

The image features a background of an industrial waterfront area. In the foreground, there are large, stacked stone blocks. A concrete walkway curves along a body of water. In the middle ground, there are several industrial buildings, including a prominent one with a tall chimney. The sky is blue with scattered white clouds.

MENOMONEE
VALLEY
PARTNERS, INC.

MOMENTUM
in the MENOMONEE VALLEY

2015 Annual Report



This year's annual report, ***Momentum in the Menomonee Valley***, shares the stories of businesses expanding, renovating vacant buildings, and creating new jobs; people experiencing nature in the heart of the city, nature rebounding in Three Bridges Park, and thriving destinations that offer something for everyone. News in the Valley in 2015 included:

- two companies move headquarters to the Menomonee Valley,
- two breweries announce plans to open in the Valley in 2016,
- three businesses expand operations and create new jobs,
- several building renovations underway on St. Paul Avenue,
- students visit Valley companies to learn about career paths in manufacturing and engineering,
- 20,000 people visit Three Bridges Park, and
- neighbors catalog the wildlife along the Menomonee River and in Three Bridges Park.

There is still work ahead to realize the collective vision of a thriving Menomonee Valley – but it is clear that we have the momentum, vision, and partnerships necessary to attain the Valley's full potential.

We are grateful for the support and partnerships that have been so important to the Valley this year. The Valley would not be the revitalization success story it is today without the support Menomonee Valley Partners has received from our partners—elected and public sector officials, funders, businesses within the Valley, neighbors, companies and organizations who have shared ideas and insights, and all those who have served on committees or as volunteers.

Many thanks to all who have been part of the transformation and continue to fuel momentum in the Valley!



Mick Hatch
Board President





Corey Zetts
Executive Director


The mission of Menomonee Valley Partners (MVP) is to revitalize and sustain the Menomonee Valley as a thriving urban district that advances economical, ecological, and social equity for the benefit of the greater Milwaukee community.


MVP plays a key role in the public-private collaboration required to develop a revitalized and sustainable Menomonee Valley. The organization serves as a convener and coordinator by **engaging stakeholders, articulating a vision, leveraging funding, and aligning partners** to accomplish shared goals.

MVP envisions a thriving Valley with a well-balanced mix of industrial, recreational, and entertainment uses that strengthen Milwaukee:

 **Economically**, with strong companies and jobs near workers' homes;

 **Ecologically**, with sustainable development and environmental stewardship;

 **Geographically**, with renewed ties to surrounding neighborhoods; and,

 **Equitably**, with opportunities for all.

MVP's strategic priorities are:

- Encourage and facilitate **high-quality redevelopment of vacant parcels and underutilized properties**, with a current focus on the East End of the Valley and the St. Paul Avenue corridor;
- Recruit and retain **high-yield, high-quality employers**;
- Connect Valley employers to a regional, job-ready workforce and **position local workers** to be competitive for upcoming employment opportunities;
- **Maintain a thriving, sustainable, urban district**, which is home to manufacturing, entertainment, and recreation and is a learning laboratory for sustainable development; and
- Provide effective **transportation access**.

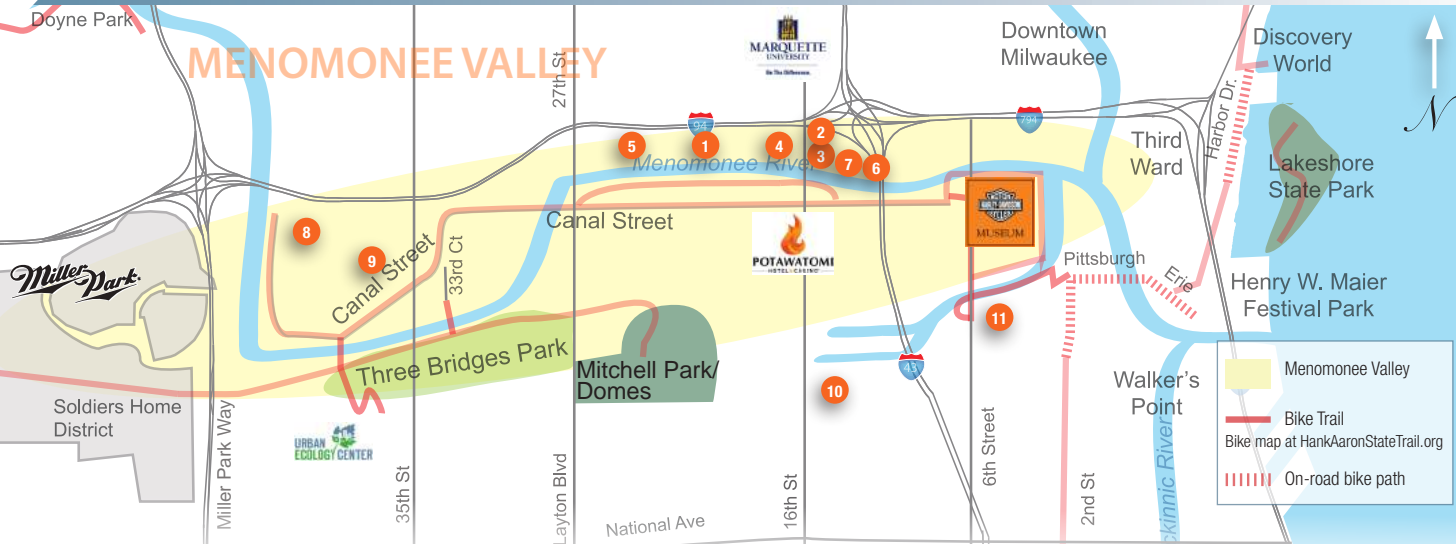


Ben Davis



Troy Freund

MOMENTUM IN THE VALLEY



ECONOMIC DEVELOPMENT 8

St. Paul Avenue

- 1 JM Brennan expands
- 2 Plum Moving Media relocating
- 3 Third Space Brewing plans launch
- 4 1635 St. Paul Avenue renovations underway
St. Paul Avenue Real Estate Showcase

Central Valley

- 5 City Lights Brewing & riverside beer garden on the way
- 6 Standard Electric Supply announces expansion
- 7 Intergovernmental partnership expands recycling center

Menomonee Valley Industrial Center

- 8 Lohmann & Rauscher relocates North American HQ
- 9 Charter Wire completes expansion

Pierce Street

- 10 Antiques on 2nd moves and becomes Antiques on Pierce

Reed Street Yards

- 11 Zurn Industries moving global HQ

SUSTAINABILITY 16

- We Energies Valley Power Plant converts to natural gas
- Potawatomi Hotel & Casino achieves LEED® Gold certification
- Mayor's Urban Design Awards - Reed Street Yards and Potawatomi Hotel & Casino

COMMUNITY IMPACT 18

- Manufacturing Career Days inspire youth
- Youth boat building activates Ember Lane boat launch
- Materion and Vulcan join the Stew Crew team
- Hundreds volunteer for Earth Day Cleanup
- Eddee Daniel, artist in residence, continues sharing the Valley's story
- 1500+ people explore the Valley during the Hank Aaron State Trail Run/Walk
- Shakespeare was performed in Three Bridges Park
- Bike tours explore industrial past

MENOMONEE VALLEY – FROM THE GROUND UP . . . 26

- Three Bridges Park receives national award
- Sign installed at Valley Passage
- A beaver leaves his mark in Three Bridges Park
- *Research & Citizen Science 2014 Review* released
- Endowment supports continued care of Three Bridges Park
- Donors honored with donor wall and banner
- Mick Hatch honored with Todd Wehr Volunteer Award
- Three Bridges Park featured in *Wisconsin Great Lakes Chronicle*
- Top Milwaukee-area attractions are on the Hank Aaron State Trail

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ECONOMIC DEVELOPMENT

ST. PAUL AVENUE

JM BRENNAN EXPANDS

JM Brennan, a family-owned mechanical contractor founded in 1932, doubled the size of their Valley property with a 2-acre purchase adjacent to their current facility. A 22,000-square-foot addition will house a new sheet metal shop and office space, allowing them to expand services and add 30–40 more project managers, engineers, and salespeople to their 250-person workforce.



1

Addition to 2101 W St. Paul Avenue



2

1418 W St. Paul Avenue

PLUM MOVING MEDIA RELOCATING

Plum Moving Media, a video production company, will relocate from the Third Ward to property purchased on St. Paul Avenue. The first phase includes renovation of 15,000 square feet for a studio and office space for their 19 employees. The second phase plans include renovation of another building on the property for leased office space.

“We like what’s happening in the Valley,” said Rich Schmig, owner of Plum Moving Media.

THIRD SPACE BREWING PLANS LAUNCH

A Milwaukee-area brewmaster plans to open a new 13,000-square-foot craft brewery, tasting room, and beer garden in the summer of 2016 in a former tinware manufacturing facility that has been vacant for over 20 years. Third Space Brewing will employ 7 full-time employees and 17 part-time employees within two years.



Third Space Brewing

3

1505 W St. Paul Avenue
Future Home of Third Space Brewing

“We feel it’s a good project because it’s revitalizing a building that’s been abandoned for a long time, and it’s bringing in a business that will create jobs and bring attention to the neighborhood,” said Kevin Wright, co-founder of Third Space Brewing.

4



1635 ST. PAUL AVENUE RENOVATIONS UNDERWAY

This 71,000-square-foot warehouse was purchased in November 2014 and is currently undergoing façade repairs. The owner plans to welcome tenants in the near future when further interior and exterior renovations are complete.



ST. PAUL AVENUE REAL ESTATE SHOWCASE HIGHLIGHTED GROWING CORRIDOR

Nearly 100 real estate professionals visited St. Paul Avenue’s emerging design showroom district. They got a first-hand look at available properties and existing showrooms where designers and consumers can already find lighting, stone and marble, architects, landscaping services, energy audits and insulation, and more. With seven properties undergoing remodeling or with planned renovations, there is momentum on St. Paul Avenue!

CENTRAL VALLEY

CITY LIGHTS BREWING & RIVERSIDE BEER GARDEN ON THE WAY



Kristine Hinrichs

5

2200 and 2210 W Mt. Vernon Ave

City Lights Brewing Company has announced plans for a tasting room, event space, and outdoor beer garden on Mt. Vernon Ave near 25th Street. Owners anticipate a summer 2016 launch in the historic Milwaukee Gas Light Co's red brick tower and neighboring building. The development's first phase will employ eight full-time employees and 10 part-time employees with plans to increase to 50 employees within five years.

The brewery and beer garden align with the Valley 2.0 plan to mix attractions with manufacturing, while also activating riverfront land.

6

STANDARD ELECTRIC SUPPLY ANNOUNCES EXPANSION

Standard Electric Supply Co, an electrical distributor and electric supply company that moved to the Menomonee Valley in 1986, purchased one acre adjacent to its current property for a 45,000-square-foot expansion. The development will add 24 jobs to its 166-person workforce.

INTERGOVERNMENTAL PARTNERSHIP EXPANDS RECYCLING CENTER

Recycling increased at the Materials Recovery Facility (MRF) through an effort of inter-governmental cooperation between the City of Milwaukee and Waukesha County, which completed a \$16 million renovation including state-of-the-art equipment and building improvements. The MRF processes 60,000 tons of recycled plastics, glass, paper, and cans each year from approximately 270,000 households in the City and 25 Waukesha County communities.



7

1313 W Mt. Vernon Ave

MENOMONEE VALLEY INDUSTRIAL CENTER

LOHMANN & RAUSCHER RELOCATES NORTH AMERICAN HEADQUARTERS TO VALLEY

Lohmann & Rauscher, a European supplier of medical devices and hygiene products, acquired Solaris in 2014 and moved their North American headquarters to the Menomonee Valley Industrial Center.



3880 W Wheelhouse Rd

The company employs 80 people and expects to add dozens more in the coming years.

CHARTER WIRE COMPLETES EXPANSION

Charter Wire, an industrial wire manufacturer that moved to the Menomonee Valley Industrial Center in 2009, completed an expansion within their existing facility footprint in 2015.



W. PIERCE STREET



10 1512 W Pierce St

ANTIQUES ON 2ND MOVES AND BECOMES ANTIQUES ON PIERCE

Antiques on Pierce, formerly Antiques on 2nd, moved to a vacant four-story, 71,000-square-foot building on the Valley's southern edge. The first two floors house a bright and spacious antique store, and upper floors will have furniture, more dealers, and event space.

REED STREET YARDS

ZURN INDUSTRIES MOVING GLOBAL HEADQUARTERS

Zurn Industries, a plumbing product manufacturer, is moving its global headquarters to Reed Street Yards, Milwaukee's global water R&D business park. Zurn's 52,000-square-foot building is the first in Reed Street Yards.

Zurn's new facility will initially employ 60 people with plans to increase to 120 employees.



11

SUSTAINABILITY

POTAWATOMI HOTEL & CASINO RECEIVES LEED® GOLD CERTIFICATION

Potawatomi Hotel & Casino prioritized sustainability throughout the hotel's entire building process and is the first casino hotel in Wisconsin to attain LEED® certification. Some of its green features include low-flow water fixtures, locally produced and recycled materials, and sensors to gauge natural lighting. Potawatomi Hotel & Casino's multiple restaurants send food waste to its biodigester, just west of the complex, producing enough electricity for about 1,500 homes.



Potawatomi Hotel & Casino

1721 W Canal St

MAYOR'S URBAN DESIGN AWARDS RECOGNIZE TWO VALLEY DEVELOPMENTS

Milwaukee's 18th Annual Mayor's Urban Design Awards recognized **Potawatomi Hotel & Casino** in the "Design that Grabs You" category, which highlights design excellence while respecting the urban fabric and contributing to the character of its surroundings.

The **Reed Street Yards Infrastructure** was recognized in the "Go Green" category for its transformation from a vacant brownfield site to an attractive public space, achieving environmental sustainability through innovative storm water management techniques, native plantings, and infrastructure that connects people with nature and with each other.

WE ENERGIES VALLEY POWER PLANT CONVERTS TO NATURAL GAS

After burning coal for nearly 50 years, We Energies has completed a \$62 million conversion of its Menomonee Valley power plant to cleaner burning natural gas. The coal barge finished its last run up the river earlier this year, and the coal pile that once stood tall along the river is now gone. The conversion is great for everyone: it makes riverfront sites near the power plant more attractive for development; these sites can benefit from direct access to the plant's steam system; and it is better for health, the environment, and prices for utility customers.



WEC Energy Group

COMMUNITY IMPACT

MANUFACTURING CAREER DAYS INSPIRE YOUTH

Rexnord Industries, Taylor Dynamometer, and Palermo Villa, Inc. hosted 60 students from Bradley Tech and Hamilton High School during MVP's annual Manufacturing Career Days, which exposes high school students to opportunities in manufacturing careers. Area youth are able to envision themselves working in the Valley when they meet employees who grew up in their neighborhoods, attended their high schools, and established successful careers in manufacturing and engineering.



MVP is developing connections between employees and students so more are inspired to seek jobs at Valley companies.

*Students asked,
"How do I get to work
here someday?"
after meeting employees,
talking about their careers,
and seeing products made
in these manufacturing
facilities.*

YOUTH BOAT BUILDING ACTIVATES EMMBER LANE BOAT LAUNCH

All Hands Boatworks, a youth development nonprofit, empowers under-privileged youth throughout the city by teaching them to build wooden boats and row, all while gaining a better understanding of our local freshwater resources through on-the-water activities.

This year, the organization began working with youth at its boatyard next to the Emmer Lane public boat launch and has plans to build a small boat shop in 2016. Zimmerman Architectural Studios, just up river in the Valley, is providing design and engineering services for the project.



All Hands Boatworks

MATERION AND VULCAN JOIN THE STEW CREW TEAM

Materion Advanced Chemicals and Vulcan Global Manufacturing Solutions are two new Stew Crews this year – groups who spend about two hours per month working to keep the Valley clean and beautiful for employees and nearby residents.



Vulcan Global Manufacturing Solutions' Stew Crew

Thank you to all the Stew Crew teams for making the Valley a better place for everyone!

2015 Valley Stew Crews included:

- Joy Global
- Materion Advanced Chemicals
- Merrill Park Neighborhood Association
- Palermo's Villa, Inc.
- Rexnord Industries
- The Sigma Group
- Standard Electric Supply Co.
- Story Hill Neighborhood Association
- Vulcan Global Manufacturing

HUNDREDS VOLUNTEER FOR EARTH DAY CLEANUP



Each year, MVP hosts a site as part of Milwaukee Riverkeeper's Spring River Cleanup, and the community comes together to keep the Valley looking great by picking up trash and pulling weeds. We had 60+ hardworking volunteers at our site, while hundreds more showed their environmental commitment throughout the Valley and along the Menomonee River.

Volunteer with us for the
2016 Earth Day cleanup
on Saturday, April 23!

Visit RenewTheValley.org to sign up.

EDDEE DANIEL, 2014 ARTIST IN RESIDENCE, CONTINUES SHARING THE VALLEY'S STORY

Walker's Point Center for the Arts hosted *Eddee Daniel: A Year in the Valley, Witnessing Menomonee Valley Revitalization*, a retrospective of Daniel's year of residency. The exhibit showcased his photography and writing, depicting the juxtaposition of the Valley's built infrastructure and rehabilitated natural environments.



Eddee Daniel

The six-week show featured a panel discussion, *Menomonee Valley revitalization, past, present and future*, which focused on the holistic approach taken to transform the Valley into a vibrant place to work and play, as well as lessons learned that can be applied to other projects in Milwaukee and elsewhere.

Books are available at EddeeDaniel.com with selected images, stories and essays compiled during Daniel's residency. 📱



Eddee Daniel

1500+ PEOPLE EXPLORE THE VALLEY DURING THE HANK AARON STATE TRAIL 5K RUN/WALK

This was the 16th year of this lively community event that now winds through Three Bridges Park and ends with a party at Miller Park. Proceeds fund kids' bike camps and trail improvements.

Save the date for the
17th Annual 5K Run/Walk
on Saturday, August 6!





SHAKESPEARE WAS PERFORMED IN THREE BRIDGES PARK

Marquette University's Summit Players performed a comedic modern adaptation of Shakespeare's "A Midsummer's Night Dream" for 140 people in Three Bridges Park. The river viewing platform was a perfect stage and the hills, park, and river provided a beautiful setting. This was the first time about 75% of the audience had visited Three Bridges Park – and we know they'll be back.

BIKE TOURS EXPLORE THE VALLEY'S INDUSTRIAL PAST

More than 50 cyclists leisurely cruised along the Hank Aaron State Trail during three Historic Milwaukee tours to learn about the Valley's rich history: Silurian Reef fossils, wild rice marshes, Milwaukee's first railroad, and heavy industry that made Milwaukee the "Machine Shop of the World." Attendees learned how the Valley started, how it progressed, where it is today, and its plans for the future. Join us in 2016 to travel through time and space from the Harley-Davidson Museum, around Miller Park, and to Three Bridges Park.



MENOMONEE VALLEY: FROM THE GROUND UP

MENOMONEE VALLEY FROM THE GROUND UP

A COLLABORATION OF



Menomonee Valley – From the Ground Up is a comprehensive effort of Menomonee Valley Partners and Urban Ecology Center, in partnership with the City of Milwaukee and State of Wisconsin, to improve job accessibility, science education, environmental and public health, and neighborhood vitality in the Menomonee Valley.

Through this effort, we succeeded in:

- Extending the Hank Aaron State Trail by six miles and building three new bike/pedestrian bridges to connect people from the Milwaukee community to jobs and recreation in the Menomonee Valley;
- Transforming a vacant rail yard into Three Bridges Park, a lovely 24-acre park along the Menomonee River that serves as an outdoor science classroom; and
- Opening a Menomonee Valley branch of the Urban Ecology Center with community and school-based environmental education programs that activate the park and engage the community.

Thanks to the incredible support from 360 foundations, corporations, organizations, and individuals, we were able to complete the *Menomonee Valley – From the Ground Up* campaign in December 2014. You can find a list of these generous donors online at MenomoneeValley-FromTheGroundUp.org.

The fundraising is complete, but the effort continues.



Urban Ecology Center



Urban Ecology Center



Eddee Daniel

THREE BRIDGES PARK RECEIVES NATIONAL SOCIAL IMPACT AWARD

Three Bridges Park received the 2015 Social Impact Award, one of the Redevelopment & Renewal Awards, presented at the National Brownfields Conference. Nationally, these awards “represent the gold standard in land reuse and redevelopment.” Three Bridges Park was selected as a model in redeveloping land that will create long-term social benefits to local communities.



Eddie Daniel

SIGN INSTALLED AT VALLEY PASSAGE

A Hank Aaron State Trail and Three Bridges Park sign was installed on Pierce Street, at the entrance of the Valley Passage, between the Urban Ecology Center and Escuela Verde. Aristotle’s quote along the bottom of the sign reads, “In all things of nature there is something of the marvelous.”



Adam Carr/Neighborhood News Service

BEAVER LEAVES HIS MARK IN THREE BRIDGES PARK



Urban Ecology Center

One goal in transforming the vacant rail yard into Three Bridges Park was to restore the ecosystem and create habitat for birds, fish, and other animals. Just two years after the park was constructed, a beaver is making his mark on trees along the riverbank. We celebrate that more than 20,000 people – and at least one beaver – have enjoyed time in Three Bridges Park this year.

RESEARCH & CITIZEN SCIENCE 2014 REVIEW RELEASED



Urban Ecology Center

The Urban Ecology Center's *Menomonee Valley Research & Citizen Science 2014 Review* provides promising highlights from a year of park monitoring, which allows us to survey park use by all creatures – two-legged, four-legged, and winged – to measure the social and ecological impacts of this community amenity. The report features field research, including bat, insect, snake and small mammal monitoring, bird banding, land stewardship, park use, and the work of the Young Scientist Club. This vital program bridges academic research and the community-at-large, enabling collaboration and creating a more engaged, knowledgeable, and ecologically literate citizenry.

Visit MenomoneeValley-FromTheGroundUp.org to read the findings.



Urban Ecology Center

ENDOWMENT SUPPORTS CONTINUED CARE OF THREE BRIDGES PARK

A portion of the \$25 million *Menomonee Valley – From the Ground Up* capital campaign established an endowment at the Greater Milwaukee Foundation to ensure perpetual stewardship of Three Bridges Park.

“It’s great to have a park like Three Bridges so nearby! The park is always bustling with families biking, walking dogs, or just enjoying being outside. I loved gardening there and getting to know the neighborhood!”
~ Kay Howell, neighbor



Michael Espinoza

DONORS HONORED WITH DONOR WALL AND BANNER



To recognize the more than 200 foundations, corporations, and individuals at the \$1,000+ level, we installed a permanent display in the lobby of the Urban Ecology Center's Valley Branch. A banner was also hung to celebrate our entire community of donors. In 2016, a

sculpture recognizing donors will be installed in Three Bridges Park. The results of the community's generosity can be seen every day in the Urban Ecology Center Valley branch, Three Bridges Park, and along the Hank Aaron State Trail.

MICK HATCH HONORED WITH TODD WEHR VOLUNTEER AWARD

The Association of Fundraising Professionals of Southeastern Wisconsin honored Mick Hatch, MVP Board President, with the Todd Wehr Volunteer Award during its 2015 National Philanthropy Day. This well-deserved honor recognizes Mick's incredible efforts over the years for Menomonee Valley Partners as well as the *Menomonee Valley – From the Ground Up* capital campaign. Mick has championed MVP and the Valley in every way imaginable, and the Valley would not be what it is today without his leadership.

THREE BRIDGES PARK FEATURED IN 2015 WISCONSIN GREAT LAKES CHRONICLE

Three Bridges Park is featured in the 2015 edition of the *Wisconsin Great Lakes Chronicle*, a publication that provides Wisconsin citizens, community leaders, and elected officials with insightful articles about the economic, environmental, and cultural issues impacting Wisconsin's coasts and the important efforts of the Wisconsin Coastal Management Program, which is dedicated to preserving and improving access to the natural and historic resources of Wisconsin's Great Lakes.

TOP MILWAUKEE-AREA ATTRACTIONS ARE ON THE HANK AARON STATE TRAIL



The *Menomonee Valley – From the Ground Up* effort extended the Hank Aaron State Trail by 6 miles, connecting the Valley to residents and destinations to the west. Now you can bike to 13 of the 25 Milwaukee-area attractions from Lake Michigan to the zoo. As you're planning future adventures, remember that the Trail will take you there!

MENOMONEE VALLEY PARTNERS, INC.

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Sheri Schmit,
Wisconsin Department of
Transportation

Stephanie Omdoll,
Potawatomi Business
Development Corporation

Menomonee Valley Partners is grateful to Jennifer Steiner of the United Community Center who completed her term of service in 2015.

Statement of Activities

for the Fiscal Year Ended June 30, 2015

Revenue

Grants & contributions	\$214,940
<i>From the Ground Up</i> [^]	\$338,605
Interest Income	\$1,065
Donated Services and Facilities	\$39,966

Total Revenue **\$594,576**

Expenses

Program Services	\$180,612
<i>From the Ground Up</i> [^]	\$346,463
Administrative	\$37,282
Fundraising	\$7,946

Total Expenses **\$572,303**

Net Assets

Operating reserve*	\$269,739
Pre-development fund*	\$563,499
Temporarily restricted	\$25,509
Unrestricted	\$355,167

Total Net Assets **\$1,213,914**

[^]*From the Ground Up* is the joint effort to develop Three Bridges Park, build three bike/pedestrian bridges and a six-mile extension of the Hank Aaron State Trail, and establish the Urban Ecology Center Menomonee Valley branch.

* Board-designated

DONORS PROVIDING OPERATIONAL SUPPORT FOR MENOMONEE VALLEY PARTNERS

(Fiscal Year 2015: July 1, 2014 - June 30, 2015)

- Rana Altenburg
- Todd I & Betty J Berens
- The Lynde and Harry Bradley Foundation
- Mark & Cheryl Brickman
- Stephan & Susan Chevalier
- Eddee Daniel*
- The Harley-Davidson Foundation
- Harley-Davidson Motor Company
- Mick & Lisa Hatch
- The Herzfeld Foundation
- David Hetzel
- Christine Hill M.A.
- Joy Global
- Gail Kursel
- Laurel Maney & Charles Foote
- Pat & Grace O'Brien
- Patrick O'Connor
- John Wierschem
- We Energies Foundation
- WISPARK, LLC*

*In-kind donations

For a complete list of the 360+ supporters to the *Menomonee Valley - From the Ground Up* project, visit MenomoneeValley-FromTheGroundUp.org.





Menomonee Valley Partners, Inc.

301 W Wisconsin Ave, Ste 400B

Milwaukee, WI 53203

414-274-4655

RenewTheValley.org



MVP is a 501(c)(3) nonprofit organization with a mission to revitalize and sustain the Menomonee Valley as a thriving urban district that advances economical, ecological, and social equity for the benefit of the greater Milwaukee community.

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