

Cover photos:  
Mayor Tom Barrett, Bruce Keyes,  
Hank Aaron and Governor Jim Doyle at the  
Grand Opening of the Hank Aaron State Trail;  
Dotted mint along the Menomonee River bank;  
Grand Opening of Canal Street



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Menomonee Valley:  
**A Groundbreaking Year**



Printed on recycled paper in the Menomonee Valley

# Menomonee Valley 2006 “A Groundbreaking Year”

## PRESIDENT’S MESSAGE

After you read the 2006 annual report, you’ll see why we could only have titled it “A Groundbreaking Year.” In the past year alone, the Valley has witnessed the groundbreaking in five major projects: the Harley-Davidson Museum, the Potawatomi Bingo Casino expansion, Badger Railing, Caleffi Hyrdonics and Proven Direct; grand openings of five major projects: the Canal Street reconstruction and extension, the Hank Aaron State Trail, Palermo Villa, portions of the Menomonee Valley Community Park and the Canal Street bus route. Throughout the year, ceremonial shovels and scissors were often seen in the Valley, and the groundbreaking and grand opening events brought thousands of people into the Valley to witness the transformation taking place. In just over a year of marketing the property in the Menomonee Valley Industrial Center, 20 of the 60 available acres have been sold.

2006 also heralded the launch of innovative new ideas. MVP and the community development organizations on either side of the Valley have partnered to develop methods to connect residents with jobs and park space in the Valley, while bolstering commercial districts and home buying in the Valley’s surrounding neighborhoods. MVP and Valley businesses have partnered with the four police districts that serve the Valley, and business participation in this new alliance is high. Our Valley-wide stormwater plan is being implemented, and our public, private and nonprofit allies have created a plan to clean the Menomonee River at Emmer Lane and provide much needed public access to the river. Notable public art was placed this year. We also have many stories to share about creative reuse, such as recycling the wood from the former Stockyards into the picnic tables and benches you see at the Menomonee Valley Community Park and building a path along the river with bricks from a building demolished nearby. In decisions large and small, the Valley redevelopment demonstrates the ethic of sustainability and creativity.

With all these accomplishments and successes, the Valley received much public recognition this year. We are proud to be the recipients of the national Sierra Club “Building Better” award and 1000 Friends of Wisconsin’s award for Industrial Infill Development. The Valley was also recognized by the bi-national State of the Lakes Ecosystem Conference (SOLEC) with a Success Story award, and MVP’s Nancy Aten received the IDEAL Award for Leadership from Keep Greater Milwaukee Beautiful for her sustainable design work in the Valley Park and educational signage along the Hank Aaron State Trail. We invite you to read more about our Groundbreaking Year in the pages that follow.

Mick Hatch



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The 1200-acre Menomonee Valley, the largest brownfield redevelopment project in Wisconsin's history, is a model of economic development, environmental restoration and community development.

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



## Vision for the Valley

A revitalized Valley will be at the center of Milwaukee: *geographically*, with the renewed ties to the surrounding city; *economically*, with the 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.



HARLEY-DAVIDSON

## Groundbreaking Events

### *Harley-Davidson Museum Breaks Ground*

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In 2006 Harley-Davidson unveiled designs and broke ground for the Harley-Davidson Museum to be located at 6th & Canal Streets. Anticipated to open in 2008, the 130,000 square foot Museum development will feature exhibit space as well as a restaurant, café, retail shop, meeting space, special events facilities and the company's archives. When completed, it is anticipated an estimated 350,000 visitors annually from around the world will come to celebrate the rich history of Harley-Davidson.



POTAWATOMI BINGO CASINO

### *Potawatomi Breaks Ground for Casino Expansion*

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Elders from the Potawatomi Nation, along with business and government leaders and Valley neighbors, gathered in the Valley in August for a ground blessing, and then grabbed their shovels to break ground for the Potawatomi Bingo Casino's expansion. Potawatomi's Valley expansion will add another 1,000 jobs to the Casino's current 2,000-employee workforce, as well as create more than 500 construction jobs. The \$240 million expansion, to be completed in 2008, will add an additional 500,000 square feet of entertainment space, two new restaurants, a lounge and food court, a six-story parking garage and a vehicular bridge connecting to the James Groppi Unity Bridge/16th Street Viaduct.

# Groundbreaking Events

## *MVP Facilitates Redevelopment of Stockyards*

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MVP has recruited Proven Direct to redevelop the Stockyards site. MVP purchased the property last year to facilitate catalytic development in the central Valley. In November MVP sold the property to Ziegler Bence, a development firm dedicated to sustainable development and job creation on the site. Ziegler Bence has committed to build a 144,000 square foot building using the Menomonee Valley Sustainable Design Guidelines, and the project will create 200 new jobs. Ziegler Bence's anchor tenant, Proven Direct, a full-service direct marketing solutions company, is one of the fastest growing companies in Wisconsin. The company chose the Menomonee Valley for its new headquarters because of its proximity to downtown and an available workforce, as well as the potential of the property to be redeveloped into a signature site. Their workforce of 56 full-time employees ranges from computer programmers to printing experts to fulfillment specialists, and they plan to expand to more than 80 employees by 2008.



TORKE, WIRTH, PUJARA

## *Badger Railing and Caleffi Hydronics Break Ground in the Menomonee Valley Industrial Center*

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The largest brownfield redevelopment project in Wisconsin's history, the Menomonee Valley Industrial Center (MVIC) is the Valley's signature project - a model of both economic development and environmental restoration. In November Badger Railing Inc., which makes ornamental iron products found throughout Milwaukee and beyond, purchased 2 acres of land in the (MVIC) and broke ground on their 25,000 square foot building. They plan to open in May 2006 and expand their workforce to 41 employees. Across the street from Badger Railing, Caleffi North America, a division of an Italian company manufacturing hydronic systems, purchased 2.7 acres to build a 35,000-square-foot plant. Caleffi also plans to be operating in the MVIC by summer 2007. When Badger and Caleffi join Palermo Villa, there will be 350 jobs in the MVIC. An additional 41 acres of land remain available for industrial development.



BADGER RAILING

# Grand Opening Events

## *Canal Street Opens*

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The newly extended Canal Street opened March 31, bridging a transportation gap in the western portion of Milwaukee's Menomonee Valley and paving the way for the largest industrial redevelopment effort in Milwaukee's history. Canal Street, which formerly ran only from the 6th Street Viaduct to N. 25th Street, now continues west all the way to Miller Park and provides several access points to I-94. The extended Canal Street makes developable land accessible, including the city-owned Menomonee Valley Industrial Center. The Canal Street project demonstrated an unprecedented level of cooperation between numerous public, private and nonprofit groups.

## *Bus Route Opens in the Valley*

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MVP worked the Wisconsin Department of Transportation, Milwaukee County and the City of Milwaukee to find a way to create and fund a bus route in the Menomonee Valley to provide access to jobs being created. With more than 10,000 jobs currently in the Valley and more than 500 jobs moving in within the next year alone, there has been a crucial need for transit service to the Valley. Thanks to the Wisconsin Department of Transportation, the Valley Business Improvement District and Potawatomi Bingo Casino, the #17 bus route is now running daily along Canal Street and providing a critical link in the economic resurgence of the Menomonee Valley.



“This much-needed public transit for workers supports our collective efforts to encourage economic development and job growth throughout the Menomonee Valley. The Valley has the potential of becoming a true hub of economic activity where thousands of high-end jobs can flourish.”

-Governor Jim Doyle

# Grand Opening Events

## Hank Aaron State Trail Opens

Milwaukee baseball legend Hank Aaron returned to Milwaukee to officially open his namesake trail on August 12. The Hank Aaron State Trail Grand Slam Event brought more than 1,200 people into the Valley for the Hank Aaron State Trail Run/Walk - double the previous record. Afterward, the crowd listened to Hank Aaron, Governor Jim Doyle and Mayor Tom Barrett reminisced about Hank's early days in Milwaukee and noted how the Trail, like Hank Aaron himself, is breaking down barriers and uniting the Milwaukee community. The Grand Slam Event included local artists and a sampling of food from restaurants close to the Valley.

## *Palermo's Pizza is the Trailblazer in the Menomonee Valley Industrial Center*

Palermo Villa became the first business to open its doors in the MVIC, hosting the grand opening in September. The company, whose expansion consolidated existing Milwaukee and Illinois facilities, has moved nearly 300 jobs into the Valley and projects creating an additional 80 jobs within the first year at its new facility. Palermo's expects to continue to recruit its employees from the neighborhoods surrounding the Valley. The 135,000 square foot Italian villa-style building, built with the Menomonee Valley Sustainable Design Guidelines, is now home to the manufacturing operations, offices and café space of the fastest growing pizza manufacturer in the country.



Palermo's Grand Opening

LORI HOGAN

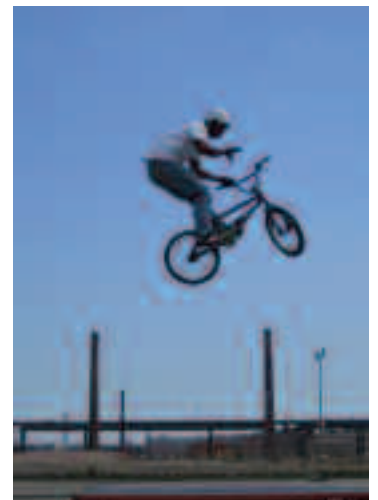
# Grand Opening Events

## *Menomonee Valley Community Park Develops*

The vision of the Wenk Master Plan for the Valley has become a reality as the 140-acre industrial brownfield site has been restored, combining job-creating industrial development with restored natural landscape and recreation areas. The end result is development that not only creates jobs, but actually improves the quality of the environment. Construction in the Menomonee Valley park progressed throughout the year, with hundreds of native plants, shrubs and trees planted and emerging wetlands, swamp, forest and native prairie taking root. In addition, sections of the Menomonee riverbank were restored, stone terraces grading down to the river were constructed, a canoe launch was built, the chimneys were restored and picnic tables and benches have been installed throughout the Park. Thanks to our friends at Independence First, the canoe launch and picnic tables are ADA-accessible, so everyone will be able to enjoy all the new amenities in the Valley. Milwaukee's newest park is already being used by bicyclists, canoeists, kayakers, fishermen, walkers and birdwatchers.



(left to right)  
Canoe break in the  
Menomonee River;  
Picnic in the Park;  
Stormwater Park;  
Biker in front of  
Chimneys





# Groundbreaking Ideas

## City Adopts Economic Development and Sustainable Design Goals for Menomonee Valley Industrial Center

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This spring, the Redevelopment Authority of the City of Milwaukee adopted a Master Land Use Plan that quantifies the economic development and sustainable design goals for the MVIC. These guidelines clarify the development process for businesses and ensure land sales lead to job creation. So far 350 jobs have been created in the MVIC, and the project is on track to create 1290 jobs. In addition, participation of emerging businesses has been exceptional; the project has averaged 40% EBE participation per year. The MVIC goals also ensure that development minimizes environmental impacts. The vision of sustainability is evident in the recycled materials woven throughout the MVIC and park and in the native plantings, which make long term maintenance more cost effective.



## *MVP Develops “Bridging Valley Communities” Project*

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MVP has partnered with Layton Boulevard West Neighbors to launch the Bridging Valley Communities Project. Together, we aim to leverage new Valley investments to benefit the surrounding neighborhoods. We will engage community partners to connect residents to Valley jobs, to link Valley employees with nearby home buying opportunities, to strengthen neighborhood commercial districts and to introduce the entire Milwaukee community to more than 60 acres of new urban green space.

## *MVP Partners with Milwaukee Police Department*

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Four police districts serve the Menomonee Valley, and MVP has been working with each to strengthen the relationships between businesses in the Valley and the police districts to ensure seamless service delivery. Officers have been attending Valley meetings and helping businesses prepare for the changes resulting from the opening of Canal Street, the Hank Aaron State Trail, the Community Park, and other developments in the Valley. Under direction of the Chief of Police, all four districts have begun quarterly listening sessions with Valley employers, and business participation in these meetings is high. The police are also working with businesses in some of the services provided to all property owners in the Valley, such as graffiti removal.

# Groundbreaking Ideas

## *DNR Purchase Doubles Length of the Hank Aaron State Trail*

The State of Wisconsin's Department of Natural Resources purchased 5<sup>1/2</sup> miles of an abandoned railroad corridor that will double the length of the Hank Aaron State Trail. This new extension of the trail will traverse Milwaukee County, running from Lakeshore State Park, through the Valley, the Historic Soldiers Home, State Fair Park and Milwaukee County Zoo. The Trail extension, to be completed by 2009, will link to the Oak Leaf Trail at both the east and west endpoints. The completed Hank Aaron State Trail will be valuable as a recreational path and a commuter route for people who choose to bike to work and to the numerous destinations along the route.



Public art along the Trail

Hank Aaron State Trail Run/Walk



Reclaiming Stockyards wood for Park's picnic tables

## *MVP Initiates Creative Reuse*

The former Milwaukee Stockyards will live on - as picnic tables and benches in the Menomonee Valley Community Park. A team of AmeriCorps volunteers working with Groundwork Milwaukee collected oak and pine boards from the Stockyards fencing. Employees at Falk/Rexnord, located in the center of the Valley, brought the wood to their plant where pattern makers planed and sanded these old boards to reveal old growth wood perfect for picnic tables and benches for the Valley's new park. These picnic tables are now installed throughout the park. On the south shore of the river, another group of AmeriCorps volunteers used cream city bricks salvaged from a nearby building demolition to build a walking path. Through creative reuse of existing materials, the Valley exemplifies the ethic of creatively reusing waste.

# Groundbreaking Ideas

## *Partners Work to Improve River Quality and Access At Ember Lane*

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The City of Milwaukee, MVP, Friends of Milwaukee's Rivers, the Menomonee Valley Business Improvement District and others have developed a plan for a permanent solution to the accumulation of debris in the Menomonee River just west of the Ember Lane Bridge. The intent of the project is to not only address the aesthetic and nuisance issues associated with the accumulation of debris, but also provide public access for canoes and kayaks and restore fish habitat. Marquette University Engineering students, under mentorship of The Sigma Group, developed the design solution, and partners expect the project will be constructed in late 2007.

## *Valley's Volunteers Save Thousands of Dollars and Build Community Spirit*

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A record number of people volunteered in the Valley this year, planting trees and shrubs and removing litter throughout the Menomonee Valley Community Park and along the Hank Aaron State Trail. Thanks to more than 100 volunteers, including two groups of AmeriCorps volunteers, the Mayor's Summer Youth Jobs Initiative, Marquette University students and scores of neighborhood residents, we saved more than \$25,000 in planting costs. MVP and Friends of the Hank Aaron State Trail hope to increase volunteer participation even more in 2007, beginning with our Earth Day clean up on Saturday, April 21.

# Groundbreaking Recognition

## ***Sierra Club Recognizes Menomonee Valley as One of the Best Developments in Nation***

In its recent publication, "Building Better II: A Guide to America's Best New Development Projects," the Sierra Club selected the Menomonee Valley Industrial Center and Community Park redevelopment as one of the ten best new development projects in the nation. The report lauded the Valley's innovative creation of Stormwater Park, part of the redevelopment of a large brownfield site into a light industrial park and community greenspace.

## ***MVP Recognized as one of the "10 Best" Projects in Wisconsin***

As part of their 10 year anniversary celebration, 1000 Friends of Wisconsin recognized the "10 Best" individuals, organizations, companies, and efforts to promote better communities through land use and transportation ideas, policies, projects, and investments. 1000 Friends presented MVP the award for Best Industrial Infill Development.

## ***MVP Recognized as a Great Lakes Success Story***

MVP received a Success Story Award from the State of the Lakes Ecosystem Conference (SOLEC), a partnership between the U.S. Environmental Protection Agency and Environment Canada. MVP was recognized for work that demonstrates improvement in the integrity of the local ecosystem, forges linkages among economy, environment and community, fosters strong partnerships and fosters broad stakeholder involvement.



### ***MVP Team Member Receives IDEAL Award for Leadership***

MVP's Nancy Aten received the Leadership Award from Keep Greater Milwaukee Beautiful at their IDEAL Awards for Environmental Excellence. The award recognizes leadership in the environmental field by an individual who works for the common good, inspires others to make change happen, and demonstrates effectiveness through innovation, tangible results, sustainability and persistence in the face of adversity.

### ***Valley Company Receives Inner City Growth Award***

House of Stone on St. Paul Avenue in the Menomonee Valley, which designs and carves stone for home and commercial construction, received a prestigious Milwaukee Inner City Growth Award as one of the most rapidly growing companies within the city.

### ***Valley Receives Transportation Enhancements Award***

The Valley was the recipient of a \$575,000 award of federal Transportation Enhancement funds, which will be used for construction of an extension of the Hank Aaron State Trail in the "Airline Yards" section of the Valley. This project will connect the Menomonee Valley Industrial Center and Community Park to the neighborhoods near the Mitchell Park Domes.



“The Menomonee Valley of today stands as a symbol of Milwaukee’s renaissance. Together with strong partners, the City of Milwaukee is providing new opportunities for businesses to grow and succeed. I’m proud of our work and look forward to continued successes in attracting new companies and additional jobs to the Valley.”

-Milwaukee Mayor Tom Barrett



## FALK CORPORATION

### *Dedication*

The Falk Corporation celebrated its 150th Anniversary with an open house in October. Over 3,000 people, including multiple generations of Falk employees, their families and friends, toured the Canal Street plant, viewing the expanded facility and the products produced by Falk as well as photos and memorabilia from the company's strong history. The anniversary event celebrated the impact of Falk and its employees throughout the past 150 years.

On December 6, an explosion destroyed a portion of the plant, and three Falk employees lost their lives. MVP dedicates this annual report to Daniel Kuster, Curtis Lane and Thomas LeTendre, and to all members of the Canal Street facility. The outpouring of community support following the tragedy is testament to the greater Milwaukee community's support of the Falk brand, the Canal Street facility and their family of employees.

## Valley Partners

### *MVP Board of Directors*

President: Mick Hatch, Foley & Lardner	Laura Goranson, Southeast WI Professional Baseball Park District
Vice President: Julie Penman, HGA Architects	Dextra Hadnot, AT & T
Secretary: Rana Altenburg, Marquette University	Rocky Marcoux, Department of City Development
Treasurer: John Brennan III, J.M. Brennan, Inc.	Dianne Markut, Potawatomi Bingo Casino
Ruben Anthony, Jr., Wisconsin Department of Transportation	Ted Matkom, JBK Properties, Inc.
Earl Buford, BIG STEP	Jeff Morgan, Allied Insulation Supply Co.
George Claudio, Straightway Vineyard	Pat O'Brien, Milwaukee Development Corporation
Christian Fellowship	William Smith, State of Wisconsin Department of Natural Resources
Michal Ann Dawson, Consultant	
Bob Dennik, Milwaukee County	
David Doerr, Falk Corporation	
Roman Draba, We Energies	
Angelo Fallucca, Palermo Villa, Inc.	

*MVP IS DEEPLY GRATEFUL TO OUR BOARD MEMBERS WHO HAVE COMPLETED THEIR TERMS OF SERVICE THIS YEAR. THANK YOU TO PETER McAVOY, SIXTEENTH STREET COMMUNITY HEALTH CENTER, DASHAL YOUNG, MILWAUKEE COUNTY AND LAUREN BAKER, MILWAUKEE PUBLIC SCHOOLS, FOR THEIR DEDICATION TO THE VALLEY.*



(l to r): Laura Bray, Executive Director, Catrina Crane, Special Projects Coordinator, Corey Zetts, Program Director and Nancy Aten, Consultant

## MVP Staff Expands

Catrina Crane joined MVP in July as the Special Projects Coordinator. Catrina is working on the Bridging Valley communities project, connecting Valley businesses to employment resources, as well as assisting with the completion of the Menomonee Valley Community Park. Nancy Aten has joined MVP as a consultant to oversee the implementation of the sustainable design principles in the MVIC and coordinate the development of the new park.



## MVP is grateful to our Funders & Supporters

- The Helen Bader Foundation
- The Lynde & Harry Bradley Foundation
- Business Improvement District #26
- JP Morgan Chase Bank
- Forest County Potawatomi Foundation
- Milwaukee Partnership for Community Development
- Redevelopment Authority of the City of Milwaukee
- United States Department of Housing and Urban Development
- We Energies

## Statement of Activities for the Fiscal Year Ended June 30, 2006

### REVENUES

Grants and Contributions	192,562
BID 26 Contribution	18,000
Program Revenue	59,486
Interest Income	18,599
In-kind Gift and Services	83,830
<b>Total Revenues</b>	<b>\$372,477</b>

### EXPENSES

Program Expenses	287,660
In-Kind Services	16,830
Administrative Expenses	34,670
<b>Total Expenses</b>	<b>\$339,160</b>

Net Assets: \$1,038,765\*

\*Includes grant monies for park developments to occur in 2007-2008 as well as proceeds from property sales, some of which have since been invested in the predevelopment of the Stockyards property.