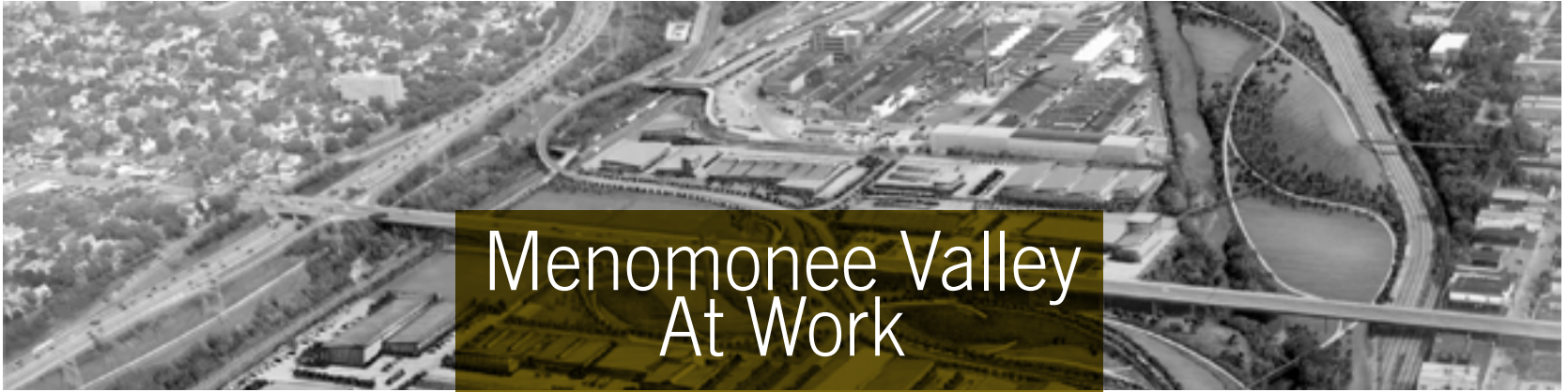


Laura Bray, Executive Director, 414-274-4654, laura@renewthevalley.org  
Corey Zetts, Program Director, 414-274-4655, corey@renewthevalley.org

Menomonee Valley Partners, Inc.  
301 West Wisconsin Avenue | Suite 400B | Milwaukee Wisconsin 53203  
(414) 274-4655 | fax (414) 274-4640 | renewthevalley.org



# Menomonee Valley At Work

| 2005 ANNUAL REPORT |



## Vision for the Menomonee Valley

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.

### Statement of Activities for the Fiscal Year Ended June 30, 2005

<b>Revenues</b>	
Grants & Contributions	318,480
BID 26 Contribution	18,000
Program Revenue	24,981
Interest income	5,890
In-kind Gift and Services	58,830
Development Income	18,668
<b>Total Revenues</b>	<b>\$444,849</b>
<b>Expenses</b>	
Program Expenses	177,583
In Kind Services	16,830
Administrative Expenses	53,170
<b>Total Expenses</b>	<b>\$248,150</b>
Net Assets at June 30, 2005	\$1,005,448*

\*Includes grant monies for park developments to occur in 2006 as well as proceeds from property sales, some of which have been reinvested in the purchase and predevelopment of the Stockyards.

## MVP appreciates our funders and supporters

Business Improvement District #26

The Helen Bader Foundation

The Lynde & Harry Bradley Foundation

Forest County Potawatomi Foundation

The Harry F. and Mary Franke Idea Fund

Great Lakes Basin Program

Milwaukee Partnership for Community Development

United States Department of Housing and Urban Development

WE Energies

Wisconsin Department of Commerce



## Letter from the President

We have titled our 2005 Annual Report **“The Menomonee Valley at Work.”** The forward progress that you will read about demonstrates that Valley stakeholders have been hard at work all year. The Menomonee Valley Benchmarking Initiative, completed at the end of the year, reports exciting changes in the Valley, from improved environmental quality to growing public perception of the Valley as an ideal business location. In October, the first recruit to the Menomonee Valley Industrial Center, Palermo Villa, Inc., broke ground. We are thrilled to welcome Palermo’s and are continuing to recruit new neighbors who will also draw workers from the surrounding community.

October also saw the opening of reconstructed Canal Street and the Hank Aaron State Trail between 6<sup>th</sup> and 25<sup>th</sup> Streets. Phase II, between 25<sup>th</sup> Street and Miller Park, is on schedule to open in April. Hard work has led to visible progress at the site of the future Menomonee Valley Community Park: native trees, plants and seeds were planted, sections of the Menomonee Riverbank were restored, stone terraces grading down to the River were constructed, and a canoe launch was built just east of 35<sup>th</sup> Street. All of these will be accessible to the public by this summer.

Throughout the year, MVP has been planning for programs that will unfold in coming years. We’re forging new partnerships with our surrounding neighborhoods and Valley businesses to create a workforce development strategy to connect neighbors to employment and housing options. We’re partnering with a number of stakeholders to clean up the Menomonee River and to provide more public access to this great waterway, and we’re also working with great partners to plan for future transit service to the Valley.

Finally, we’re proud to announce that MVP secured \$2.38 million in Federal funding this year for Valley projects, and we’re especially grateful to all of our funders and supporters, as well as our army of volunteers. It’s been a very productive year, and we welcome you to see what has been accomplished in “The Menomonee Valley at Work”.



**MICK HATCH,  
BOARD PRESIDENT**

## Menomonee Valley At Work

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### Board Retirements and New Recruitments

This year several of MVP's valued Board members completed their terms. We are deeply grateful to Larry Salustro, We Energies; Jeff Crawford, Forest County Potawatomi; Ramon Candelaria, Latino Community Center; Virginia Carlson, University of Wisconsin-Milwaukee; and Tim Sheehy, Metropolitan Milwaukee Association of Commerce. We are pleased to welcome our new Board members, Roman Draba, We Energies; Dianne Markut, Potawatomi Bingo Casino; Jeff Morgan, Allied Insulation Supply; Angelo Fallucca, Palermo Villa; George Claudio, Straightway Vineyard Christian Fellowship; and Pat O'Brien, Milwaukee Development Corporation.

### Board of Directors

**President:** Mick Hatch, Foley and Lardner LLP

**Vice President:** Peter McAvoy, Sixteenth Street Community Health Center

**Secretary:** Rana Altenburg, Marquette University

**Treasurer:** John Brennan III, J.M. Brennan, Inc.

**Ruben Anthony Jr.**, Wisconsin Department of Transportation

**Earl Buford**, BIG STEP

**George Claudio**, Straightway Vineyard Christian Fellowship

**Frank Cumberbatch**, City of Milwaukee Mayor's Office

**Michal Dawson**, Consultant

**David Doerr**, Falk Corporation

**Roman Draba**, We Energies

**Laura Engan**, Wisconsin Department of Revenue

**Angelo Fallucca**, Palermo Villa, Inc.

**Laura Goranson**, Southeast WI Professional Baseball Park District

**Rocky Marcoux**, City of Milwaukee Department of City Development

**Dianne Markut**, Potawatomi Bingo Casino

**Ted Matkom**, JBK Properties, Inc.

**Jeff Morgan**, Allied Insulation Supply Company

**Pat O'Brien**, Milwaukee Development Corporation

**Julie Penman**, HGA Architects & Engineers

**Dashal Young**, Milwaukee County Executive's Office

**Executive Director:** Laura Bray



POTOWATOMI BINGO CASINO



The Milwaukee Stockyards,  
one of the Valley's priority  
redevelopment sites.

EDDEE DANIEL

**MVP is a non-stock, non-profit corporation dedicated to the revitalization of the Menomonee Valley for the benefit of the entire Milwaukee community.**



DAN COLLINS

## At Work... Completing Projects

MVP and DNR staff join civil rights activists Vel Phillips and Peggy Groppi Rozga at the unveiling of the James E. Groppi Unity Bridge sign on the Hank Aaron State Trail.



FALK CORPORATION

### BID and MVBA Contribute to Valley Improvements

The Business Improvement District (BID) #26 and the Menomonee Valley Business Association (MBVA) both had a productive year. They gathered regularly to share information, offer suggestions for Valley improvements, and learn about changes impacting the Valley. Valley businesses heard from DCD Commissioner Rocky Marcoux on Mayor Barrett's development vision for the City, Potawatomi representatives on the Casino's expansion plans, VA representatives on plans to revitalize the historic site, Alderman Michael Murphy on the City budgeting process, and Keep Greater Milwaukee Beautiful on the Valley's environmental history and restoration, as well as meeting officers from each of the four police districts covering the Valley. Members also picnicked along Sigma Environmental Group's new riverwalk, and held their annual Brewer's game tailgate at Miller Park.

### Valley Receives Recognition

In June, MVP received the Public Policy Forum's Innovation Award for Regional Cooperation. The Menomonee Valley Busi-

ness Association nominated MVP as a model partnership in facilitating the high-quality redevelopment of the Valley. In November, Milwaukee Public Television premiered a documentary on the Menomonee Valley, *Reviving Milwaukee's Big Valley*. The 30-minute special traced the history of the Valley and explored the community's vision for its economic and environmental revitalization. The program also featured interviews with Valley businesses new and old, community members, Mayor Barrett, and others who are working to bring a new era to the Valley.

### Staff and Consultant Team

In summer 2005, MVP bid goodbye to Elinor Tretheway, whose marriage took her to Pittsburgh, and Kristin Stieger, who completed her UWM Fellowship program. Both Elinor and Kristin were great assets in our efforts to revitalize the Valley. In late June, Corey Zetts joined MVP as our Program Director. Corey has worked in public health, communications and marketing, and completed her Master's in Urban and Regional Planning from the University of Wisconsin-Madison in May 2005. Corey leads the Valley's business recruitment efforts, Valley business outreach and communications, and provides support to the BID and the MVBA. MVP is also pleased to have a contract with landscape architect Nancy Aten, who is leading the landscape design and budgeting work for the park. During the fall semester, MVP welcomed eight Marquette University service learning interns, who assisted with community outreach and program research.



LAURA BRAY

COREY ZETTS



## At Work... With Valley Partners

### **Phase I of Canal Street and Hank Aaron State Trail Completed**

The reconstruction of Canal Street and the construction of the Hank Aaron State Trail from 6th to 25th Streets were completed in October 2005. The extension west to Miller Park will be complete in April 2006, at which time the Valley will finally have a main thoroughfare for automobile, truck, pedestrian and bicycle traffic. This vital project creates the necessary infrastructure for the Valley's redevelopment, providing all businesses in the Valley with easy access to the surrounding City and freeways.

### **Menomonee Valley Interpretive Signs Installed**

Five new interpretive signs were installed this year, the first of a dozen interpretive panels to be placed throughout the Valley along the Hank Aaron State Trail. The artistic, two-by-three-foot panels are designed to raise public awareness of environmental and historical issues in the Valley and to spur the public to action on issues ranging from the environment to civil rights.

### **Menomonee Valley Benchmarking Initiative Report Completed**

The Menomonee Valley Benchmarking Initiative tracks social, economic and environmental indicators in order to understand the state of the Valley and improve the vitality of the Valley and its surrounding neighborhoods. The first MVBI State of the Valley report, produced in 2003, provided baseline information on the Valley. Two years later, the second report shows marked improvements in the Valley's environmental quality as well as in public perception of the Valley as a business location. The full report will be available in February 2006 at [www.MVBI.org](http://www.MVBI.org).

### **Falk Corporation Strengthens Valley Presence**

Falk Corporation, a 113-year old manufacturer headquartered in the heart of the Menomonee Valley, made the strategic decision to expand its worldwide headquarters in the Valley and move its Wauwatosa operations to this facility. Falk, the world's largest industrial power machinery manufacturer, renovated its 52-acre Valley complex in 2005 and brought an additional 150 manufacturing jobs to the Valley.



## At Work... In Sustainable Development

KATIE FLOM



EDDEE DANIEL

“It does cost a little bit more, but the payback is so quick. If you have any kind of long-term vision at all, it makes a lot of sense.”

- Sigma Group principal  
Kenneth Kaszubowski on  
sustainable building design

### **Park Construction Begins**

In fall of 2005, park construction began. Native plants, seeds, and 100 donated red oak saplings were installed by the helping hands of Notre Dame Middle School's 7th and 8th grade girls. In addition, sections of the Menomonee riverbank were restored, stone terraces grading down to the river were constructed, and a canoe launch was built, all of which will be open to the public in 2006.

### **Park and Bridge Funds Raised**

In 2005, MVP secured \$2.38 million for park plantings and pedestrian and bicycle connections between the surrounding neighborhoods and the community park. Senators Herb Kohl and Russ Feingold and Representative Gwen Moore were instrumental in securing this federal support for the Valley. MVP will use these funds to build three bridges and to reopen the historic tunnel connecting Pierce Street to the west end of the Valley. The creation of these pedestrian connections will facilitate community access to jobs and recreation at the Menomonee Valley Industrial Center and Community Park.

### **Additional Park Funds to Be Raised**

The cost of the entire project is approximately \$30 million. To date, MVP and the City have raised more than \$25 million, which will provide the necessary infrastructure for the Industrial Center and ensure elements of the park, including the canoe launch, river terrace, trails and some greenspace are available to the public next summer. In 2006, MVP will focus on raising the funds needed to construct the additional park elements envisioned in the award-winning site plan, and will also facilitate long-term park stewardship and maintenance agreements.

### **Park Development Focuses on Neighborhood Engagement**

In September MVP conducted several neighborhood meetings to engage community members in the park planning process and solicit volunteers to plan park activities. MVP began working with neighborhood businesses, schools, and community groups to involve Valley neighbors in the physical construction of the park as well as planning the first year's events in the park. MVP helped Notre Dame Middle School conduct classroom sessions about the history of the Valley, its native plant and animal species, and the complex process of building a new urban park prior to planting the park's first trees.





“Not only has this partnership allowed for urban ecological education, but it also exposed the girls to construction, engineering, landscape architecture and other careers.”

- Laura Bray on MVP's partnership with Notre Dame Middle School

### **Firm Selected to Implement Sustainable Design Guidelines**

The Menomonee Valley Sustainable Design Guidelines were created to encourage high-performance, energy efficient facilities that are also sensitive to impacts on the local environment. To facilitate implementation of the Guidelines, MVP is piloting a business-friendly process at the stockyards site, one of the Valley's priority redevelopment projects, in order to help the Stockyards' site developer maximize building efficiencies. Through a competitive process, MVP engaged the expertise of Engberg-Anderson Design Partnership, who will review designs and provide technical assistance to the developer. The Engberg-Anderson team includes emerging business enterprise (EBE) partnerships. If the process is successful, MVP will seek to replicate it in other Valley projects.

### **Developing a Stormwater Management Plan**

In July 2005, the Milwaukee Common Council adopted an innovative agreement between MVP and the City, whereby the City will build a green stormwater management area on

the Stockyards property owned by MVP, treating stormwater from the Stockyards site's future redevelopment as well as from five acres of the reconstructed Canal Street. This strategy will use land efficiently, while creating greenspace and improving the water quality of the Menomonee River.

### **Planning an Emmer Lane Solution**

Throughout the year, the Business Improvement District and Cramer Marine continued to clean up the Menomonee River at the troublesome Emmer Lane corner. This fall, a coalition of Valley businesses, MVP, MMSD, DNR, Friends of Milwaukee's Rivers, and the Port Authority began meeting to devise a long-term plan to correct this litter collecting area of the River and to find ways to create more public access for canoeing, fishing, and birding along the lower Menomonee.

“The key phrase is “sustainable growth”-- investing in family-supporting jobs and the area's recreational beauty. The goal is to improve the quality of life for surrounding neighborhoods.”

- Mark Siegrist, host of Milwaukee Public Television's *Reviving Milwaukee's Big Valley*



BUSINESS JOURNAL



FALK CORPORATION

At Work...  
In Planning

“My employees have come through the boot camp here and they’ve made it...I’d like to put my guys in a situation where they can make more money and take better care of their families.”

- Judith Knight, President of General Press & Fabricating on why she is offering P&H Mining her best employees

### West End Overview

The Menomonee Valley Industrial Center and Community Park is the signature project in the Valley’s revitalization. The award-winning site design maximizes the site’s economic returns and fulfills the needs of a broad range of stakeholders, including business owners and neighborhood residents. The design also incorporates an innovative stormwater management approach that will not burden the combined sewer system and will result in a cleaner Menomonee River.

### Industrial Development Begins

The full development of the 70 acre site can yield more than 1000 family supporting jobs, one million square feet of sustainably designed construction, and more than \$2 million annually in new property taxes. While years of work have gone into the site, in 2005 the new beginnings were apparent to anyone who passed by, as Canal Street was extended and site work visibly progressed. The first Industrial Center property was purchased by Palermo’s Pizza in April. Palermo’s held their groundbreaking in October, and pizzas should be rolling out of the Valley by next August.

### Emerging Businesses Succeed

One of the early successes of the Valley Signature redevelopment project is the unprecedented participation of emerging business enterprises (EBEs), an achievement created through innovations spearheaded by the Department of City Development’s Valley Project Manager, Brian Reilly. While the City requires 18% EBE participation on its projects, on this project the City achieved 48% participation, which helped strengthen and increase the capacity of local EBEs. One participating EBE firm, HMB Contracting owned by Heidi Brandt, was named one of the 2005 ‘Inner City 100,’ a national ranking of the fastest growing inner city firms.

When successfully executed, this project will be a national model and a major civic achievement for Milwaukee.



JOURNAL SENTINEL/DAVID JOLIS



## At Work... On the West End

WENK ASSOCIATES

This project achieved 48% emerging business participation and helped EBE firm, HMB Contracting, become one of the fastest growing inner city businesses in the country. The firm ranked on the nation's prestigious "Inner City 100" list in 2005.

### Developing a Valley Workforce Strategy

The most densely populated neighborhoods in the state of Wisconsin surround the Valley, providing an available workforce in close proximity to businesses. The need for a strategy to connect Valley businesses to this workforce is growing, and innovative workforce strategies are already being explored on a small scale. General Press & Fabricating CEO Judith Knight sought MVP's help to connect her best employees with local companies, like P&H Mining, that may give them additional opportunities for advancement. General Press & Fabricating are also exploring a workforce sharing program with its neighbor, Alliance Manufacturing. Both companies have a similarly skilled workforce, so when one has increased labor needs, the other can provide additional support; this model also provides additional job opportunities to Valley employees. MVP will facilitate taking these examples to scale to connect Valley businesses with each other, as well as with workforce development and job training programs.

### Forging Neighborhood Partnerships

This summer, MVP forged a partnership with its neighboring community development corporations, Layton Boulevard West Neighbors (LBWN) and West End Development Corporation (WEDC). This strategic partnership will enable each organization to strengthen its own program implementation, while allowing all three to develop new programs together. Joint programs will include marketing Valley job openings through established neighborhood communication channels, linking employees to walk-to-work homeownership and rental opportunities, connecting Valley employees to existing services available in neighborhood commercial districts, and engaging neighborhood residents in the development of the Menomonee Valley Community Park. MVP, LBWN, and WEDC envision this additional alliance providing vital services to the communities surrounding the Valley.



At Work...  
In Planning

Community Liaison Officers from the Valley's four police districts attend MVBA meetings to meet Valley businesses.

### **Stockyards Purchased for Redevelopment**

In July 2005, MVP purchased the 13-acre former Milwaukee Stockyards near the intersection of 13th and Canal Streets. MVP purchased this property through its Pre-Development Program to expedite its redevelopment by studying risks, removing uncertainties, and assessing potential development opportunities. MVP estimates that, at full build out, the site could yield more than 100,000 sq. ft. of industrial space and provide more than 160 family-supporting jobs. Since MVP began marketing the property, it has generated considerable interest from numerous high-yield industries.

### **Harley-Davidson Museum Progressing**

After purchasing land held by MVP and the City, Harley-Davidson is progressing with plans to build its museum complex at 6th and Canal Streets, connecting the 20-acre East End peninsula to the downtown entertainment district. Harley-Davidson will begin site work in 2006, and Phase I of the project, which will incorporate the Menomonee Valley Sustainable Design Guidelines, will be completed in summer 2008.

### **Potawatomi Expansion Planned**

In October 2005, the City approved plans for the \$240 million Potawatomi Bingo Casino expansion. Potawatomi has committed to expanding on their existing footprint, constructing a 500,000 sq. ft. building and a six-story parking garage that will connect to the 16th Street Viaduct. The expansion will create an additional 1,000 permanent jobs, and Potawatomi, a major Valley employer, will continue its practice of hiring from the neighborhoods surrounding the Valley.

MVP estimates that, at full build out, the Stockyards site could yield more than 100,000 sq. ft. of industrial space and provide more than 160 family-supporting jobs.



Palermo's move will allow for the future growth of the company and is expected to create at least 80 new Milwaukee jobs within the first year.

#### **Recruiting and Developing Businesses**

This fall, the City of Milwaukee contracted with MVP to market 56 acres of land at the Valley Industrial Center. Through this contract, MVP is meeting with company executives, industrial brokerage firms, site selectors, and business recruitment organizations to target firms in high-yield industries while raising the Valley's profile as Wisconsin's premier business location. In addition, MVP continues to market all Valley properties for sale or lease through our website, [www.renewthevalley.org](http://www.renewthevalley.org), and to assist existing businesses in developing and expanding within the Valley.

#### **Recruitment of Palermo's Pizza**

In April 2005, Palermo's Villa, Inc., a rapidly expanding local business, became the first firm to purchase land in the Valley Industrial Center. Palermo's currently has 270 full-time employees and plans to consolidate its Milwaukee and Illinois operations with the construction of its new Menomonee Valley facility. The move will allow for the future growth of the company and is expected to create at least 80 new Milwaukee jobs within its first year. The 135,000 sq. ft. facility will be built using the Menomonee Valley Sustainable Design Guidelines. Palermo's is exactly the type of company targeted for recruitment to the Menomonee Valley - a growing company that maximizes the labor force from nearby neighborhoods and provides workers with quality jobs and opportunities for advancement.

#### **Land for Sale:**

Sites in the Industrial Center will be available for construction in late 2006. As a result of shared storm-water facilities, parking and open space, a company selecting a site here spends less money on land acquisition, leading to significant project savings.



### Planning for Transit Access

With the groundbreaking at the Valley's West End and imminent completion of Canal Street, MVP has become active in facilitating discussions on how to make the Valley accessible via public transit. MVP has been working with Valley businesses, the Milwaukee County Transit System, and City and County officials to discuss the feasibility of creating a bus route on Canal Street and providing access to Canal Street from the 27th and 35th Street viaducts.

### Partnering with the Police

This summer, MVP began working closely with the Captains and Community Liaison Officers of the four police districts that cover the Valley. Our Valley officers have been attending The Menomonee Valley Business Association (MVBA) meetings and exploring ways to enhance public safety to support business operations and recreation in the Valley.

