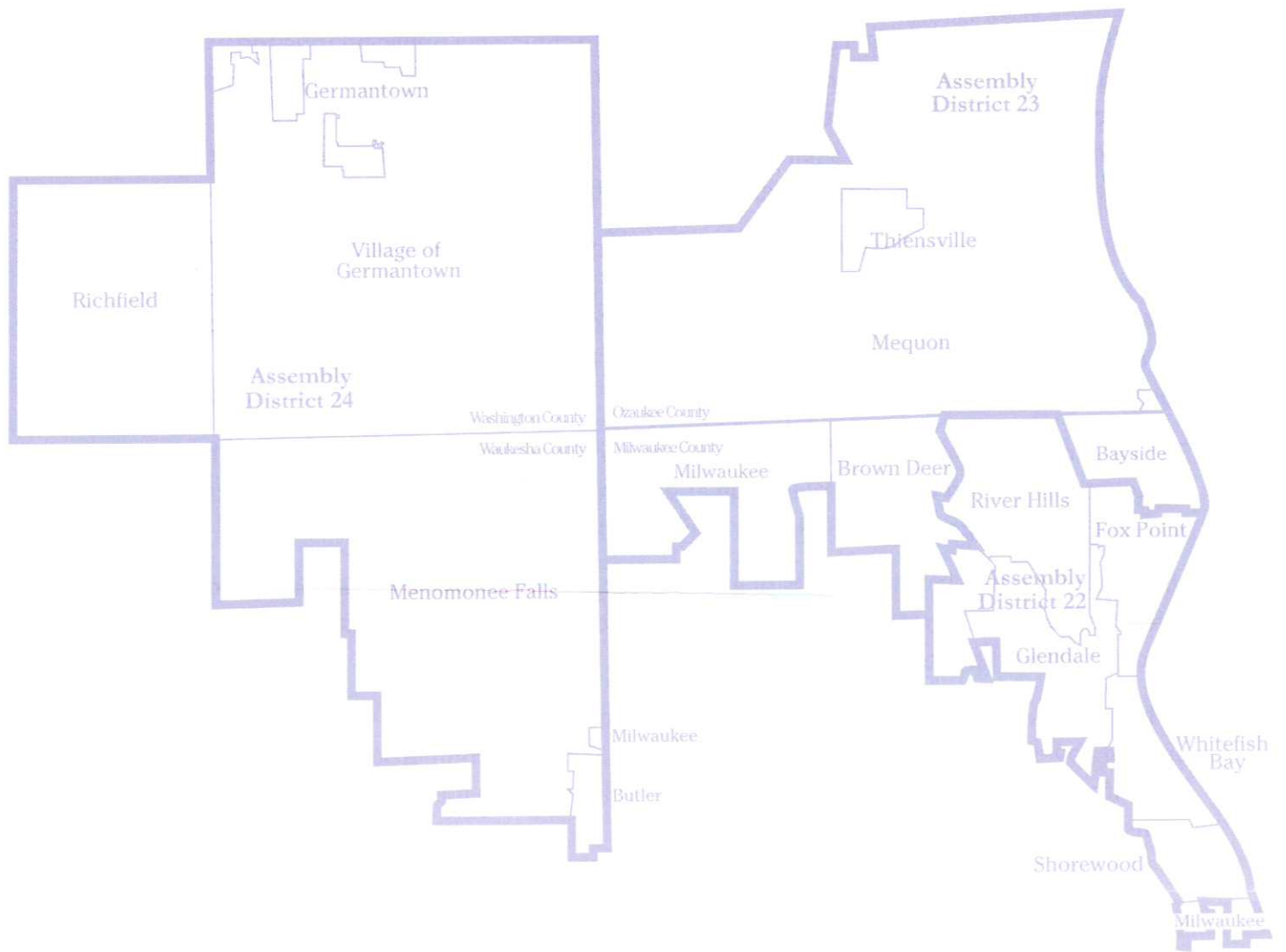
Unfortunately, this allows local retail shops to harbor criminal activity with no ability for local units of government to revoke a retailer's license. Even after numerous complaints and active law enforcement involvement, these shops are able to stay in business because their tobacco licenses cannot be revoked.

We should not allow a few bad actors to inhibit the economic development of our largest city. I know local units of government have the ability to decide whether or not a retailer should have their license revoked.

We are currently finalizing an amendment that will address concerns that have been brought to our attention. I am confident that this bill, as amended, will allow Milwaukee to continue to reach for its full potential.

Once again thank you committee members for giving me the opportunity to testify before you. It is my hope that you will join me in support of this legislation.

Wisconsin's 8th Senate District





STATE REPRESENTATIVE
JOSH ZEPNICK
WISCONSIN STATE ASSEMBLY

To: Assembly Committee on Judiciary
From: Representative Josh Zepnick
Date: January 7, 2016
Re: Testimony in favor of Assembly Bill 628, relating to suspending, revoking, or refusing to renew cigarette and tobacco products retailer licenses.

Good Afternoon Chairman Ott and committee members, and thank you for hearing my testimony on this important piece of legislation.

Assembly Bill 628 is a commonsense, bipartisan, and necessary piece of legislation. Unlike sales of alcohol, municipalities do not currently have substantial authority to investigate and punish problem properties with existing tobacco licenses. The bill would define and penalize activities conducted on the premises of cigarette and tobacco retailers which lower quality of life, increase the chances of criminal activity, or even violate current law. Included in the list of prohibited actions are keeping disorderly, unsanitary, or indecent property, allowing criminals or prostitutes to loiter, personally being involved with the illegal sale of controlled substances, or allowing another to do the same on premises. This is a set of undoubtedly reasonable standards by which tobacco retailers, or any retailer with a municipality-issued license, should conduct business.

There is a legitimate fear that what has happened in the 18th District could happen elsewhere. Across my district there are 100 tobacco retailers, often located near small businesses, senior public housing, and family neighborhoods. I have heard from community groups and businesses who fear a situation similar to that of the 18th district and the proximity of these retailers to both families and businesses.

Will Sebern, the Executive Director of the Layton Boulevard West Neighbors in the 9th Assembly District on Milwaukee's South Side, has brought to my attention many of these establishments and concerns. Currently, my community does not have the ability to deal with a future problem business at any location. On one busy corner alone, a tobacco shop operates next to more than ten successful

businesses, residential areas with many kids and young adults, and public housing. Simply put, a disorderly premises or criminal activity would put these businesses, and residents in the area, at risk. As such, it should come as no surprise this legislation has seen support from both business and neighborhood associations in Milwaukee. There are few options under current law which my constituents and the city can use to address problem tobacco retailers should any issues arise. Under AB 628, they would now be given a chance to make their concerns heard, and give municipalities legitimate control over a local matter.

Importantly, AB 628 gives retailers due process in defending against unjust claims. Any business accused of violating the provisions under the bill is first entitled to a hearing before their governing body, and is allowed to bring evidence, witnesses, an attorney, and an opportunity to cross-examine. Even if the governing body finds the complaint to be true, the business is given the right to appeal the judgement in circuit court. There is no doubt this bill establishes a fair and reasonable process through which claims against businesses can be investigated.

For all of these reasons, I ask you to support AB 628. It will fill in the gap in current law to support our communities, businesses, and law-abiding tobacco retailers while deterring disorderly and criminal establishments.



Department of Administration
Intergovernmental Relations Division

City of Milwaukee Testimony on AB 628
Assembly Committee on Judiciary
January 7, 2015

Tom Barrett
Mayor

Sharon Robinson
Director of Administration

Jennifer Gonda
Director of Intergovernmental Relations

The City of Milwaukee supports passage of AB 628 in its entirety. Modeled after alcohol beverage licensing laws found in Ch. 125, Wis. Stats., AB 628 provides an efficient enforcement tool to stem the negative impact created by businesses with a tobacco license that engage in illegal operations. This bill has no impact on lawfully operating businesses, including the lawful sale of tobacco.

Businesses that create, foster or maintain nuisance activity, particularly illegal drug activity, place a tourniquet on economic development in a community. They ward off new business while eliciting a disproportionate level of police resources that could be dedicated to other law abiding businesses and residents in the area. They create a magnet for disorder that would not otherwise exist but for that nuisance property.

By virtue of state and local law, municipalities have a limited but effective array of nuisance abatement tools to address licensed premises engaged in certain regulated activities, such as the sale of alcohol and food. This authority includes a suspension of a license from 10-90 days, the non-renewal of an annual license and the revocation of a license. In Milwaukee, these tools are used sparingly and only when necessary.

Using data for alcohol licenses as a guideline, AB 628 will impact a small, but significant, segment of businesses in the City of Milwaukee. Since 2010, there have been a total 6,056 tavern licenses issued, a total which includes both new and renewal licenses. Of those 6,056 licenses, the City of Milwaukee has suspended 52 licenses, not renewed 27 and revoked 2. Put another way, the City of Milwaukee has issued a negative action on 1.3% of all tavern licenses in the past 6 years. The number drops to .53% for liquor store licenses. The City of Milwaukee stresses progressive punishment in its licensing decisions and has historically rendered negative action on a business's license only when necessary.

While the volume of businesses affected by a negative licensing action is small, the nuisance activity at those underlying establishments is significant. Consider the following recent examples:

- A gas station's food dealer and extended hours licenses were not renewed after it received over 500 calls for service in less than a year. The convenience store at that gas station, holding a food dealer license, extended hours license and tobacco license, became a meeting place for significant nuisance activity, such as drug dealing and loitering. Because the store remained open with its tobacco license, the store remained a magnet for nuisance activity after its food and extended hours licenses were not renewed. Eventually, the City of Milwaukee, along with area partners, spent approximately \$800,000 to purchase the property.

- A restaurant's alcohol license was denied and food dealer license was not renewed after police investigation revealed the restaurant was being used to host underage after-hours parties that resulted in multiple incidents of shots fired.
- A tavern's liquor license was not renewed after it was found to be storing the equivalent of 7,000 doses of heroin a month.
- A tavern's liquor license was not renewed after security video footage caught the business owner covering up a shooting that occurred on premises.

Themes of excessive use of police resources, drug activity and firearm violence are common among nearly all licenses that have received negative licensing action.

There remains a gap with businesses engaged predominantly or exclusively in the tobacco industry. Current state law only permits the termination of a license if the licensee repeatedly sells cigarette or tobacco products without a license or fails to keep complete and accurate records of all purchases and receipts of cigarettes and tobacco products. Thus, despite complaints from neighboring businesses and residents that a business is engaged in illegal activity, sometimes openly, those businesses know that current law makes their tobacco license nearly untouchable.

Currently, a municipality has limited legal options to address nuisance businesses engaged in tobacco sales. For example, Ch. 823, Wis. Stats. provides a mechanism for injunctive relief, including a nuisance receivership. However, litigation is a lengthy process that may take years to resolve and may result in a court order that does not permanently abate the nuisance. In fact, the City of Milwaukee is currently engaged in ongoing nuisance litigation with a tobacco shop with no resolution in sight. In trial court, witness testimony is limited, and often the community has no idea this litigation is even occurring. There remains no mechanism for a court to find that a business must relinquish its tobacco license based on nuisance activity.

Conversely, the authority to take negative licensing action against a nuisance property allows a municipality to hold a timely license hearing in which the entire community – including negatively impacted area businesses – can participate. The license hearing protects the licensee's right to due process and a timely decision is made to address the harmful activity. This expedited and efficient process frees up countless hours of police and prosecutorial resources, saving considerable taxpayer money.

AB 628 does not permit a municipality to regulate local businesses unchecked. As with the authority governing alcohol licensing, due process would be afforded to a business both at the time of a municipal licensing hearing, if held, and on appeal through the court system whenever a tobacco license is revoked or suspended. Given the long lineage of alcohol related case law, there is already an established legal doctrine interpreting the language used in this bill. The implementation of this legislation would be turn key.

Given the effective and judicious use of licensing authority for alcohol licenses, the addition of tobacco licensing authority is a necessary step in abating significant nuisance activity that has thwarted vital economic development and public safety. Thank you for your consideration of our concerns and we urge you to support AB 628.

For more information please contact:

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OFFICE OF THE DISTRICT ATTORNEY
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JOHN T. CHISHOLM · District Attorney

Chief Deputy Kent L. Lovern, Deputies James J. Martin, Patrick J. Kenney, Lovell Johnson, Jr., Jeffrey J. Altenburg

Milwaukee County District Attorney's Office Testimony on AB 628

January 7, 2016

The Milwaukee County District Attorney's Office supports passage of AB 628 in its entirety. As a 7-year veteran assistant district attorney who has prosecuted violent crimes, gun offenses, drug crimes, and robberies, I understand the importance of being tough on crime by fostering crime free neighborhoods where residents and businesses, big and small, can invest and thrive. I have been a community prosecutor since 2009 and have worked directly within Milwaukee neighborhoods for 7 years. In that time, I have learned how relentless crime and nuisance at one location can tear apart entire neighborhoods.

To be tough on crime, prosecutors need to not only prosecute violent offenders, but we need to work proactively with residents and businesses on changing the behavior at locations where we have chronic nuisance and criminal behavior. It is clear that in crime prevention, places and businesses matter. Derelict business owners allow problems to return to their locations even after police and prosecutors take significant and costly action. Derelict business owners deter investment from small and big businesses and deter interest from homebuyers.

The best way for prosecutors to ensure safety in our communities is to not only remove dangerous people, but to pressure the bad owners into improving their businesses and ensuring the environment encourages community development and investment.

We cannot accomplish this in any neighborhood when a business is a magnet for loitering, fighting, drug dealing, and other unwanted activity. The current law ties a hand behind the back of local communities. The current law takes away the ability of residents, positive business owners, and local governments to set a standard of livability in their neighborhoods.

AB 628 is not about tobacco. A quick story will highlight this point. In 2010, our Community Prosecution team was facing a challenge in the Avenues West neighborhood related to abuse of malt liquor beverages. In that year, Marquette University safety personnel was inundated with 276 incidents related to malt liquor abuse. This was a significant drain on the safety resources that were intended to protect the campus and the students. We created a plan to address this issue that included pressuring the neighborhood liquor stores generating the most complaints. The law allows the local government to suspend, revoke or not renew a liquor license. This leverage in discussions with business owners with poor management was significant in changing the unwanted behavior. By 2015, the malt liquor related incidents were reduced to 12 and other crimes in the surrounding neighborhood have also decreased.

We achieved this result with a thoughtful, holistic plan and we did it without closing a single business. The local municipality's ability to suspend, revoke or not renew a liquor license was motivation enough to get the mismanaged business owners to change behavior.

Again, this legislation is not about tobacco. AB 628 is only about the ability of local residents and positive business owners to reduce crime and nuisance activity in their neighborhoods, set community standards, and hold the bad actors accountable. This bill is as much about creating environments for investment and improvement than it is about any type of enforcement. Thank you for your consideration for your support of this legislation.

For more information please contact:

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 Zachary A. Whittchow
 William T. Berens
 Patrick J. Anderson
 Alex Mueller
 Owen Potrowski
 Alyssa Schaller
 Brittany S. Kachingwe



January 7, 2016

Dear Members of the Wisconsin State Legislature:

On behalf of the Near West Side Partners' Board of Directors, and the anchor institutions that helped form the organization last year – Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation – we are writing this letter in support of Assembly Bill 628. This legislation would meet a critical need in Milwaukee's Near West Side and many other neighborhoods around the City, while saving taxpayer resources and promoting economic development.

NWSP's mission is to revitalize and sustain Milwaukee's Near West Side as a thriving business and residential corridor through collaborative efforts to promote commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

In April 2015, NWSP announced its first major program – the Promoting Assets & Reducing Crime (PARC) Initiative – a three-year, \$1.5+ million initiative that leverages law enforcement resources to improve safety – largely by addressing negative impact properties, while working with business and other stakeholders to change the perception of this neighborhood and attract economic development opportunities.

One of the biggest impediments to economic development in the Near West Side has been several chronic nuisance properties that have served as magnets for criminal activity. And one of the biggest offenders has been tobacco retail shops that hide behind a loophole in the law to remain in business, despite creating significant negative impacts on their neighborhood, promoting criminal activity and consuming tens of thousands of dollars' worth of taxpayer resources.

Currently, under state law, municipalities are only permitted to suspend, revoke, or refuse to renew a cigarette and tobacco products license for violations related to selling products without a license and for sales to minors. Unlike stores selling alcohol, the municipality is not able to suspend or revoke the license for generating criminal activity or otherwise serving as a public nuisance. The result is that poorly managed retail businesses have been able to hide behind their tobacco license to keep the business afloat – despite becoming a drain on police resources and contributing to crime and disorder in the community.

One recent example involves a tobacco shop that generated more than 300 calls for police service from January 2012 to March 2015. In 2015, significant police resources were used for an undercover stolen merchandise and drug operation that led to two search warrants at the store that resulted in the recovery of firearms and narcotics. But because there is no process to suspend, revoke or renew the tobacco license, this poorly managed business remains in operation and continues to generate criminal and other nuisance activity.



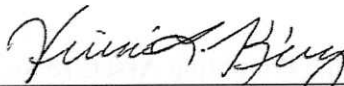
In another example, a chronic nuisance property generated nearly 300 calls for police service from January 2012 to May 2013. While the City brought many pressures to bear on the business, it could never revoke its tobacco license. Ultimately, the City of Milwaukee and the local neighborhood business association purchased the property at great expense – more than \$800,000 – to remove the problem and create an opportunity for new development.

Modeled after current laws governing alcohol licenses, we believe that AB628 is sensible legislation that closes a loophole being abused by irresponsible businesses. It is narrowly tailored to hold a business accountable for specific undesirable and illegal activities. It does not limit the number of tobacco licenses issued by a local municipality and will not harm legitimate businesses selling or eligible citizens purchasing tobacco. It is pro-business legislation that levels the playing field for responsible operators.

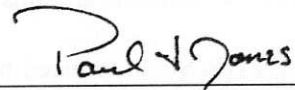
We respectfully request your support for AB628. By supporting this legislation, you will save police resources, decrease criminal activity and encourage economic development in areas with great potential, contributing to the tax base.

Sincerely,

AURORA HEALTH CARE

By: 
Vivian King, Vice Pres. – Community Relations

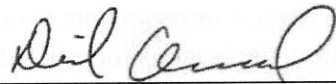
HARLEY-DAVIDSON, INC.

By: 
Paul J. Jones, Vice President, General
Counsel, & Secretary

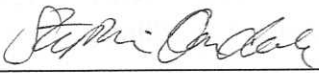
MARQUETTE UNIVERSITY

By: 
Rana Altenburg, Vice Pres. – Public Affairs

MILLERCOORS

By: 
David Osswald, Assoc. General Counsel

POTAWATOMI BUSINESS DEVELOPMENT
CORPORATION

By: 
Stephanie Omdoll, Dir. of Communications

CC: Keith Stanley, Executive Director, Near West Side Partners, Inc.

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

FACT SHEET

Mission

The mission of Near West Side Partners, Inc. (NWSP) is to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

Vision

Near West Side Partners envisions a vibrant Near West Side with a well-balanced mix of residential neighborhoods and business corridors that is thriving because it offers:

- A safe and welcoming environment for employees, residents and visitors;
- Residential neighborhoods that are attractive to those working in the area;
- A distinct neighborhood identity and brand that is attractive to employers, employees, residents and visitors; and
- A vibrant mix of commercial corridor development that serves the needs of those living and working on the Near West Side.

What We Do

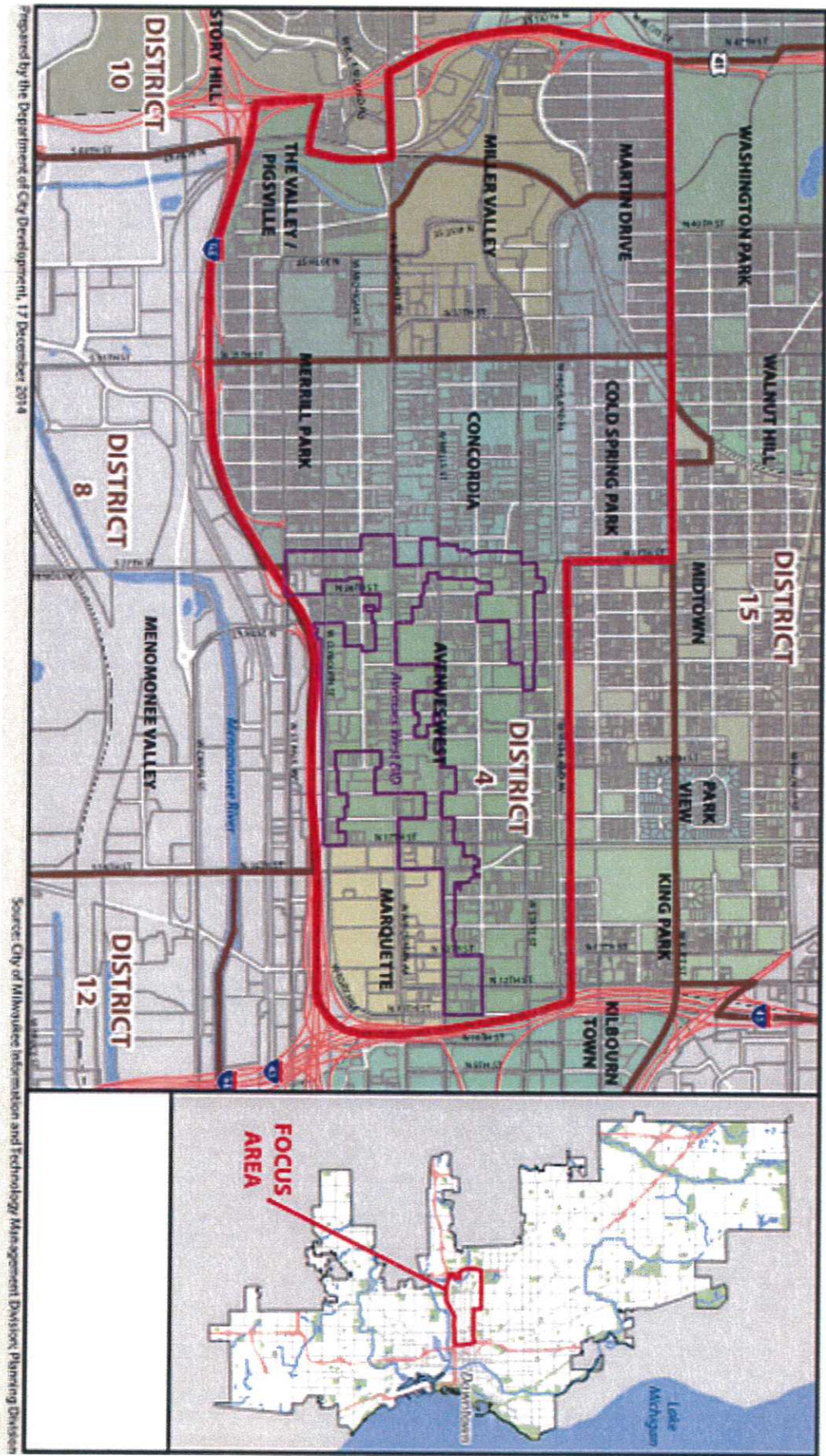
We act as a convener and coordinator between the public and private sectors, engaging stakeholders, articulating a vision, leveraging funding and aligning partners to accomplish shared goals.

Overview

- NWSP was formed with the support of some of Milwaukee's largest business, education and non-profit organizations with a presence in the Near West Side, including Aurora Health Care, Avenues West Association, Harley-Davidson, Marquette University, MillerCoors, Potawatomi Business Development Corp. and Wiegand Enterprises.
- We already have tremendous assets and great momentum within the Near West Side. By collaborating across our organizations and with the public sector, we are confident we can make a positive impact on our shared Near West Side neighborhood and create an even more vibrant place in which to work, live and play.
- Initially, we have focused on four key areas, including: commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.
- In April 2015, NWSP announced its first major program – the Promoting Assets & Reducing Crime (PARC) Initiative – a three-year, \$1+ million initiative that will:
 1. **Promote the assets** in the Near West Side to transform the perception of the neighborhood; and
 2. **Reduce crime** to address the reality of the neighborhood's challenges through an innovative, data-driven law enforcement strategy that has achieved proven success in the adjacent Washington Park neighborhood as part of the Byrne Grant Initiative.

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play



Prepared by the Department of City Development, 17 December 2014

Source: City of Milwaukee Information and Technology Management Division, Planning Division



Aurora
Health Care®



MARQUETTE
UNIVERSITY



MillerCoors™



POTAWATOMI
BUSINESS DEVELOPMENT CORPORATION

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

Aurora Health Care

[Aurora Health Care](#) is a not-for-profit Wisconsin-area health care provider and a national leader in efforts to improve health care quality. Aurora offers services at sites in more than 90 communities throughout eastern Wisconsin and northern Illinois. Aurora is Wisconsin's most comprehensive health care provider and the state's largest private employer. Aurora serves more than 1.2 million patients every year via a comprehensive network of facilities, services and providers, including 15 hospitals, 159 clinics, 70 pharmacies and 30,000 amazing Caregivers. As evidenced by more than 400 active [clinical trials](#), Aurora is dedicated to delivering innovations to provide the best possible care today, and to define the best care for tomorrow. Aurora has deep roots in the Near West Side, including the presence of the Aurora Sinai Medical Center, which has served the community for more than 150 years.

Harley-Davidson

Harley-Davidson Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson® motorcycle parts, accessories, riding gear and apparel, and general merchandise. For more information, visit Harley-Davidson's website at www.h-d.com. Harley-Davidson was founded on Milwaukee's Near West Side, which continues to remain home to the company's Worldwide Headquarters, its Juneau Conference Center and Harley-Davidson University.

Marquette University

Marquette University is a Catholic and Jesuit university located near the heart of downtown Milwaukee, Wis., that offers a comprehensive range of majors in 11 nationally and internationally recognized colleges and schools. A Marquette education offers students a virtually unlimited number of paths and destinations and prepares them for the world by asking them to think critically about it. Along the way, we ask one thing of every student: Be The Difference.

Miller Coors

MillerCoors brews, markets and sells the MillerCoors portfolio of brands in the U.S. and Puerto Rico. Built on a foundation of great beer brands and nearly 300 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second-largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. The Near West Side is home to the Milwaukee Office of MillerCoors, as well as the historic Milwaukee Brewery.

Potawatomi Business Development Corporation

The Potawatomi Business Development Corporation is owned and operated by the Forest County Potawatomi Community of Wisconsin. The Corporation seeks to diversify Potawatomi business interests beyond gaming in an effort to secure the future of the Potawatomi tribe for the next 7 generations and beyond. Business holdings include: Advancia Corporation, Advancia Aeronautics, Advancia Technologies, Data Holdings, Greenfire Management Services, IProspect Technologies, Potawatomi Training and Redhawk Network Security,. For more information visit our website at www.potawatombdc.com. The Corporation is located in the heart of Milwaukee's Near West Side.



NEAR WEST SIDE PARTNERS, INC. ROSTER

Updated: December 23, 2015

Steering Committee

- Rana Altenburg | *Marquette University*
- Paul Jones – Chair | *Harley-Davidson*
- Vivian King | *Aurora Health Care*
- Stephanie Omdoll | *Potawatomi Business Development Corp.*
- David Osswald | *MillerCoors*
- Keith Stanley | *Avenues West Assoc. / BID*
- Rick Wiegand | *Wiegand Enterprises / Avenues West BID*

NWSP, INC. Working Teams

** Indicates Working Team Co-Chair*

Safety

- Rana Altenburg | *Marquette University*
- Jeff Altenburg | *Milwaukee District Attorney*
- Gary Balcerzak | *Aurora Health Care*
- Mike Cummings* | *Aurora Health Care*
- John Connelly | *LISC*
- Michael Dubis | *Marquette University HS*
- Milly Gonzalez | *Catholic Financial Life*
- Ryan Harris | *Walgreens*
- Megan Johnson | *Safe & Sound*
- Patrick Kennelly | *Marquette University*
- John Koleas* | *Harley-Davidson*
- Chris Ladwig | *NWS CPU*
- Paul Mascari | *Marquette University*
- Bruce Matthews | *MillerCoors*
- Michael Ramstack | *MillerCoors*
- Kriss Schulz | *Marquette University HS*
- Keith Stanley | *Avenues West Association / BID*
- Scott Stokes | *ARCW*
- Joseph Tesch | *Greenfire Management Services*
- Rick Wiegand | *Wiegand Enterprises / Avenues West BID*
- Bryant Zimmermann | *Penfield Children's Center*
- TBD | *MPD District 3*

Housing

- Rana Altenburg | *Marquette University*
- Anaya Vanessa | *Aurora Health Care*
- Dan Bergen* | *Marquette University*
- Rafael Garcia | *Community First*
- John Hennessy | *Avenues West Association / BID*
- Cheryl Hill | *Aurora Health Care*
- Jim Hill | *Milwaukee Center for Independence*
- Megan Johnson | *Safe & Sound*
- Patrick Kennelly | *Marquette University*
- Chris Ladwig | *NWS CPU*
- Lamont Davis | *Community First*
- Ted Matkom | *Gorman*
- Mary Anne Martiny | *Harley-Davidson (Foundation)*
- Kelsey Otero | *Marquette University*
- Maria Prioletta | *City of Milwaukee DCD*
- Leo Ries | *LISC Milwaukee*
- Brian Scotty | *Quorum Architects*
- Keith Stanley | *Avenues West Association / BID*
- Lora Strigens | *Marquette University*
- Rick Wiegand | *Wiegand Enterprises / Avenues West BID*
- Sarah Zarate | *City of Milwaukee (Ald. Murphy)*
- Melvina (Mel) Kleverova Zilliox | *Harley-Davidson*
- TBD | *MPD District 3*

NEAR WEST SIDE PARTNERS, INC.

ROSTER

Updated: December 23, 2015

Neighborhood Identity & Branding

- Rana Altenburg | *Marquette University*
- Lori Barthelemy | *MillerCoors*
- Tony Coleman | *WISN-TV*
- Andrea Evert | *Aurora Health Care*
- Jim Hill | *Milwaukee Center for Independence*
- Megan Johnson | *Safe & Sound*
- Andrea Kincaid | *Catholic Financial Life*
- Vivian King | *Aurora Health Care*
- Chris Ladwig | *NWS CPU*
- David Murphy | *Marquette University*
- Stephanie Omdoll* | *Potawatomi BDC*
- Keith Stanley | *Avenues West Association / BID*
- Stacey Watson | *Harley-Davidson*

Commercial Corridor Development

- Rana Altenburg | *Marquette University*
- Matt Armbrust | *Washington Park Partners*
- Mike Connor | *Aurora Health Care*
- John Hennessy | *Avenues West Association*
- Mark Herbert | *Aurora Health Care*
- Christine Holmes | *Penfield Children's Center*
- Paul Jones | *Harley-Davidson*
- Ghassan Korban | *City of Milwaukee DPW*
- Vanessa Koster | *City of Milwaukee DCD*
- Michelle Kramer | *Marquette University*
- Erik Lindstrom | *Greenfire Management Services*
- Seyoum Mengesha | *WEDC*
- Dan Naumann | *Great Lakes Commercial Sales*
- Allyson Nemec* | *Quorum Architects*
- Kelsey Otero* | *Marquette University*
- Tom Schmitt | *Avenues West Association / BID*
- Jim Sheehy | *MillerCoors*
- Keith Stanley | *Avenues West Association / BID*
- Lora Strigens | *Marquette University*
- Pat Toft | *MillerCoors*
- Jan Wade | *WISN-TV*
- Rick Wiegand | *Wiegand Enterprises / Avenues West BID*

NEAR WEST SIDE PARTNERS, INC. BOARD MEMBERS

* Indicates current Avenues West Association Board Members
+ Indicates Steering Committee

For-Profit Representatives

- Ryan Harris | *Walgreens*
- Paul Jones+ (Treasurer) | *Harley-Davidson*
- Stephanie Omdoll*+ (VP) | *Potawatomi Business Development Corp.*
- David Osswald+ (Secretary) | *MillerCoors*
- Rick Wiegand - Chair*+ | *Wiegand Enterprises*

Government Representatives

- Ghassan Korban | *City of Milwaukee DPW*
- Vanessa Koster | *City of Milwaukee DCD*

Resident Representatives

- Brian Scotty | *Quorum Architects, Inc.*

Non-Profit Representatives

- Rana Altenburg*+ (President) | *Marquette University*
- Earl Buford | *Milwaukee Area Workforce Investment Board*
- Milly Gonzalez* | *Catholic Financial Life*
- Jim Hill* | *Milwaukee Center for Independence (MCFI)*
- Vivian King+ (Vice President) | *Aurora Health Care*
- Pat O'Brien | *MUSIC*
- Mark Rhode | *Penfield Children's Center*
- Leo Ries | *LISC Milwaukee*

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

FOR IMMEDIATE RELEASE

January 14, 2015

Media Contact

James Madlom, Mueller Communications
(414) 390-5500, jmadlom@muellercommunications.com

NEAR WEST SIDE PARTNERS, INC. FORMED BY MILWAUKEE BUSINESS AND CIVIC LEADERS

Organization to focus on revitalizing, sustaining Milwaukee's Near West Side

Milwaukee – Leaders from several of Milwaukee's largest business, education and non-profit organizations today announced the formation of Near West Side Partners, Inc. (NWSP), an organization with a mission to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote economic development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

"On behalf of all participating organizations, we are excited to announce the formation of the Near West Side Partners organization," said Rana Altenburg, vice president of public affairs at Marquette University and president of the NWSP Board of Directors. "By collaborating across our organizations, we are confident we can make a positive impact on the Near West Side neighborhood and create an even more vibrant place in which to work, live and play."

The formation of NWSP is an outgrowth of the Near West Side CEO Symposium -- a meeting of the leadership of the largest employers and organizations on Milwaukee's Near West Side hosted by Harley-Davidson CEO Keith Wandell and convened by Marquette University President Michael Lovell in October 2014.

Organizations that have pledged support and involvement in NWSP include some of our community's leading business, non-profit and civic organizations with a presence in the Near West Side, including Aurora Health Care, Avenues West Association, Harley-Davidson, Marquette University, MillerCoors, Potawatomi Business Development Corp., and Wiegand Enterprises, among others.

"The creation of the Near West Side Partners is an exciting opportunity for our community as a whole," said Keith Stanley, executive director of Avenues West Association / BID. "Our neighborhood has made good progress over the last few years, and the commitment of some of Milwaukee's largest employers will help us move our part of Milwaukee to even greater heights."

– more –



NEAR WEST SIDE PARTNERS FORMED / ADD ONE

With direction from the Steering Committee and Board of Directors, the NWSP will include four active working teams in the areas of Safety, Housing, Neighborhood Identity and Branding, and Commercial Development. NWSP will focus on an area bounded roughly by I-43 to the east, I-94 to the south, Highway 41 to the west and on the north, Vliet Street west of 27th Street and the north side of Highland Avenue east of 27th Street.

The Steering Committee is looking at best practices for neighborhood improvement, both from within Milwaukee – especially the Menomonee Valley – and from cities across the country. Members of the Steering Committee will be visiting four target cities in February and March to research and apply best practices from other successful improvement projects.

“We already have tremendous assets and great momentum within the Near West Side. We are confident that by bringing together organizations and individuals from across our neighborhood, we can make a real difference in our shared community,” said Altenburg.

In the coming months, NWSP anticipates it will be able to make announcements regarding new initiatives and in-progress efforts in each of its four focus areas.

ABOUT NEAR WEST SIDE PARTNERS, INC.

Near West Side Partners, Inc. is a non-profit organization with a mission to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote economic development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses. NWSP envisions a vibrant Near West Side with a well-balanced mix of residential neighborhoods and business corridors that is thriving because it offers: a safe and welcoming environment for employees, residents and visitors; residential neighborhoods that are attractive to those working in the area; a distinct neighborhood identity and brand that is attractive to employers, employees, residents and visitors; and a vibrant mix of commercial development that serves the needs of those living and working on the Near West Side.

###

Near West Side Partners: PARC Initiative

Promoting Assets & Reducing Crime On Milwaukee's Near West Side

What is PARC?

PARC is a three-year, \$1+ million initiative of Near West Side Partners, Inc., a new non-profit organization funded through the support of five anchor institutions - Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation.

PARC is designed to support NWSP's mission to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote economic development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

What challenge will PARC address?

NWSP recognizes that the Near West Side of Milwaukee has tremendous core assets, including more than 200 employers with about 30,000 employees, and nearly 40,000 residents. It also boasts a central location with easy freeway access, major religious, health care and educational institutions as well as attractive restaurants and entertainment venues. Yet the perception is that the Near West Side has significant crime challenges that prevent it from realizing its full potential as an ideal place not only to work, but also live and play.

What is the PARC approach?

PARC is an innovative program that will create an environment in which sustainable economic development can take root and grow in the Near West Side through a two-pronged approach that will:

1. **Promote Assets** to transform the perception of the neighborhood; and
2. **Reduce Crime** to address the reality of the neighborhood's challenges.

How will PARC promote assets?

PARC will promote assets by providing staff support to implement the priorities established by NWSP's Working Teams — through engagement with residents, employers, employees, students, and visitors — in the areas of improved housing, commercial development and neighborhood branding. In the process, it will change the underlying dynamics that lead to crime, improve safety and transform the perception of the Near West Side.

How will PARC reduce crime?

PARC is built around an innovative, yet proven law enforcement strategy known as community prosecution that engages directly with residents, businesses, and local organizations to address problem places and people who pose risks or who are at-risk. It builds on the success of the Washington Park Partners Byrne Grant model, which achieved a 30% reduction in crime in the first year alone - with even higher success rates on blocks where interventions occurred.

- ✓ **Community Prosecution Unit:** PARC provides for a fully funded Community Prosecution Unit - led by an Assistant District Attorney and full-time community prosecution coordinator — which will work daily with the Milwaukee Police Department, key government agencies and community-based organizations to pursue intervention strategies to reduce crime, prevent domestic violence and improve the quality of life within the Near West Side.
- ✓ **Data Gathering & Analysis:** Central to a sustainable effort is strong data and research. Marquette University's Center for Peacemaking will lead efforts to coordinate PARC, and work with DataShare to gather and analyze key public health and safety data that will guide planning and evaluation of PARC initiatives.
- ✓ **Neighborhood Development:** PARC supports full-time evidence builder and community organizing positions to lead neighborhood interventions that promote safety and economic development.



Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

FOR IMMEDIATE RELEASE

April 14, 2015

Media Contact

James Madlom, Mueller Communications
(414) 390-5500, jmadlom@muellercommunications.com

NEAR WEST SIDE PARTNERS, INC. ANNOUNCES \$1+ MILLION INITIATIVE TO IMPROVE NEAR WEST SIDE

3-Year PARC Initiative will improve the quality of life for residents and employees and utilize innovative law enforcement strategy to improve safety

Milwaukee – Near West Side Partners, Inc. (NWSP), a non-profit organization founded through the support of five anchor institutions – Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation – today announced PARC, a major new, anchor-funded initiative designed to support NWSP's mission to revitalize and sustain the Near West Side as a thriving business and residential corridor.

At a news conference hosted at Harley-Davidson, CEOs from the anchor institutions were joined by Milwaukee Mayor Tom Barrett, Milwaukee Police Chief Edward Flynn and Milwaukee County District Attorney John Chisholm to announce the "Promoting Assets and Reducing Crime" Initiative – or PARC – an innovative 3-year, \$1+ million program that takes a two-pronged approach to improve the Near West Side:

1. **Promoting Assets** to transform the perception of the neighborhood; and
2. **Reducing Crime** to address the reality of the neighborhood's challenges.

"Milwaukee's Near West Side has tremendous assets that rival any other part of the City – including more than 200 employers, nearly 40,000 residents, major health care, educational and non-profit institutions, attractive restaurants and entertainment venues," said Marquette University President Michael R. Lovell. "To take our shared neighborhood to the next level, we must better leverage these assets and ensure that residents, employees, students and visitors feel safe. PARC will give us the tools to do that."

Promoting Assets

PARC will **promote assets** by providing staff to implement the priorities that will be established by NWSP's four Working Teams in the areas of improved housing, commercial corridor development, neighborhood branding and safety.

"We already have tremendous assets and great momentum within the area, and we've received positive feedback from employees and residents since we first launched Near West Side Partners in January," said Nick Turkal MD, president and CEO of Aurora Health Care. "We are confident that by working together, we can make a real difference in our community and transform the perception of the Near West Side, and Aurora is proud to be a strong financial supporter of the initiative."

The NWSP Working Teams are currently in the process of developing a shared vision within each focus area through engagement with residents, employers, employees, students, and visitors. By improving the quality of life in the neighborhood, PARC will help change the underlying dynamics that lead to crime, improve safety and transform the perception of the Near West Side.

- more -



NWSP Announces 3-Year, \$1+ Million PARC Initiative / ADD ONE

Reducing Crime

The “Reducing Crime” component of PARC is built around an innovative, yet proven law enforcement strategy known as community prosecution that engages directly with residents, businesses, and local organizations to implement strategic, data-driven, place-based interventions that address the root causes of crime and create fundamental change in a neighborhood.

It builds on the success of the similar Washington Park Partners Byrne Grant model, which achieved a 30% reduction in crime in the first year alone - with even higher success rates on blocks where interventions occurred.

“We have seen the power of the Community Prosecution model in the adjoining Washington Park neighborhood,” said District Attorney Chisholm. “PARC builds and expands on that model – offering more robust resources that will focus on the Near West Side.”

“Safe neighborhoods become prosperous ones,” said Chief Flynn. “Through this private-public collaborative, we will not only enhance safety, but help create greater economic prosperity for the Near West Side.”

PARC will provide significant resources to improve safety on the Near West Side, including:

- **Community Prosecution Unit:** PARC will fully fund a dedicated Community Prosecution Unit – led by a full-time Assistant District Attorney and full-time community prosecution coordinator – which will work daily with the Milwaukee Police Department, key government agencies and community-based organizations to pursue intervention strategies to reduce crime, prevent domestic violence and improve the quality of life within the Near West Side.
- **Data Gathering & Analysis:** Central to a sustainable effort is strong data and research. Marquette University’s Center for Peacemaking will lead efforts to coordinate PARC, and will work closely with DataShare to gather and analyze key public health and safety data that will guide planning and evaluation of PARC initiatives.
- **Neighborhood Development:** PARC supports full-time evidence builder and community organizing positions to lead neighborhood interventions that promote safety and economic development throughout the Near West Side.

“We are pleased to be working so closely with the City on this effort,” said Keith Stanley, Executive Director of Avenues West Association. “In addition to MPD and the Mayor’s Office, we especially want to thank Common Council President Murphy and Aldermen Bauman and Stamper who helped promote and support the idea of the anchor institutions working together to improve the Near West Side.”

“We applaud the leadership of Near West Side Partners and its anchor institutions for stepping up to help improve the quality of life on Milwaukee’s Near West Side,” said Milwaukee Mayor Tom Barrett. “We are proud to have our City’s Police Department partnering on this important effort.”

ABOUT NEAR WEST SIDE PARTNERS, INC.

Near West Side Partners, Inc. is a non-profit organization with a mission to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses. NWSP envisions a vibrant Near West Side with a well-balanced mix of residential neighborhoods and business corridors that is thriving because it offers: a safe and welcoming environment for employees, residents and visitors; residential neighborhoods that are attractive to those working in the area; a distinct neighborhood identity and brand that is attractive to employers, employees, residents and visitors; and a vibrant mix of commercial development that serves the needs of those living and working on the Near West Side.

###

Marquette University, Harley-Davidson leading efforts to improve city's near west side

By [Tom Daykin](#) of the Journal Sentinel
Jan. 14, 2015

A new organization to improve Milwaukee's near west side is being launched by Marquette University, Harley-Davidson Inc. and other major employers in that area.

The nonprofit group, Near West Side Partners Inc., recently established a board of directors, a mission statement and a target area, roughly bordered by I-43 to the east, I-94 to the south, U.S. Highway 41 to the west and on the north, Vliet St. west of 27th St., and the north side of Highland Ave., east of 27th St.

The organization has four focus groups meeting this month to begin work on promoting economic development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

The immediate goal is to soon create some specific plans, said Keith Stanley, executive director of Avenues West Association, which has helped organize Near West Side Partners.

The group was formed after an October meeting of chief executive officers from the near west side's largest employers and organizations. That meeting was hosted by Harley-Davidson CEO Keith Wandell and convened by Marquette University President Michael Lovell.

Other businesses involved in Near West Side Partners include Aurora Health Care Inc., MillerCoors LLC, Potawatomi Business Development Corp. and Wiegand Enterprises.

"It's a commitment of our key stakeholders," Stanley said.

Lovell met privately with Wandell shortly after becoming Marquette's first lay president. Lovell and Wandell initially discussed neighborhood safety issues but broadened their focus, said Rana Altenburg, Marquette vice president of public affairs and the Near West Side Partners board president.

The group will emulate other improvement efforts, including the redevelopment of Milwaukee's Menomonee Valley led by Menomonee Valley Partners Inc., a similar nonprofit organization. Altenburg is a longtime member of that group's board, which has benefited from collaboration among business operators, nonprofit group executives, government officials and civic leaders.

The near west side group is launching at a time when other improvements have occurred in the area, including new businesses and a rebuilt N. 27th St.

Commercial development projects pending on the near west side include Rick Wiegand's plan to convert the largely vacant City Campus complex south of W. Wells St., between N. 27th and N. 28th streets, into office and retail space.

Facebook: facebook.com/JSBusiness

Twitter: twitter.com/TomDaykin

Big names band together in first-ever neighborhood effort

By [Ashley Luthern](#) of the Journal Sentinel
April 13, 2015

Some of Milwaukee's biggest names in business, education, service and entertainment are pooling money to revitalize their neighborhood — Milwaukee's near west side — and lower crime with a community prosecutor on site in an effort to tackle issues including rundown housing, drug dealing and domestic violence.

Having a prosecutor focus on a specific neighborhood is a first for Milwaukee. Community prosecutors have traditionally been based in police districts, which may cover several dozen neighborhoods.

[Near West Side Partners Inc.](#) will announce the new \$1 million, three-year initiative on Tuesday with the support of Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corp. The nonprofit group's initiative is known as PARC — for Promoting Assets and Reducing Crime.

"None of us alone can transform the neighborhood, but working together, we actually could get to the root of the problem," Marquette University President Michael Lovell said in an interview.

Since last fall, Near West Side Partners has organized meetings with residents, business owners and others focusing on four key topics: housing, safety, commercial development and neighborhood identity and branding.

Safety, development

PARC will address crime patterns in the area by coordinating data-sharing of public health and safety information, supporting neighborhood development and funding the community prosecution unit.

"This is an enormous contribution being made, and that's certainly unique," Chief Deputy District Attorney Kent Lovern said of the large commitment from the five institutions.

PARC is modeled on nearby [Washington Park Partners](#), which was supported by the federal Byrne Grant and achieved a roughly 30% decrease in overall crime in the first year.

Marquette University's Center for Peacemaking will coordinate PARC, warehousing and analyzing relevant data shared between agencies, said Patrick Kennelly, the center's director.

Part of the data gathering will be surveying employees and residents to measure a baseline of perceptions about safety, shopping, recreation and housing to determine "is there really a safety issue or is there a perception issue," Kennelly said.

The area has seen a general decrease in crime over the past seven years, but last year broke the trend with increases in violent and property crimes, including a 24% year-to-year increase in aggravated assaults, according to data provided by Near West Side Partners.

"Let's say ... a priority is increasing commercial activity on 27th St.," Kennelly said. "So we spruce the place up, increasing advertising, increasing lighting and then we say, OK, we did all these things, do we see an increase in commercial activity? It would be similar if there was a safety or crime problem."

The initiative fits within the university's larger purpose, Lovell said.

"We're called to have a mission to live our life in service to others, and that includes helping those less fortunate than we are," Lovell said. "We'll be transforming the neighborhood for the individuals here, and we hope we're providing great opportunities for them."

Mayor Tom Barrett commended the effort, describing it as "proactive" and "aggressive."

"All of these entities have been good partners and they all stepped up their game," Barrett said. "I think everybody's concern is to make sure the neighborhood stays strong and has great employers."