



MILWAUKEE'S SUBMISSION TO BLOOMBERG PHILANTHROPIES' MAYORS CHALLENGE DEMONSTRATES HOW **ONE CREATIVE, BOLD IDEA** CAN ADDRESS MANY SERIOUS URBAN CHALLENGES SIMULTANEOUSLY.

WHY MILWAUKEE?

- This is the story of nearly every city. Slammed by the loss of jobs and the ongoing foreclosure crisis, cities like Milwaukee are busy reinventing themselves. In Milwaukee, we embrace our working-class roots, diversity, and talent. We face our problems head on. We embrace our communities and celebrate our identity. This spirit brought us together and was the catalyst for our Mayors Challenge application.
- Mayor Barrett made this challenge a true community effort by partnering with Newaukee, a local young professionals group, to host Tournavation, a public competition to enhance his idea of combining food security and foreclosure issues.
- With the success of Tournavation and the dedicated partnerships of 75 community stakeholders, HOMEGR/OWN became the blueprint for our community to address these challenges – challenges that affect many communities.
- More than 300 cities applied, 20 cities were chosen as finalists and only five cities will win. While we won't know the final winners until late Spring, right now we need your help with another competition: **vote for HOMEGR/OWN in the Fan Favorite contest.** [View our final video here](#) and see if you're as convinced as we are that we've got a winning idea. Voting takes only a few seconds and registration is not necessary.

WHY FORECLOSURES AND FOOD DESERTS?

- The City of Milwaukee owns 956 foreclosed homes and more than 3000 vacant lots and 65 percent of neighborhood food retail outlets offer no fresh food.
- These problems are not just Milwaukee problems.
- HOMEGR/OWN is an innovative, smart way to address multiple problems: transforming foreclosed properties into assets that spark the rebirth of neighborhoods.

[Read more about HOMEGR/OWN Milwaukee here.](#)

[Read more about Bloomberg Philanthropies Mayors Challenge here.](#)

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VOTE FOR HOMEGR/OWN