



March 27, 2019

Ald. Milele A. Coggs
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Common Council passes resolution to establish the Growing Entrepreneurs in Milwaukee (GEM) initiative

The Common Council yesterday approved legislation to establish the Growing Entrepreneurs in Milwaukee (GEM) initiative as an official City program for youth under the age of 18 to learn about City licensing regulations to advance and achieve their entrepreneurial goals.

The GEM initiative sponsored by **Alderman Milele A. Coggs** and co-sponsored by **Alderman Russell W. Stamper, II, Alderman Khalif J. Rainey, Alderman Cavalier Johnson, Alderman José G. Pérez, Alderman Tony Zielinski, Council President Ashanti Hamilton, Alderman Chantia Lewis, Alderman Nikiya Dodd, and Alderman Mark A. Borkowski** will consist of online educational “modules”, an introduction to the business permitting process, and real-world educational experiences to teach youth the principles of entrepreneurship.

“We know that early exposure to and interaction with our business processes is crucial to an entrepreneur’s success,” said Ald. Coggs. “Helping our young people recognize opportunity, and giving them the tools to capitalize on these opportunities, empowers them to take ownership of their future and to grow professionally and personally.”

The GEM initiative will work in partnership with other youth entrepreneur programs, and is authorized to accept up to \$10,000 in contributions to support its mission and goals.