

## Letter from the President

If you have driven through the Menomonee Valley recently, you can understand why we've titled our 2004 Annual Report "Work in Progress." This year, the City of Milwaukee completed the largest brownfield cleanup in its history at the west end of the Valley, which paves the way for a 70-acre business park and 70-acre community park. The City also began rebuilding and extending Canal Street - the Valley's main thoroughfare. Businesses like Harley-Davidson and EMCS chose the Valley as the location for their newest facilities, and Falk Corporation and J.M. Brennan began expansions of their existing Valley operations.

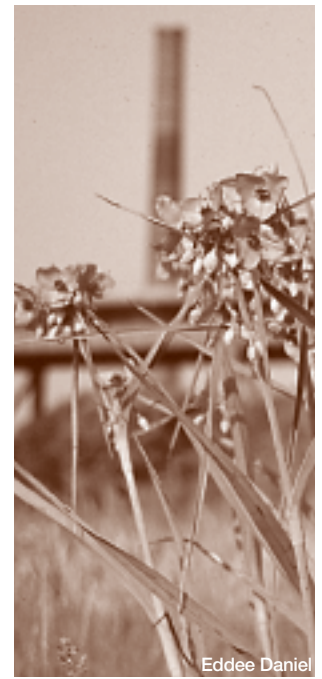
Menomonee Valley Partners, Inc. (MVP) is proud of this year's achievements. Much of our success can be attributed to the fine work of our first executive director, Lilith Fowler. Our new executive director, Laura Bray, is already off to a strong start. We have reorganized our committees into project-based teams to focus on the many tasks before us, which include purchasing

the former Stockyards property, implementing our Sustainable Design Guidelines, evaluating the future of St. Paul Avenue, and attracting businesses with high-quality jobs to both the Stockyards and the West End. In 2005, MVP will also lead the creation of an extraordinary community park at the west end of the Valley.

We welcome you to join us in our Work in Progress.

Mick Hatch,  
Board President





MVP IS A NON-STOCK, NON-PROFIT CORPORATION DEDICATED TO THE REVITALIZATION OF THE MENOMONEE VALLEY FOR THE BENEFIT OF THE ENTIRE MILWAUKEE COMMUNITY.

Planning 5 + Site Preparation 7 + Under Construction 9 + Completed 11 + Valley Partners 13

A revitalized valley will be at the center of Milwaukee:  
*geographically*, with renewed ties to the surrounding city;  
*economically*, with strong companies and jobs near workers' homes;  
*ecologically*, with healthy waterways and greenspace; and  
*culturally* with firm roots in its past and a role in histories to come.



# Planning



### St. Paul Avenue

With roughly 300,000 sq. ft. of space available in a variety of older manufacturing buildings, St. Paul Avenue is ripe for redevelopment. Currently zoned for heavy industry, the street is lined with multi-story, brick buildings that may no longer be appropriate for today's industrial uses. MVP's new St. Paul Avenue Committee is in the process of engaging existing businesses, property owners and other key stakeholders with the objective of designing a

redevelopment strategy compatible with the existing users, building stock, and infrastructure. The committee will work with the City of Milwaukee to identify potential improvements and investments required to facilitate high-quality, high-yield development.

### Attracting New Businesses

MVP's Business Recruitment Committee outlined methods to find and evaluate prospective companies for the Valley. The committee produced a marketing packet that touts the benefits of locating in the Valley including the nearby workforce, business infrastructure, available grant and loan incentives, and the great quality of life in Milwaukee. MVP's new Business Development Committee is charged with marketing the Stockyards property in 2005 and working with the City to market the west end business park.

Sobelmans Pub & Grill, 19th & St. Paul, won the 2004 Mayor's Urban Design Award for their building restoration and landscaping.





Nancy Aten

## Site Preparation



Ellen Pizer-Kupersmith

### Stockyards Parcel

MVP is under contract to purchase the Stockyards property which is located near the intersection of 13th and Canal streets. Currently owned by Emmepak/Cargill, the 12-acre property features frontage on the soon-to-be reconstructed Canal Street, easy access to rail and highways, and proximity to a skilled workforce. In 2005, MVP will sell the property to an end user that will offer family-supporting jobs and incorporate the Menomonee Valley Sustainable Design Guidelines for a high-quality, high-performance development.

### Stormwater Management

In 2003, MVP partnered with the City to produce a plan for the central Valley that identified opportunities for business development, open space and integrated stormwater management. In partnership with Sixteenth Street Community Health Center (SSCHC), the City and Milwaukee Metropolitan Sewerage District (MMSD), MVP is in the process of designing

a bio-retention facility for the Stockyards property that will treat stormwater from Canal Street and the redeveloped site. This facility will result in open-space amenities and improved water quality for the Menomonee River.

### Harley-Davidson Museum

In early 2004, Harley-Davidson announced plans to build its museum complex at 6th and Canal streets. Phase I plans consist of \$60 million and 110,000 sq. ft. of buildings that will house the museum, a retail store, banquet space and a restaurant. The development site includes three parcels currently owned by the City and the former Morton Salt parcel owned by MVP. The museum will connect the downtown entertainment district to Milwaukee's revitalized south side via the landmark 6th Street bridges. Harley-Davidson plans to incorporate the Sustainable Design Guidelines in their development.



Welman Architects



Wenk Associates



Under  
Construction

## West End Development

Have you noticed the dirt moving on the west end of the Valley? Construction crews have been hard at work implementing Wenk Associates' winning design from the 2002 National Design Competition. The 140-acre site will include 70 acres of business development and a large community park. The business park will feature flexible lot sizes and an innovative stormwater management system. In 2004, the City completed the environmental remediation and grading. Some sites will be available for development in early 2006.

Through an agreement with the City, MVP is facilitating the development of the 70-acre community park. The park will provide much needed amenities for nearby communities including playing fields, bike trails and river access. MVP is identifying partners to help fund, program and maintain the park. We will also convene City appointees and community leaders to evaluate proposals for the programming of park activities.

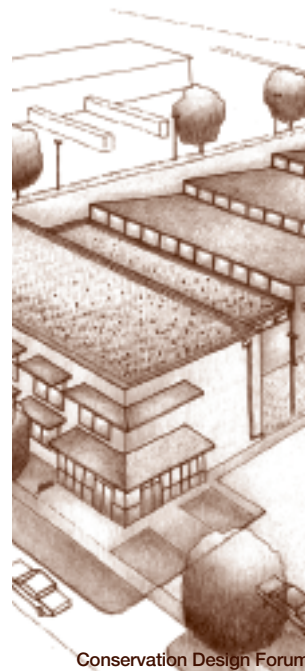
## Canal Street Construction

Over the past two years, MVP, Valley businesses, property owners, and neighborhood organizations have worked with the City to design the reconstruction and extension of Canal Street. When completed, the street will incorporate the Hank Aaron State Trail and green stormwater treatment areas. The rail spur will be relocated from the middle of the road to improve traffic flow and safety. In 2004, construction began on the

eastern portion from 6<sup>th</sup> to 25<sup>th</sup> streets. The City will complete the reconstruction from 6<sup>th</sup> to 25<sup>th</sup> streets in 2005 and will finish the extension west to Miller Park in 2006. This year, the State and City committed \$8 million to complete the extension to Miller Park.

“Milwaukee’s most visible eyesore is now one of our most visible opportunities to attract jobs to this city.”

- Milwaukee Mayor Barrett  
on the Valley’s west end



Conservation Design Forum



Milwaukee Department of City Development

### Sustainable Design Guidelines

MVP, the City and SSCHC are pleased to announce the completion of the Menomonee Valley Sustainable Design Guidelines, available online at [www.RenewTheValley.org/design](http://www.RenewTheValley.org/design). This effort is the culmination of more than three years of creating and vetting guidelines for sustainable development in the Valley that are realistic and achievable. The guidelines are designed to help businesses achieve a higher return on their upfront investments and meet regulatory standards more efficiently. In 2005, MVP will integrate the guidelines into the redevelopment plan for the Stockyards and will work with the City to incorporate them at the west end business park.

### Educational Signs

MVP has developed twelve educational signs for the Hank Aaron State Trail in partnership with the Wisconsin Department of Natural Resources. Beautifully crafted by local designer Nancy Aten, the signs cover topics including the ecological, social, cultural and industrial history of the Valley.

The signs will be strategically placed along the Hank Aaron State Trail in the Valley.

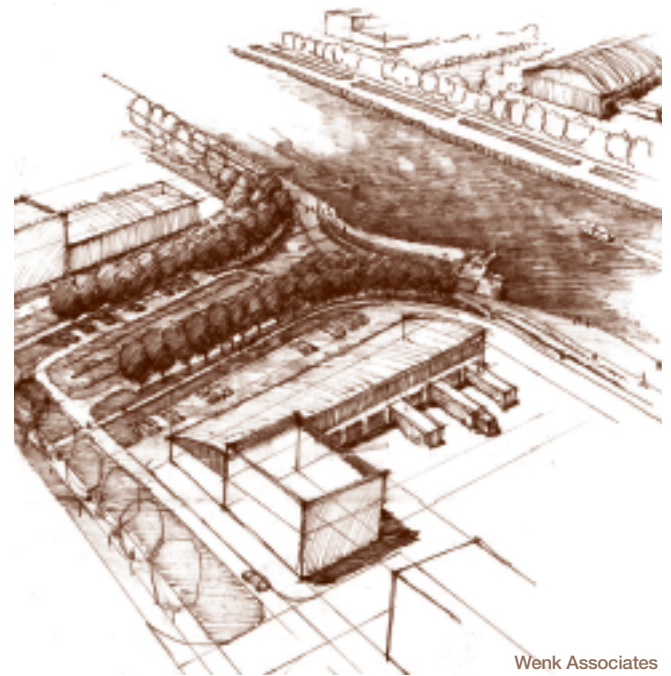
### Sigma Impact Report

The Sigma Group has received considerable recognition for locating their headquarters at 1300 West Canal Street, including the 2004 Milwaukee Area Neighborhood Design Innovation (MANDI) Building Blocks Award. Through the Menomonee Valley Benchmarking Initiative, SSCHC and UW-Milwaukee evaluated the impacts of Sigma's building and its green elements on its occupants, the environment, and the greater Milwaukee community. The initial impact report was published this fall.

In their new building, the Sigma Group reduced water consumption by 83% and employee commute times by 11% as compared to their previous location in Oak Creek.



## Valley Partners



Wenk Associates

### Executive Director

After four years of dedicated leadership, MVP's first executive director, Lilith Fowler, resigned in September to devote herself full-time to raising her baby girl, Willa Mai. Lilith's work has set the stage for the development and progress that we will see in the coming years.

In September Laura Bray became MVP's new executive director. For the past three years, she worked as an economic development coordinator at Milwaukee's Department of City Development. Laura led the applica-

tion process to obtain the Renewal Community designation that makes Valley businesses eligible for tax incentives. Laura is one of the founders of the MMAC's Young Professionals of Milwaukee. She holds an MBA from Marquette University.

### BID cleans up the Valley

In 2004, the Valley Business Improvement District (BID) #26 continued its Valley beautification projects. BID #26 works with the City to provide graffiti removal services and to skim the Menomonee River once per month during the summer and fall.

### MVBA Highlights

The Menomonee Valley Business Association (MVBA) had a busy 2004. In February, they partnered with local community groups to host a Milwaukee mayoral primary forum. Governor Jim Doyle visited the MVBA in May and discussed the significance of the Valley in his *Grow Wisconsin* plan.

### Hot off the Presses

In 2004, the Menomonee Valley gained local and national exposure. This helped advance the importance of a redeveloped Valley and raised the profile of MVP. The Milwaukee mayoral race and Governor's *Grow Wisconsin* plan frequently highlighted the Valley. Board member, Peter McAvoy published a report on the Valley in the *American Journal of Public Health*. Presentations on Valley redevelopment were made to the Hispanic Chamber of Commerce, Layton Boulevard West Neighbors, UW-Milwaukee, Marquette University, 1000 Friends of WI, Institute of Transportation Engineers, UW-Extension Rural Leaders Program, the Exchange Club of Milwaukee, and visitors from China, Mexico and Holland.

The 'Valley MVPs' won the largest team award at the 5th Annual Hank Aaron State Trail Run Walk.



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**MVP Staff**

Executive Director  
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Economic  
Development Specialist  
Kristin Stieger

Milwaukee Mayor Barrett and County  
Executive Walker both declared August 18,  
2004 to be Lilith Fowler Day for her invaluable  
contributions to Valley revitalization.



# MVP appreciates its supporters

- + Business Improvement District #26
- + Milwaukee Partnership for Community Development
- + Wisconsin Department of Commerce
- + Forest County Potawatomi Foundation
- + United States Department of Housing and Urban Development
- + The Helen Bader Foundation
- + The Greater Milwaukee Foundation's A. Walter and Elsa K. Seiler Fund
- + The Lynde & Harry Bradley Foundation
- + WE Energies
- + Wisconsin Coastal Management Program
- + Great Lakes Basin Program



Eddee Daniel

## Statement of Activities for the Fiscal Year Ended June 30, 2004

### REVENUES

Grants & Contributions	747,370
BID #26 Contribution	25,000
Program Revenue	9,025
In-kind Gifts and Services	41,800
Miscellaneous Income	<u>1,151</u>
<b>Total Revenues</b>	<b>\$824,346</b>

### EXPENSES

Program Expenses	155,464
Administrative Expenses	67,591
Occupancy Costs	<u>12,200</u>
<b>Total Expenses</b>	<b>\$235,255</b>

Net Assets at June 30, 2004    \$808,749\*

*\* Includes \$627,082 in land and pre-development costs.*



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