

Mission Statement

We dream of a vibrant central city filled with homes, condos, businesses, smart factories, beautiful parks, and the best schools in the community. While crime rates plummet, opportunity soars. Young professionals flock to the central city for its affordable housing and other attributes. Minority entrepreneurs compete for opportunities to renovate and restore beautiful residential and commercial properties. The central city is once again reconnected with revitalized communities within and outside of its borders; these include Brady Street, the Third Ward, River West, Martin Luther King Drive, and our stunning lakefront. Our central city becomes a model for other challenged central cities throughout the country. Urban planners come to Milwaukee for an annual conference to see, research, and marvel at our central city, so they can replicate it in their own challenged communities.