
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 25, 2011

Ald. Bob Donovan
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Operation Impact Enters its 4th Year of Bolstering Public Safety

News conference scheduled for tomorrow in the heart of the near south side

As **Operation Impact** enters its fourth year of intensive public-private efforts to increase police presence and overall crime reduction initiatives on Milwaukee's near south side, **Alderman Bob Donovan** is not ready to announce "mission accomplished."

"Winston Churchill once said, 'An appeaser is one who feeds a crocodile—hoping it will eat him last.' With Operation Impact, we're not feeding any crocodiles, we're looking to eradicate them or force them into hibernation," Alderman Donovan said.

Alderman Donovan, who founded Operation Impact as a way to partner law enforcement and city (public) resources with private donors and local businesses to bolster public safety, will launch the 2011 Operation Impact **tomorrow (Thursday, May 26, 2011) during a news conference at 12 p.m. at the intersection of S. 23rd and W. Orchard Streets. He will be joined by local residents, school children, Neighborhood Ambassadors, business owners, representatives of community and neighborhood organizations, and other stakeholders. The alderman will also be joined by Milwaukee County District Attorney John Chisholm, representatives from the Milwaukee Police Department, and Alderman Jim Witkowiak.**

The Operation Impact target area is bounded by W. Pierce St. on the north, W. Lincoln Ave. on the south, S. 16th Street/S. Cesar Chavez Dr. on the east and S. 38th St. on the west – an area considered one of Milwaukee's most ethnically diverse and touching three aldermanic districts. The area is located within the 2nd Police District.

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2011 Operation Impact Launch /ADD ONE

Alderman Donovan said Operation Impact, which uses donated private resources to flood the target area with beat patrol officers and additional surveillance cameras, has been able to do what it does best – focus police patrols, surveillance cameras and other tactics to directly quiet neighborhoods and reduce crime – thanks in large part to generous donors.

The Forest County Potawatomi Foundation, the Bradley Foundation, the Betty Brinn Foundation, the M&I Foundation, Badger Mutual Insurance, Aurora St. Luke’s Medical Center, El Rey grocery, Miller Compressing, Roundy’s, and Walgreens have all been significant Operation Impact donors over the years, the alderman said.

Dozens of small businesses have also contributed donations, and have allowed Operation Impact surveillance cameras to be mounted on their buildings. Earlier this spring, Operation Impact partnered with the Cesar Chavez Business Improvement District (BID #38) to install exterior surveillance cameras along S. Chavez Dr. from W. National Ave. to W. Greenfield Ave.

Greg and Dolly Mertens, owners of Wild Flour Bakery at S. 28th St. and W. Lincoln Ave., said Operation Impact has made a difference in their neighborhood. “With the cameras and the increased bicycle and beat patrol officers, things have quieted down significantly each summer since Operation Impact took hold,” Dolly Mertens said.

“We’re very ardent supporters of Operation Impact, because we’ve seen its positive impact and how it deters criminal activity,” Ms. Mertens said.

Dozens of community agencies and programs have contributed personnel, volunteers and/or resources to Operation Impact, including UMOS, Southside Organizing Committee, Operation Payback, Community Partners, Weed and Seed, Journey House, Layton Boulevard West Neighbors, Weekend Warriors, Milwaukee Christian Center and many others.

IMPORTANT NOTE: In case of rain, the news conference will be held in the gym at Christ St. Peter Lutheran School located at 2229 W. Greenfield Ave.