



1. There was no shortage of tough questions for Milwaukee County Executive Scott Walker from the media panel that included (left to right) Dave Umhoefer, Milwaukee Journal Sentinel; Mike Jacobs, Today's TMJ4; Mark Kass, The Business Journal Serving Greater Milwaukee; and Bruce Murphy, "Milwaukee Magazine."
2. Walker brought along a slide show that detailed the county's financial problems and several potential solutions.
3. Mike Jacobs (right), of Today's TMJ4, questions Walker about the possibility of a regional authority running the airport.



## Milwaukee county executive mixes it up with media at Viewpoint luncheon



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## Record number of entries and sponsors highlights this year's Salute to Local Government

"Perhaps regional cooperation is starting to take hold," mused Jeff Browne, Forum president, after this year's "Salute to Local Government" held on June 21 at the Italian Community Center.

Browne was referring to the more than 30 entries received and the nine sponsors who provided significant support for the event. Both were records. In addition, a new award category was added this year, "Leader of the Future," for a non-elected official in the region – 35 years of age or under – who showed excellence or innovation in the everyday administration of services or programs.

Returning sponsors this year were Ehlers & Associates, Inc.; Helen Bader Foundation; M&I; Milwaukee Public Television; Quarles & Brady LLP; SC Johnson; and Virchow Krause & Company. Two new sponsors added their support: Forest County Potawatomi Community and R.A. Smith & Associates, Inc. ❖



Keith Murphy, co-host of Milwaukee Public Television's "Black Nouveau" and a longtime Milwaukee radio personality, keeps the Salute moving along at a brisk pace.

continued inside

## Race relations survey gets underway

Forum President Jeff Browne and a team of Forum researchers, including James Robinson, Melissa Lemke, and Liz Elwart, have begun work on the race relations survey. During the last several weeks, the team has been meeting with groups of African Americans, Hispanics, and whites to develop a questionnaire. Browne wants to be in field with the survey this summer and have the project completed late in the fall. ❖

## Milwaukee moves up in arts poll

Milwaukee shot up to 13th place in the 2006 *AmericanStyle* magazine's poll of the top 25 arts destinations in America. In 2005, it was 21st. The city, which was in the "populations of 500,000 or more" category, ranked just below Los Angeles and above Denver. New York and Chicago were 1st and 2nd respectively. According to Tony Forman, executive director of the Cultural Alliance of Greater Milwaukee, which recently partnered with the Forum to study the impact of arts and culture on southeastern Wisconsin, "The secret is out. It's why we call it Greater Milwaukee. LaVerne & Shirley, rest in peace." ❖

see next page for recap of arts and culture study

## Milwaukee County's troubled waters

Milwaukee County Executive Scott Walker laid out in detail the financial problems plaguing the county at a May Viewpoint luncheon. Afterwards, he was grilled by a media panel that included Dave Umhoefer, of the *Milwaukee Journal Sentinel*; Bruce Murphy, of "Milwaukee Magazine"; Mark Kass, of *The Business Journal Serving Greater Milwaukee*; and Mike Jacobs, of Today's TMJ4. ❖

see back page for pictures

### Footnotes (published quarterly)

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## Southeastern Wisconsin's "slow bleed" continues

While the region's income drain continues, one possible way of stanching the loss is a closer relationship with northern Illinois, according to the latest Forum study on income migration in southeastern Wisconsin.

The study found that the region had a net loss in personal income from 2003 to 2004 of \$214 million, continuing a "slow bleed" that has resulted in a loss of more than \$2 billion from the region during the last 10 years.

Jeff Browne, Forum president, warned that "for the region to be economically robust, the drain must be plugged." And based on the study data, one way of doing so is a closer tie with Chicago and the northern Illinois counties of Cook and Lake.

The study showed that southeastern Wisconsin had a net income gain of \$65 million from those two counties alone.

Within the region, there is a lot of income shifting among the seven counties, with Milwaukee, Kenosha, and Waukesha providing most of the fuel for income growth inside the region.

"Kenosha acts as a conduit to the rest of region, funneling newcomers from Illinois into southeastern Wisconsin," says Browne. "Waukesha makes up for any income loss to other counties by gains from Milwaukee. And Milwaukee acts as a sort of paymaster for all counties in the region, except Kenosha."

Data for the study came from the U.S. Internal Revenue Service and the U.S. Census Bureau.

## Study shows importance of arts and culture to region

More than 3,000 employees, 9,000 volunteers, and 4.5 million customers help make the arts and culture industry of southeastern Wisconsin an important "pillar in the region's competitiveness," according to a recent study by the Forum in partnership with the Cultural Alliance of Greater Milwaukee.

"The health of arts and culture is a central piece of the economic development puzzle that confronts the region," says Jeff Browne, Forum president. Fifty-eight percent of arts and cultural organizations are located in Milwaukee County; 19% in Waukesha County; 14% in Kenosha, Racine, and Walworth; and 9% in Ozaukee and Washington.

During 2005, the industry grew its assets by \$5 million and reported \$127 million in sales and support, including concessions, ticket sales, and donations.

The report showed that the industry was generally healthy, with several highly publicized exceptions.

The 138 respondents to the "Southeastern Wisconsin Arts and Culture Survey" counted 200,000 individuals as members of their organizations. Contributions totaled almost \$60 million from those members including corporations, foundations, and individuals.

*For all Forum studies, please visit*  
[www.publicpolicyforum.org](http://www.publicpolicyforum.org).

## Public opinion consistent on paying for transportation projects

With several important policy decisions having to be made in the near future regarding freeway reconstruction, public transit, etc., the Forum did a comparison of results from surveys it conducted in 1996 and 2005 about how such projects should be financed.

"Support levels for funding options were remarkably consistent from 1996 to 2005," according to Ryan Horton, M.U.P., Forum researcher. Only two options showed significant change over the 10 years. Those two were "highway tolls" (support falling from 46% to 37%) and a \$0.02 gas tax increase (support falling from 45% to 36%).

Support increased, but only slightly, for using a portion of the existing gas tax, for an increase in the driver's license and auto registration fees, and for an increase in the property tax. Support stayed virtually the same for a 1% sales tax increase.

In the 2005 survey of 600 residents from the region, several key findings were:

- Highways – Though adding capacity was still popular at 59%, every transit option presented had higher levels of support (61-81%);
- Gas tax – Adding a penny to the current gas tax to fund transportation improvements had 60% of support in the region;
- Regional transportation authority (RTA) – 75% favored creation of an RTA, but just 43% favored giving it any taxing power;
- Freeway reconstruction – 55% favored reconstructing the east-west corridor first, while only 33% favored doing the north-south corridor first.

## Forum gets education



Forum Researcher Jeffrey Schmidt (second from right) participated in an April forum on school choice hosted by the West Suburban Chamber of Commerce. Also on the panel were Dr. Robert Pavlik, director of the School Design Development Center at Marquette University, and Barbara Miner, former managing editor and current columnist for *Rethinking Schools*. During the last quarter, Schmidt and Forum President Jeff Browne also presented comprehensive analyses of both the Racine and Kenosha school districts to community leaders in each city. Andrew Weiland, of *Small Business Times* (at podium), moderated the discussion.

## Salute success

Winners and honorable mentions

**Norman N. Gill Award for Individual Excellence in Government**  
Kathleen M. Huston, city librarian, Milwaukee Public Library

**Intra-governmental cooperation**  
School District of Menomonee Falls for "Community Education and Recreation Program" that helps maintain community outreach initiatives that would have been discontinued under the district's school budget.

*Honorable mention:* City of Milwaukee Department of Neighborhood Services for "Chronic Nuisance Property Code."

**Inter-governmental cooperation**  
Village of Jackson for "Revenue Sharing Agreement and Cooperative Boundary Plan" that included annexation guidelines for both the village and town of Jackson, and provisions for joint park development, building inspection, engineering, and public works.

*Honorable mention:* Milwaukee Metropolitan Sewerage District for "Lincoln Creek Flood Management Project."

**Regional cooperation**  
Cities and counties of Kenosha, Racine, and Milwaukee for "KRM Inter-governmental Partnership" that has helped commuter rail service in the three counties advance to the planning and alternatives analysis phase.

*Honorable mention:* City of Wauwatosa Police Department in cooperation with Key Power International for "Public Safety Dispatch and Records Software."

**Private-public cooperation**  
City of Milwaukee and Safe & Sound for a program by the same name, which showed how coordinated law enforcement, providing safe places for youth, and door-to-door canvassing reduced crime in the Safe & Sound area (42% for violent offenses and 69% in juvenile arrests).

**Private-public cooperation**  
City of Glendale, Corrigan Properties, Steiner + Associates, and the Wisconsin Department of Transportation for "Bayshore Town Center Development," a \$300 million center occupying 44 acres and including 1.2 million square feet of retail, entertainment, residential, and office space in 12 free-standing buildings.

*Honorable mention:* Social Development Commission for "Milwaukee Asset Building Coalition."

**Leader of the Future Award**  
Andrew K. Pederson, manager, Village of Bayside.

1. Getting the Salute underway, Forum Chairman F. William Haberman welcomes attendees to the early morning breakfast and thanks the sponsors for their support.
2. Deborah Blanks, CEO of the Social Development Commission, accepts the honorable mention award for "Milwaukee Asset Building Coalition."
3. The Forum's first "Leader of the Future" award winner, Andrew K. Pederson, village manager of Bayside (right), told the crowd that the number of young leaders in government is growing and that continued encouragement from organizations like the Forum is critical. Jeffrey Remsik, of the Forum's Salute committee, presented the award.
4. Del Beaver, administrator of the village of Jackson, headed off an annexation battle with the town of Jackson through development of a plan that created cooperative annexation guidelines.
5. Commuter rail has been a hot topic in southeastern Wisconsin and helping to put it on the right track in Kenosha, Racine, and Milwaukee counties has been the "KRM Inter-governmental Partnership," for which Vivian King, of Roundy's Supermarkets, and Steve Johnson, of Miller Brands, accepted an award.
6. Finding ways to reduce crime always is top of mind for public officials. Barbara Notestein, executive director of Safe & Sound, accepted an award for a program that did just that, decreasing juvenile arrests and violent crime in an area of the city of Milwaukee.
7. Kathleen M. Huston, city librarian for the Milwaukee Public Library, received the Forum's greatest award, the Norman N. Gill Award for Individual Excellence in Government. A lover of books and everything connected with them, she led the city's library system since 1991, making sure it was well-positioned to take advantage of the digital age, but also ensuring that books continued to be an important part of everyone's life. Jeffrey Remsik, of the Forum's Salute committee, presented the award.



## Sponsors

