

NORTHWEST SIDE COMMUNITY DEVELOPMENT CORPORATION

2021 Annual Impact Report



A NOTE FROM THE E.D.



Willie Smith

2021 was a phenomenal year for Northwest Side CDC. We dramatically scaled up our lending program so that we may help more small businesses that fit our organization's mission. We officially opened Green Tech Station and made significant progress on the West Basin project with MMSD. And, we were able to connect with the community, in person and virtually, through resource fairs, farmers markets, and other resident-serving events.

When we are in the midst of all these activities, it is easy to get tunnel vision and just focus on getting the next event planned or the next loan closed. Looking at the numbers in this impact report has given me the opportunity to take a step back, zoom out, and think about the scale of what we have accomplished. However, we also know that we can have an even greater impact. Our goal is to be a convener and partner to any organization that is looking to get things done; and, recent funding awards from the Department of Administration, Otto Bremer Trust, Northwestern Mutual Life, and Wisconsin Economic Development Corporation will give us the resources to play this role.

None of this would have been possible without the residents of our neighborhoods, our community partners, and the hard work of our dedicated staff. I am incredibly proud of our 2021 and look forward to doing even more in 2022.

COMMUNITY DEVELOPMENT

NWSCDC has three main pillars of the organization that work in unison with one another to create a holistic approach to community development.



Business Lending & Technical Assistance

- One-on-One Business Counseling
- Debt Financing
- Incubator Program



Planning & Public Spaces

- Stormwater Management & Green Infrastructure
- Safe Streets & Trails
- Green Tech Station



Community Organizing

- Resident Engagement
- Block Watch Clubs
- Neighborhood Cleanups
- Community Building Events

OUR MISSION

We exist to create economic opportunities, build partnerships and strengthen communities on the Northwest Side of Milwaukee.

BUSINESS LENDING

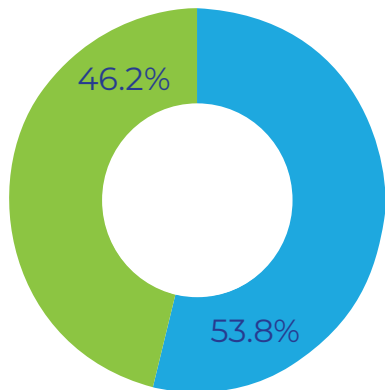
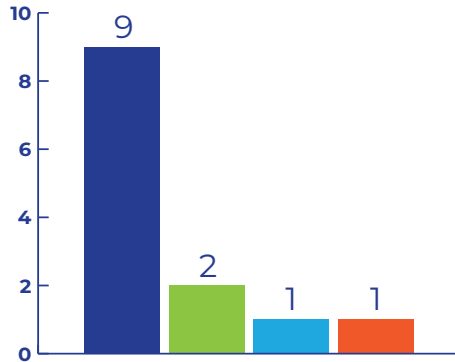
\$4.7 MILLION

DOLLARS LENT

* Amount lent in 2021.

Borrower Demographics

- African American
- White
- Hispanic
- South Asian/ Indian



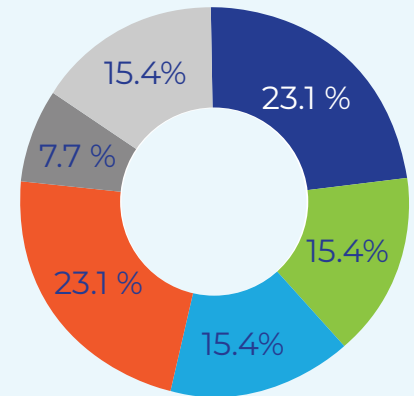
- Male
- Female

**MISSION
DRIVEN LENDING
AT NWSCDC.**

Number of Loans Closed



Client Business Industry



- Healthcare
- Daycare
- Restaurant
- Wholesale
- Real Estate
- Retail

As a certified Community Development Financial Institution, NWSCDC works to support and empower economically distressed areas in Milwaukee by making financial products and services more accessible. Our business loan fund provides low-interest financing to help grow local small businesses and attract mid-size companies that will bring new jobs to our community.



BUSINESS DEVELOPMENT

NWSCDC grew its technical assistance program by launching a new initiative to support childcare businesses in a strategic and impactful way in 2021.

Childcare Business Workshops



Workshop Attendees



The greatest reward in our work with businesses is supporting their journey toward success.

INCUBATOR PROGRAM

Number of Businesses in the 2021 Cohort



Launched in 2020, NWSCDC's Incubator Eighty +5 works to help social enterprises grow operations and create jobs.

Stipend Support



Job Creation



*Incubator job creation through 2021.

PLANNING & PUBLIC SPACES

NWSCDC is focused on reinvesting in Milwaukee's neighborhoods for the next generation. NWSCDC is a bridge with neighbors, stakeholders, and government agencies to make investments in neighborhood connectivity, expand transportation options, develop new high-quality green spaces, and help manage water where it falls to reduce flood risk.

Green Tech Station

Number of Site Visitors in 2021

368



4th Annual Promise Zone Bike Ride

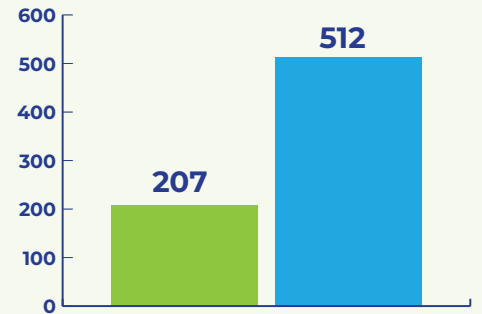
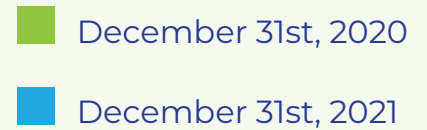
Event Participants



80

West Basin

Number of Contacts



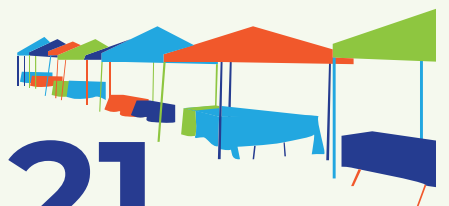
North Side Pop-up Farmers Markets

Participants & Customers



300

Vendors



21

COMMUNITY ORGANIZING

Organization Reach

20,000

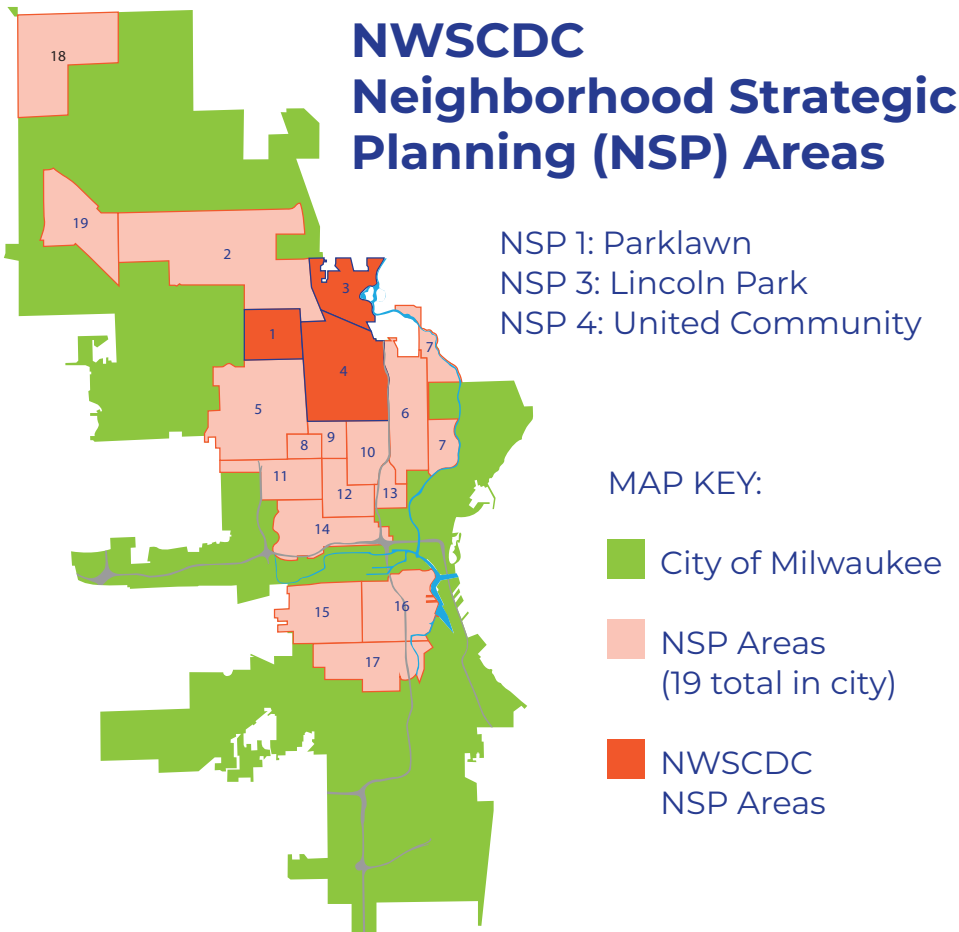
* Individuals interacted with over 2021. Number includes events, meetings, workshops, mask distributions, virtual events, food giveaways, etc.



Community Engagement Opportunities

300

* Including events hosted by NWSCDC, partner events & attended events.



Through Neighborhood Strategic Planning, NWSCDC Community Organizers partner with neighbors, schools, churches, businesses, elected officials, law enforcement, local nonprofits, and other community coordinators to enhance the quality of life in our service areas. We proactively invest in neighborhoods by organizing community cleanups, maintaining block groups, providing communal resources, and planning for the future.



SUPPORTERS OF NWSCDC

Major Support

CDFI Fund, OCS CED, and PNC Bank.

Additional Support

City of Milwaukee CDBG, City of Milwaukee DPW, MMSD, WHEDA, SBA, Greater Milwaukee Foundation, US Bank, Associated Bank, Spring Bank, SDC Foundation, NEA, LISC, Rails-to-Trails Conservancy, and Bader Philanthropies.



NWSCDC BOARD

2021 NWSCDC Board Members

Board President: Kirsten Thompson, Board Vice President: Bernadette Karanja, Board Treasurer: Hal Karas, Board Secretary: Steve Hipp, Felita Daniels Ashley, Heather Baylor, Geoffrey Cooper, Ashanti Hamilton, Yvonne McCaskill, Wendell Willis, Bryan Gill, Bre Plier, Lee Menefee, Rebecca Gries, Maria Watts, Ronald A. Williamson.

Thank you, Kirsten. Welcome, Bernadette.

“I want to take this opportunity to thank our outgoing Board President, Kirsten Thompson, for her service to our organization. After collaborating with our founder, Howard Snyder, on the project to save the Villard Library, Kirsten joined the board in 2012 and remained a member for 9 years. During her time on the board, she served as Chair of the Executive Committee and Board Governance Committee the latter of which she will remain involved with under an Emeritus status. She has been a crucial part of our strategic planning work as we have grown over the past few years, and has been an incredible resource to myself and our staff. We are so grateful for all that Kirsten has brought to this organization and are glad she will remain a part of the NWSCDC family in her new capacity.

This also gives us the chance to welcome our incoming Board President, Bernadette Karanja. Bernadette came onto the board in 2015 and is serving in the second year of her final term. She has assumed the chairperson responsibilities for Executive and Governance Committees, of which she was already a member. Bernadette’s passion and commitment to the mission of NWSCDC are palpable and we look forward to working with her in her new leadership role. We are so blessed to have an amazing board of directors and thank all members for their service.”

- Willie Smith, Executive Director



(Left) Kirsten Thompson
(Right) Bernadette Karanja

**NWSCDC
collaborates with
businesses and
neighbors to
build stronger
neighborhoods,
create economic
growth and
encourage urban
environmental
improvements.**



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