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## Menomonee Valley 2008: A Year of Transformation



Menomonee Valley Partners, Inc.  
2008 Annual Report





“Today, the Valley is emerging as an economic engine for the greater Milwaukee region.”

-Mick Hatch  
Board President

# 2008: A Year of Transformation

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## *President's Message*

# 2008 marks the year when the economic growth in the Valley became visible.

After years of public and private investment, even the casual observer can now see the transformation as buildings are erected and fill with workers, one-of-a kind destinations are opened, and art and athletic events draw crowds to Chimney Park and the Hank Aaron State Trail. In 2008 alone, the Valley welcomed the grand openings of the Potawatomi Bingo Casino Expansion and the Harley-Davidson Museum, which, along with the Brewers' winning season, brought millions of visitors to the Menomonee Valley. Taylor Dynamometer and Proven Direct opened for business, while Derse Inc. and Charter Wire broke ground on new facilities. Today, the Valley is emerging as an economic engine for the greater Milwaukee region. Developing new park areas in the Valley has also entailed building a stewardship program, bringing together people who care about the area and are eager to help maintain it for all to enjoy.

Creating a new public park has also entailed building a stewardship program for this new space, bringing together people who care about

the area and are eager to help maintain it for all to enjoy. In 2008, MVP created two new programs to engage people, Seeds for the Future and the Stew Crews, as well as events that engaged volunteers for a day. We also developed a Community Advisory Committee representing users of the Hank Aaron State Trail, the Menomonee River, neighbors and employees of the Valley – to develop ideas and guide the designs for Hank Aaron State Trail expansion projects. Throughout the year, we had over 500 regularly engaged volunteers.

MVP is also excited to announce that the Urban Ecology Center has decided to open a branch in the Valley to serve southside neighborhoods. The Wisconsin Department of Transportation will help us facilitate the design and construction of new projects – three new bicycle / pedestrian bridges connecting the Valley to surrounding neighborhoods, a canoe launch, river access points areas, and 24 acres of restored natural areas.

The following pages highlight the many economic, environmental and community transformations that have taken shape throughout 2008, and provide a glimpse of the transformations yet to come. To get a sense of the recent transformative developments in the Menomonee Valley, please see the pull out map in the center of the spread.

Mick Hatch  
Board President





Photo: John Ehlers



## Economic Transformations

### Potawatomi Bingo Casino Expansion Opens

After completion of a \$240 million expansion in 2008, a bigger, better entertainment experience awaits guests at Potawatomi Bingo Casino. The 500,000 square-foot addition has tripled the size of the Casino. By adding 1,300 slot machines and more than doubling the number of table games, guests have even more gaming options. New dining outlets, like RuYi and the Menomonee Valley Food Court, allow for more variety of dining venues. Plenty of convenient parking was added,

including a six-story, 1,700-stall structure. Close to 1,000 jobs were created, further representing the Forest County Potawatomi Community's commitment to the area.

### Harley-Davidson Museum Grand Opening

On July 12, 2008, we revved our engines with the Harley-Davidson Museum's Grand Opening ceremony, and over Labor Day weekend we celebrated the company's 105th anniversary. The Museum, at 400 W. Canal Street, houses Harley-Davidson's permanent collection, archives and temporary exhibits, as well as a gift shop and two restaurants, Motor and Cafe Racer. The 20-acre museum site is incircled by a riverwalk, a great complement to the Hank Aaron State Trail. The 105th Anniversary celebration brought hundreds of thousands of people to the greater Milwaukee area, and the Museum expects to draw 350,000 visitors annually.

### Valley Developments Increase Value to City

In addition to job creation and positive regional and national press garnered for Milwaukee, the Valley's redevelopment has also improved the City of Milwaukee's revenue stream. In 2002, total property value for the Valley was \$62 million. By 2008, that value had more than doubled to \$128 million, largely due to vacant properties being redeveloped as destinations or sustainable manufacturing



Photo: Tom Harris



facilities. The increase in the district's assessed value has raised the City's annual property tax revenue by \$1 million. The public investments in the Menomonee Valley are clearly adding value to our city.

### **Proven Direct and Prolitec Open in the Canal Street Commerce Center**

Proven Direct, which provides integrated web and variable data printing, online marketing, direct mail production, and fulfillment services, moved into the Canal Street Commerce Center at 1301 W. Canal Street in May. As the anchor tenant of the 150,000 square foot "green" building, Proven Direct used bio-degradable ribbon for the ceremonial ribbon cutting to mark the completion of another sustainably-designed project in the Menomonee Valley. Prolitec, a manufacturer of fluid mechanic and scent diffusion technologies, is in the process of moving into the Canal Street Commerce Center.

### **Taylor Dynamometer Moves into New Valley Facility**

Taylor Dynamometer, a manufacturer of dynamometer systems serving a worldwide market, moved into their new facility at 3602 W. Wheelhouse Road this spring. Their sustainably-designed building provides excellent views of Chimney Park and has served as a meeting space for much of the ongoing planning work for the park and Hank Aaron State Trail projects.

### **Iron Horse Hotel Opens on Valley's Edge**

On the Valley's edge, a 100-year-old warehouse was renovated as a modern luxury boutique hotel. As the first upscale hotel geared for business travelers and motorcycle enthusiasts alike, the Iron Horse Hotel meets the distinct needs of both corporate and leisure guests with its special services, unique amenities and 102 loft-style guest rooms. The hotel provides meeting space and restaurant services that cater to the needs of local businesses, while offering boutique amenities to those visiting Milwaukee.

### **Derse and Charter Wire Break Ground**

This summer, Derse, Inc. began constructing their new company headquarters in the Menomonee Valley Industrial Center: a 160,000 square foot green building facing the Menomonee River and the Hank Aaron State Trail. Employees began moving in at the end of the year, and the 3880 W. Canal Street facility should be in full production early in 2009. Around the corner at 3754 W. Milwaukee Road, Charter Wire has begun construction on their new 125,000 square foot manufacturing facility and plans to be operating in the Valley by mid-2009. The 70 year old Milwaukee company chose the Valley for its proximity to downtown, transit, and the surrounding workforce. Only 20 acres remain available for sale in the Menomonee Valley Industrial Center.

### **Real Estate Open House Highlights Valley Opportunities**

MVP hosted the 2nd annual Real Estate Open House in June at Taylor Dynamometer, with more than 100 attendees. This year, MVP partnered with the three other industrial districts in the city, as well as two commercial districts bordering the Valley. Together, the event showcased all the major development opportunities for growing manufacturing firms and highlighted the commercial amenities just outside of the Valley. The event location provided dramatic views of nearby properties available for sale, as well as the Hank Aaron State Trail and other location amenities.







### **Valley Workforce Forums Help with Recruitment and Retention**

This year, more than 250 people attended the Valley's Workforce Forum events, a new program to help employers with recruitment and retention. These events, which introduced Valley businesses to scores of workforce development resources in the community, were designed to help Valley employers expand their networks and develop new relationships with organizations that help people find jobs. Due to overwhelmingly positive feedback from the spring session, a fall session was held, and MVP plans to continue this program.

### **Ridership of Route 17 Bus Increases with Route Change**

The Route 17 bus, started two years ago to ensure jobs created in the Valley were accessible, saw a spike in ridership in 2008. After intense planning with Milwaukee County Transit System (MCTS) and Valley businesses, the route changed its

terminus from downtown to the near south side to accommodate the growing number of Valley employees from southside neighborhoods. Soon after the change, the route increased ridership by 50%. In an effort to continue this trend, MCTS has made the Commuter Value Pass even easier for Valley employers. Thanks to great partnerships with MCTS, DOT, Potawatomi, and the Valley Business Improvement District, family-supporting jobs in the Valley are accessible to all.

### **Palermo's Pizza Helps Kids Earn and Learn**

Giacomo Fallucca, President and CEO of Palermo's Pizza, joined Mayor Tom Barrett as co-chair of the 2008 Earn & Learn Private Sector Job Connection campaign to recruit area businesses to hire Milwaukee teens. The Earn & Learn program provides private sector jobs for Milwaukee teens, giving them valuable work experience. Palermo's Pizza created 10 positions for students between the ages of 17 and 21, providing them with work experience in all areas of the company.





## Environmental Transformations

### **New Roads in the Valley Designed Sustainably**

Greater Milwaukeeans hear a lot about stormwater runoff, the rainwater that picks up all the dirt, debris, and chemicals on the roadways and washes into our rivers and streams. With the support of the Milwaukee Metropolitan Sewerage District and the City of Milwaukee, the Valley made some innovative changes in our newly built roads to improve this situation. Typically, stormwater would flow along a concrete gutter next to the curb and straight into storm drains and the River. Instead, we created wide planters next to parking spaces, with tapered curbs and scored gutters that divert stormwater into the planters. The lowered planting areas and native perennial plants will capture stormwater runoff and keep contaminants and runoff out of the Menomonee River. Seemingly small changes like this make big improvements in the health of our waterways.

### **Stormwater Park Handles a 100-Year Storm**

In June, Wisconsin was soaked by record rainfall, resulting in widespread flooding. In the Valley, people came to see how Stormwater Park handled its first 100-year storm event. While the basins are normally dry and full of wildflowers, during the rains the basins filled with stormwater, exactly as designed. Within a few days, the water had been absorbed into the soil and the basins were dry again. The Hank Aaron State Trail was the perfect place to watch this process, with overlooks and interpretive signs along the basins that explain

how stormwater impacts our region. Because of this innovative design, Stormwater Park keeps stormwater out of the sewer system and the River during flooding, so new developments in the Valley are not contributing to downstream flooding or creating water quality problems in the Menomonee River or Lake Michigan. Stormwater Park helped the Valley garner recognition as one of the Ten Best Developments in the Nation by the Sierra Club.

### **Signature Chimneys Get a Solar Glow**

The Valley's signature chimneys have been fitted with solar panels which provide a soft glow from the interior of the chimneys. One photovoltaic panel on each chimney is enough to provide the glow, making a nice soft light for an evening walk along the base of the historic structures. Pragmatic Construction constructed this sustainable lighting system.

### **Sustainable Valley Projects Reach Milestone**

In 2008, the Valley's redevelopment had succeeded in creating more than 800,000 square feet of sustainably designed buildings. Recent developments have been designed and built using the Menomonee Valley Sustainable Design Guidelines, which create more energy efficient buildings. We Energies has been a leader in this initiative, providing support to businesses early in their design phase to ensure each facility attains their efficiency goals.

### **Bike to Work Week Increases Car-Free Commuting**

This year's Bike to Work Week saw an average of 70 people per day biking the Hank Aaron State Trail to work. Every year ridership grows as workers in and around the Valley take the weeklong car-free challenge. The Sigma Group, 1300 W. Canal Street, provides a Bike to Work Week station, offering refreshments, bike maps, encouragement, and camaraderie. Mark your calendars for the 2009 Bike to Work Week, May 11 to 15.

### **Anglers Note Menomonee River Quality Improving**

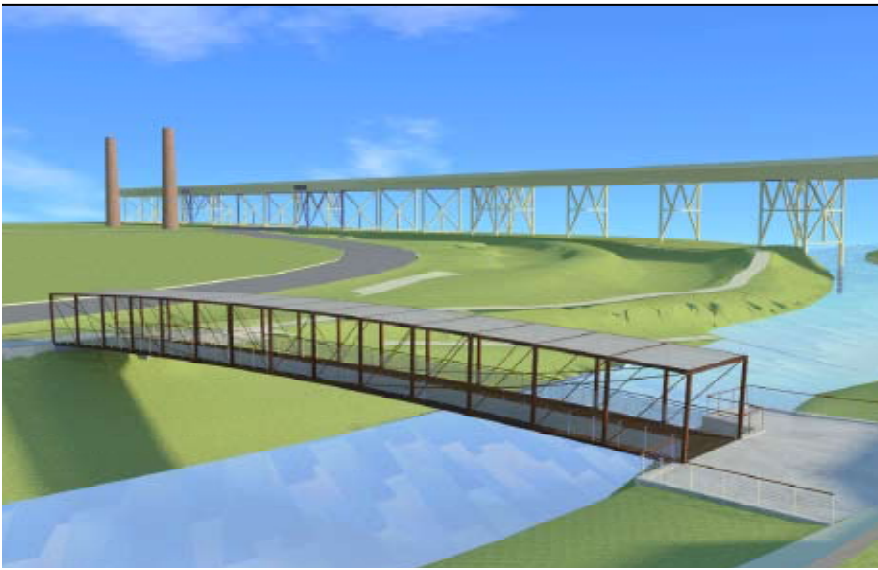
Anglers have been using the fishing pier and canoe launch just east of Miller Park to reel in steelhead in the spring and salmon in the fall. Anglers have noticed improvements in the runs up the Menomonee River and improved access to fishing spots from the Hank Aaron State Trail.

Every year is a testament to how environmental improvements are creating better habitat. Fish, toad and frog populations have grown, birds from kestrels to herons have returned to the trees along the Menomonee River, and deer tracks can often be found along the river banks.

### **Volunteers Keep the Valley Clean and Green**

In April, the Menomonee Valley hosted its most successful Earth Day clean-up to date. Over 500 people pitched in throughout the Valley. Volunteers cleaned up along the Menomonee River, refinished picnic tables, and even planted native perennials along the Hank Aaron State Trail. In May, the MVP and the Friends of the Hank Aaron State Trail hosted a Community Planting Day, during which another hundred volunteers participated in additional plantings.





## Community - Led Transformation

### Community Selects Design for Valley Passage

For generations, neighbors south of the Valley accessed jobs via a pedestrian tunnel beneath the train tracks and then crossed a bridge over the Menomonee River. The Valley Passage project will restore this connection between the Valley and its neighborhoods, allowing residents to access the Hank Aaron State Trail, Menomonee River, and Valley jobs. This project is also the critical link of the Hank Aaron State Trail, connecting the existing Trail that runs between Lakeshore State Park and Miller Park, with the upcoming 5.5 mile Trail extension to Waukesha County. In December, MVP and the Wisconsin Department of Transportation, which is managing the project, held a public meeting to seek input on several design alternatives developed by HGA Architects and Engineers and Alfred Benesch & Company. Over 70 people attended and provided comments on and selected a design concept, which is being further developed. The construction is planned for 2010.

### UWM Students Design and Build Stewardship Pavilion

According to the Journal Sentinel, the Stewardship Pavilion is “the most beautiful small building to be added to the Milwaukee architectural landscape.” Designed and built by UWM architecture students, it is now the activity base for environmental work and volunteer activities in the Valley. The Pavilion was developed through the Marcus Corporation Foundation Prize, which recognizes emerging talent in architecture. The Marcus Prize paired winning firm Barkow Leibinger Architects with UWM Professor Kyle Talbott’s class, which spent the year designing and constructing the Stewardship Pavilion, a model of innovative, sustainable architecture and construction practices.





### **Stew Crews Adopt the Hank Aaron State Trail**

Five Valley companies: Palermo's Pizza, Proven Direct, P & H Mining Equipment, Cargill, and The Sigma Group, and one Valley neighborhood, Storyhill Neighborhood Association, formed stewardship groups called the Stew Crews and adopted sections of the Hank Aaron State Trail. Once a month, employees and neighbors spend a few hours planting, weeding, or cleaning up along their respective section of the Trail. This year, 50 Stew Crew members gave 200 hours of volunteer service. It's a great team-building activity, and has helped to keep the Valley looking great.

### **Seeds for the Future Grow the Park**

In 2008, 150 elementary and middle school students from five schools near the Valley participated in MVP's Seeds for the Future program. Students from Notre Dame Middle School, Nativity Middle School, Hawley Environmental Elementary, McDowell Montessori School, and Vieau Elementary spent days learning about the Valley and planting along the Trail. After three years of working with schools, students who have participated in the past are now teaching their classmates how to plant. While learning science and engaging in community services, these kids are creating new park spaces for all to enjoy.

### **Eagle Scout Builds Two Benches for Valley**

The Valley Park now has two more places for visitors to rest and enjoy the changing landscape. David Kratz, a Valley neighbor, built two swinging benches for the Valley as his Eagle Scout project. David worked with Valley businesses to find locally made materials. Tom Mulhaney, President of Badger Railing at 3880 W. Milwaukee Road, and an Eagle Scout himself, helped with materials and guidance. David's two swinging benches are located along the gravel portion of the Hank Aaron State Trail north of the chimneys.

### **Volunteers Help the Park and Trail**

Many volunteers help the Valley regularly on their own initiative, making Chimney Park and the Hank Aaron State Trail feel like special places. A few deserving special recognition are Merrill Park neighbors Bob Weiland and James Harley, who repair the Trail's interpretive signs, bike racks and benches, help kids plant trees, and pitch in wherever there is a need. Volunteer Dan Collins built benches along the Trail, a map box at the canoe ramp, and crafted the Valley bike cart, specifically designed for transporting planting equipment. MVP is grateful to these volunteers, as well as the scores of others who, on their own, pick up garbage, weed invasive species, and make the Valley a special place for everyone to enjoy.



Photo: Scott Paulus

## Transformational Events

### **Hank Aaron Draws Crowds for State Trail 5K Run/Walk**

Hank Aaron, the namesake of the Trail, was the Honorary Master of Ceremonies for the 9th Annual Friends of the Hank Aaron State Trail 5K Run/Walk this August. Over 1,500 runners and walkers participated in the annual event, which runs down Canal Street and back on The Hank Aaron State Trail along the Menomonee River. Every year, participants are greeted by the transformations of the Valley - this year presented new buildings, great growth of park space, and children's art projects along the Trail. This year offered a special treat: fans greeted Hank Aaron himself, who afterward toured the Trail with Governor Jim Doyle and Mayor Tom Barrett.

### **Milwaukee Brewers Set Record for Visitors**

The Milwaukee Brewers set an all-time franchise attendance record in 2008, bringing nearly 3.1 million fans into the Menomonee Valley area and through the gates Miller Park. The team also reached the post-season for the first time in 26 years, giving



fans an elongated season and more opportunities to see the incredible growth, investment and transformation of the valley neighborhood.

### **Wild Space Dance Company Performs in Chimney Park**

Milwaukee's Wild Space Dance Company performed *On-Site: Menomonee Valley*, an original site specific art installation, September 19 and 20. Set in the Menomonee Valley's new Chimney Park, performers engaged the Park's towering chimneys and the 35th Street Viaduct stairway, exploring how space and built forms influence interactions, function, and sense of place. Under the direction of Wild Space's Artistic Director Debra Loewen, *On-Site* featured Wild Space Company dancers and Milwaukee Turners climbers for an exciting mix of dance, vertical movement, and performance. Milwaukee historian John Gurda presented a pre-show talk about the history of the Valley prior to each performance.

### **Milwaukee River Challenge Races through the Valley**

In September, the Milwaukee River Challenge urban regatta ran through the Menomonee Valley for the

first time in its 8-year history. The 2.5 mile race welcomed dozens of collegiate crew teams from across the country to compete, and featured former Olympians, world champions, and local teams and clubs. The Hank Aaron State Trail provided great views of the Menomonee River section of the regatta.

### **Walker's Point Center for the Arts Creates Art for the Trail**

In 2008, a group of youth participating in the Walker's Point Center for the Arts summer programming spent a week creating a piece of environmental art along the Hank Aaron State Trail. With the assistance of world renowned

environmental artist Roy Staab, the children used locally found materials, wood, and rocks to create an archway, an entrance into the park, and a rock spiral in the stormwater basins.

### **Many Learn Through Landscapes of the Valley 101**

In 2008, MVP consultant Nancy Aten taught the first Landscapes of the Menomonee Valley course for the general public. From the rich geological and ecological history of the Valley through the significance of today's work to restore the Valley's native plant communities, the course emphasized the importance of the Valley in the region's history.



### **Valley Redevelopment Recognized**

- International Economic Development Council
- American Council of Engineering Companies
- Daily Reporter, Top Projects
- WI American Society of Landscape Architects
- Wisconsin Brownfield Study Group
- The Business Journal, 40 Under 40
- Keep Greater Milwaukee Beautiful IDEAL Award







Rendering: Airline-Wenk

## Transformations To Come

### **Urban Ecology Center Plans to Open Valley Branch in 2011**

In December, the Urban Ecology Center announced that it plans to open a branch location to serve the Menomonee Valley and Milwaukee's southside neighborhoods. An internationally recognized environmental education community center, headquartered in Milwaukee's Riverside Park, the Center plans to begin operations in the Valley in 2011. Their involvement will be key to developing community programs in the Park, as well as science education programming with students, from kindergarten through high school, within two miles of the Valley.

### **DOT Will Lead Hank Aaron State Trail Expansion Projects**

The Wisconsin Department of Transportation (DOT) has accepted the request from MVP and of Natural Resources to manage the design and construction of three crucial Hank Aaron State Trail expansion projects: 1) The Valley Passage will connect the

Valley to the southside neighborhoods at the site of a historic pedestrian tunnel that was a main route to Valley jobs for generations. Design is underway and construction is planned for 2010. 2) The West Allis extension of the Trail will take the Trail from Miller Park, through the VA grounds, State Fair Park, and to 94th Place. This section will be completed in 2010 as well. 3) The Hank Aaron State Trail Natural Area will create two new bike/pedestrian bridges, a canoe launch and fishing area, and 24 acres of restored landscape on a sliver of land along the south bank of the Menomonee River between 27th and 35th Streets. Design for this phase begins in 2009 with construction ongoing from 2010 to 2012. Sign up for the MVP newsletter to receive updates: [www.RenewTheValley.org/newsletter](http://www.RenewTheValley.org/newsletter).

# MVP Staff and Board

## MVP Trinity Fellow Completes Two Years of Service

In summer 2009, MVP will say good-bye to our Marquette Trinity Fellow, Dawn Follendorf. Dawn has spent the past two years as MVP's Open Space Coordinator while pursuing her Master's in Public Service. Dawn helped create the Seeds for the Future and Stew Crew programs, guided the Community Planting Day and Earth Day events, and led the creation of personalized Hank Aaron State Trail maps for Valley businesses to engage employees in Trail usage. We will miss Dawn, and wish her the best of luck in her future endeavors.

### **MVP Staff:**

Laura Bray, Executive Director  
Corey Zetts, Program Director  
Catrina Crane, Business Resource Manager  
Dawn Follendorf, Open Space Coordinator  
Nancy Aten, MVP Consultant



(l to r) Nancy Aten, Laura Bray, Catrina Crane,  
Dawn Follendorf, Corey Zetts

### **MVP Board:**

**President:** Mick Hatch, Foley & Lardner LLP  
**Vice President:** Julie Penman, HGA Architects  
and Engineers  
**Secretary:** Rana Altenburg, Marquette University  
**Treasurer:** John Brennan III, J.M. Brennan  
Ruben Anthony, Jr., WI Department of  
Transportation  
Earl Buford, BIG STEP  
Bob Dennik, VJS Construction  
David Doerr, Falk Corporation (retired)  
Roman Draba, We Energies  
Angelo Fallucca, Palermo Villa  
Laura Goranson, SE Wisconsin Professional  
Baseball Park District  
Dextra Hadnot, AT&T  
Patrick Henderson, Wisconsin Department of  
Natural Resources  
Jeffrey Mantes, Milwaukee Department  
of Public Works  
Rocky Marcoux, Milwaukee Department  
of City Development  
Dianne Markut, Potawatomi Bingo Casino  
Jeff Morgan, Allied Insulation Supply Company  
Pat O'Brien, Milwaukee 7  
Stacey Schiesl, Harley-Davidson Museum  
Lynn Sprangers, Milwaukee Brewers  
Jennifer Steiner, United  
Community Center

*MVP is deeply grateful to  
George Claudio and Michal  
Ann Dawson, who completed  
their terms of service this year.*



## MVP Gratefully Acknowledges its Supporters

MVP is very grateful to the foundations and corporations that have given us operating and programming support for the year. The successful projects and momentum building in the Valley would not be possible without the valuable support of these organizations:

- AT&T
- The Lynde & Harry Bradley Foundation
- Business Improvement District #26
- Great Lakes Basin Partnership
- Greater Milwaukee Foundation
- Richard and Ethel Herzfeld Foundation
- Joy Global Foundation
- M & I Bank
- Miller Brewing Company
- NonProfit Management Fund
- Potawatomi Bingo Casino
- Redevelopment Authority of the City of Milwaukee
- Wells Fargo
- We Energies

## Statement of Activities for the Fiscal Year Ended June 30, 2008

### Revenues

Grants and Contributions	\$	260,048
Business Improvement District	\$	55,000
Program Revenue	\$	181,127
Interest Income	\$	21,623
In-kind Gifts and Services	\$	102,279
<b>Total Revenues</b>	<b>\$</b>	<b>620,077</b>

### Expenses

Program Services	\$	433,837
Administration	\$	43,492
	<b>\$</b>	<b>477,329</b>

**Total Net Assets** **\$ 896,618**





## *Mark Your Calendar for These Dates in the Valley*

Saturday, April 18: Earth Day Clean-Up  
9:00 am – 12:00 noon, meet at Miller Park

May 11 to 15: Bike to Work Week  
7:30 – 9:30 am daily, refreshments served along the Hank Aaron State Trail

Saturday, May 16: Community Planting Day in the Park  
9:30 – 11:30 am, meet under the 35th Street Viaduct

Tuesday, June 23: 3rd Annual Real Estate Open House  
11:30 am – 1:30 pm, meet in the MVIC, Canal Street at Milwaukee Road

Saturday, August 8: 10th Annual Hank Aaron State Trail Run/Walk  
Registration at 8:00 am, meet at Miller Park

For Valley updates and to sign up for the Valley eNews, visit [www.RenewTheValley.org](http://www.RenewTheValley.org).

