



MENOMONEE VALLEY
PARTNERS, INC.

The Story Unfolds

2017 ANNUAL REPORT

51 companies have opened in the Valley

60 acres of new trails and park space have been installed

30,000+ people visit Three Bridges Park annually

100,000+ people use the Hank Aaron State Trail

1 MILLION SQUARE FEET of green buildings have been constructed

10 Million visitors each year

300 ACRES of brownfields have been redeveloped

5,200+ FAMILY-SUPPORTING JOBS have been created



Menomonee Valley Partners, Inc.
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Milwaukee, WI 53203
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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 economic, ecological, and social equity for the benefit of the greater Milwaukee community.

SAVE THE DATE FOR **September 22-29, 2018**
• Things to Do
• Places to Visit
• Experiences to Have
ValleyWeek.com



Message from Leadership

As the Menomonee Valley's story unfolds, it becomes intertwined with so many others: businesses looking for a home, residents looking for family supporting career opportunities, and people making memories at Valley attractions and its many thriving green spaces and trails. Seven

new businesses called the Valley home in 2017, Potawatomi Hotel & Casino announced an \$80 million expansion, more than 200 students were exposed to promising careers close to their schools and homes, and more than 600 people explored during the first ever Valley Week.

As businesses open their doors here and people secure family-sustaining jobs, the Valley becomes part of their stories. Those same people help to write the Valley's story by caring for the Valley's parks and trails and helping the broader community and visitors discover all the Valley has to offer. Whether people come to the Valley to visit one of its premier



Mick Hatch Board Chair
Bruce Keyes Board President
Corey Zetts Executive Director

entertainment destinations, advance their career, or cast a line into the river, the Valley continues to be a key character in the greater Milwaukee community.

The Menomonee Valley's rebirth and revitalization is a story that continues to unfold, a story that simply wouldn't be possible without the many partners, funders, and volunteers for your critical role in writing the Valley's story and subsequently touching the stories of all those who interact with it. This year's annual report is organized by the Valley's strategic priorities to demonstrate the progress toward each. We look forward to seeing where the next chapter takes us!



BUSINESSES & JOBS YOUTH & CAREER PATHS NATURE & COMMUNITY

"The best days of the Valley are ahead of it."
~Rocky Marcoux, City of Milwaukee

What We Do

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

MISSION
MVP's mission is to revitalize and sustain the Menomonee Valley as a thriving urban district that advances economic, ecological, and social equity for the benefit of the greater Milwaukee community.

VISION
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.



Stories From 2017 Bring The Valley's Strategic Priorities To Life

- STRATEGIC PRIORITIES**
Facilitate high-quality redevelopment of vacant parcels and underutilized properties
- Palermo's upgrades facility and makes major acquisition
 - Zurn Industries recognized with Mayor's Design Award
 - West St. Paul Avenue listed in State Register of Historic Places
 - St. Paul Avenue Exterior Enhancements grant supports development
 - Design Charette to envision future of 40 acres
 - Potawatomi Hotel & Casino announces expansion
 - Sustainable Design Guidelines updated
- Connect Valley employers to a regional, job-ready workforce**
- Students learn pathways to the trades
 - Lunch & Learn mentoring connects employers and employees
 - Manufacturing Career Days expose youth to promising careers
 - Young Women in STEM breaks down barriers
 - Valley hosts two "On The Table" workforce conversations
- Recruit and retain high-yield, high-quality employers**
- New businesses transforming W St. Paul Ave
 - City Lights Brewing Company opens
 - Potawatomi Hotel & Casino announces expansion
 - Big wins for Canal Street Commerce Center
- Maintain a thriving, sustainable, urban district**
- 1,800+ attend inaugural Urban Candlelight Hike
 - Community keeps Valley beautiful
 - Food Truck Wednesdays return for second year
 - Three Bridges Park signs installed
 - Donor sculpture honors supporters
- Provide effective transportation access**
- It can be hard work getting to work
- PARTNER IMPACT**
- 2016 Research & Community Science report released
 - Community soccer coming to the Valley
 - Summit Players perform Shakespeare in Three Bridges Park
 - 1,100+ participate in 18th Annual Hank Aaron State Trail 5K Run/Walk

RECOGNITION

- VALLEY BID #26 HONORED BY THE SOUTHSIDE ORGANIZING CENTER (SOC)**
The Southside Organizing Center honored Menomonee Valley Business Improvement District (BID) #26 for its contribution to the development of local neighborhoods. MVP and the BID have strong relationships and regularly collaborate with adjacent areas, whether to open the Valley Passage and build Three Bridges Park, invite neighborhood youth to explore job opportunities, problem solve transportation solutions, and more.
- MENOMONEE VALLEY RECOGNIZED AS MODEL IN WATER INFRASTRUCTURE**
American Rivers and Clean Water for All Campaign Partners released *Naturally Stronger*, a report which lays out the economic case for large-scale, nationwide investment in natural water infrastructure. The report features the Menomonee Valley Industrial Center as a model example in how equitable, integrated natural water infrastructure can transform and restore our living environment, invigorate the economy, and confront some of our country's most persistent inequities.
- MENOMONEE VALLEY IS AN EARLY EXAMPLE OF AMERICAN BIOPHILIC MOVEMENT**
Biophilic design is about altering modern living so interaction with nature is no longer an event, but a way of life. Accompanied by many international locations ahead of their time in the biophilic movement, Subaru Drive Magazine identified five US cities embracing the concept. Milwaukee's Menomonee River Valley was listed alongside San Francisco, Portland, Pittsburgh, and St. Louis.

Partner Impact

From music to theater to tours, partners bring life to the valley and create opportunities for the community to enjoy these renewed public spaces.

- 2016 RESEARCH & COMMUNITY SCIENCE REPORT RELEASED**
The Urban Ecology Center's 2016 Research & Community Science review documents the evolving ecosystem in Three Bridges Park. Highlights include:
- 10,000 native plants planted
 - Five bird species recorded for the first time, increasing the Valley species list to 130
 - 8 odonates (dragonflies and damselflies) documented for the first time
 - Four of Wisconsin's eight bat species recorded
 - Documented beaver activity, a testament to the land restoration
 - Documented frogs breeding in restored aquatic habitats
 - More than 640 volunteers spent 1,784 hours caring for Three Bridges Park

SUMMIT PLAYERS PERFORM SHAKESPEARE IN THREE BRIDGES PARK
The Summit Players hosted a free performance of Shakespeare's "The Comedy of Errors" in Three Bridges Park, their third consecutive year in the park.



COMMUNITY SOCCER BEGINS IN THE VALLEY
Through a one-year lease with the City of Milwaukee, the Milwaukee Torrent Community Foundation is partnering with the Boys & Girls

Clubs of Greater Milwaukee to bring free youth soccer to the fields beneath the 35th Street Viaduct.

1,100+ PARTICIPATE IN 18TH ANNUAL HANK AARON STATE TRAIL 5K RUN/WALK
More than 1,100 people descended upon the Valley for the 18th Annual Hank Aaron State Trail 5K Run/Walk, the signature fundraising event for the Trail. The event supports bike camps for Milwaukee youth, trail enhancements, and more.

INAUGURAL MENOMONEE VALLEY KAYAK TOURS SOLD OUT
Cohosted by MVP and the Milwaukee Kayak Company, the Menomonee Valley's first kayak tours offered paddlers the opportunity to enjoy the Menomonee River, learn about the Valley's history and exciting future, and explore the Valley's two canals. Half of the rental fees were donated to MVP.

DOORS OPEN BRINGS THOUSANDS TO VALLEY
During the 2017 Doors Open weekend, the Valley featured eight tours and six buildings were open to the public, drawing thousands of visitors to the Valley.

ROCK THE GREEN RETURNS TO REED STREET YARDS
Rock the Green, a zero-waste sustainability festival, features both national musicians and local acts while empowering the community to live sustainably. Reed Street Yards, the global water technology park along the Menomonee River, is a fitting location for the event.

PUB CRUISES LAUNCH IN THE VALLEY
From May to September, Riverwalk Boat Tours & Rentals offered Saturday pub cruises through the Valley, stopping at The Twisted Fisherman and the new dock at MOTOR® Bar & Restaurant at the Harley-Davidson Museum®.

BIKING AND WALKING TOURS CONNECT PEOPLE TO HISTORY
MVP hosted a Jane's Walk, part of a series of neighborhood walking tours named after urban activist and writer Jane Jacobs, reflecting on the history and future of St. Paul Avenue. Riders on MVP's and Historic Milwaukee's three bike tours pedaled back in time to learn about the Valley's industry and looked forward to exciting developments on the way.

FIVE STUDENT-BUILT BOATS LAUNCH ON MENOMONEE RIVER
All Hands Boatworks (AHB) worked with 40 local youth to build five 12-foot boats that they launched at the Valley's Emmer Lane Boat Launch. Working as a team, problem solving, project management, along with carpentry experience, build skills and confidence.

MENOMONEE VALLEY PARTNERS, INC.

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We are grateful to Angelo Fallucca of Palermo's Pizza, Arturo Hernandez of Rexnord, and Stephanie Omdoll of Potawatomi Business Development Corporation who completed their board terms of service in 2017.

STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2017

REVENUE	
Grants & Contributions	\$260,654
From the Ground Up*	\$59,718
Interest Income	\$2,427
Donated Services & Facilities	\$49,339
Total Revenue	\$372,138
EXPENSES	
Program Services	\$249,195
From the Ground Up*	\$80,965
Administrative	\$35,421
Fundraising	\$6,476
Total Expenses	\$372,057
NET ASSETS	
Operating Reserve*	\$186,062
Pre-development*	\$750,000
Temporarily Restricted	\$51,199
Unrestricted	\$238,887
Total Net Assets	\$1,226,148



*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

Menomonee Valley Partners, Inc. Donors (FISCAL YEAR 2017: JULY 1, 2016 - JUNE 30, 2017)

- MENOMONEE VALLEY** Business Improvement District
- POTAWATOMI** HOTEL & CASINO
- FOLEY** FOLEY & LARDNER LLP
- Nora & Dan Adams
Hank Albert
Anonymous
Bader
Philanthropies - Isabel & Alfred Bader Fund
- BBC Lighting & Supply
Jeff Bentoff & Julie Penman
Laura & Jeff Bray
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Monique Charlier & Holly Blomquist
Cargill, Inc
Stephan & Susan Chevalier
Pegi Christiansen
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Stephan & Susan Chevalier
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Dave Cieslewicz
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Susan Crane
Sue & Dennis Czarniak
- Davidson Family Fund
Bill Davidson
Sam Dickman
Dave & Pam Doerr
Bess Earl
Christine England
Angelo Fallucca
Rodney Ferguson
Jerome Flögel
Fund for Lake Michigan
Greg Gehin
Andy Gehl
Evan and Marion Helfaer Foundation
Dominic Giuffre
Laura Goranson
Greater Milwaukee Foundation - Florence Hart Greene Fund
- Greater Milwaukee Foundation - Pat and Grace O'Brien Family Fund
Greater Milwaukee Foundation - Robert L. and Susan Mitenbuler Fund
Dara Greene
Adam Hammen
The Harley-Davidson Foundation
Beth Haskovec
Mick & Lisa Hatch
David Hetzel
John Heywood
Glenna Holstein
John Horning
Tracy Josetti
- Shelley Jurewicz
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Bruce & Diane Keyes
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Herb Kohl Charities
Komatsu Mining Corporation
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Gail F. Kursel
Peter Lee
Barry Mainwood
Laurel Maney & Charles Foote
Rocky Marcoux
Masterson Foods
Elynn McKenzie
- Janet Montgomery
Jeff Morgan
Patricia & George Mueller
Patrick O'Connor
Stephanie Omdoll
Potawatomi Business Development Corporation
Joann Powell
Professional Placement Services
Barbara Richards
Riverwalk Boat Rentals & Tours*
Sherry Saiki
Lynn Schiller
Sheri Schmit
- John Shannon
Larry Stern
Madeline Wake
Sarah & Michael Weiss
We Energies Foundation
WISPARK, LLC*
Corey Zetts
*In-kind donations
- For a complete list of the 360+ supporters to the Menomonee Valley - From the Ground Up project, visit MenomoneeValley-FromTheGroundUp.org

THANK YOU!

Strategic priority: 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



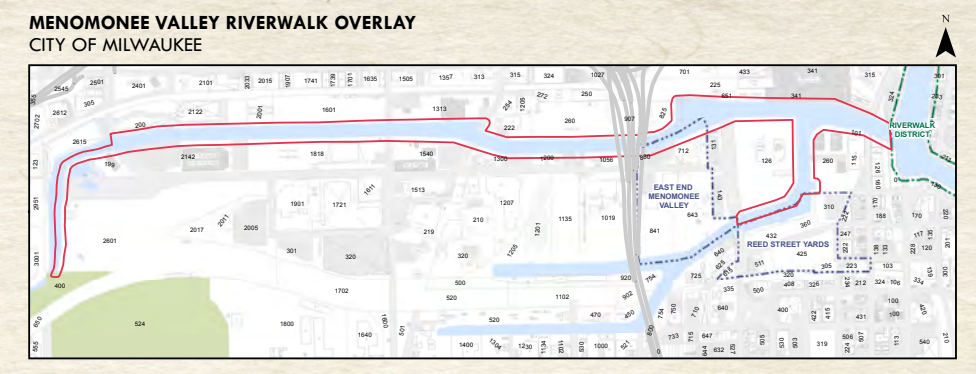
WEST ST. PAUL AVENUE LISTED IN STATE REGISTER OF HISTORIC PLACES
The West St. Paul Avenue Industrial Historic District consists of 22 historic industrial buildings from 11th to 25th Street that represent a period of industrial prominence from the 1880s to 1950s. MVP coordinated its nomination to encourage high-quality future development and to build the street's identity. Properties are now eligible for state historic tax credits that could cover up to 20% of restoration costs. The district will also be listed on the National Register of Historic Places, providing additional tax credits to offset restoration costs.



DESIGN CHARENTE ENVISIONS FUTURE OF 40 ACRES
MVP and the City engaged UWM's School of Architecture & Urban Planning for a January 2018 design charrette to envision concepts for five vacant or underutilized riverfront sites and W St. Paul Avenue's streetscape. Local architecture firms created sustainable designs that address the sites' challenges, encourage job growth, and create public access to the Menomonee River.



RIVERWALK EXTENSION APPROVED
The City of Milwaukee approved a zoning overlay to extend the Milwaukee RiverWalk two miles along the Menomonee River from the Milwaukee River to Three Bridges Park. Outlined as a catalytic project in the Valley 2.0 Plan, the RiverWalk will promote activity and provide public access. MVP will begin the design of the Riverwalk in 2018.



The goal of the Menomonee Riverwalk is to one day provide public access on the Menomonee River from the Milwaukee River to Three Bridges Park.

Strategic priority: Recruit and retain high-yield, high-quality employers

ST. PAUL AVENUE
PLUM MEDIA EXPANDS IN VALLEY
Plum Media, a video and live event production company, invested \$1.85 million to restore a historic 1929, 15,000-square-foot building for its headquarters. The new building provides the growing 22-person team an enhanced sound stage, state-of-the-art post-production facilities, and live streaming capabilities.



"We like what's happening in the Menomonee Valley."
—Rich Schmig
Plum Media

"It's an up-and-coming area."
—Kathy Ippolite, owner of
Riverview Antique Market

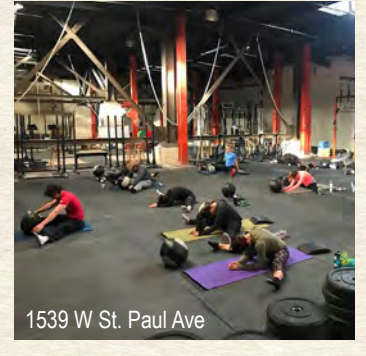
RIVERVIEW ANTIQUE MARKET MOVES TO ST. PAUL AVENUE
Riverview Antique Market renovated a historic 10,900-square-foot building originally constructed in 1923. The antique mall draws customers from around the region for their sophisticated to funky antiques. Adjacent to BBC Lighting, the market adds to the budding St. Paul Avenue design and showroom district.

After decades of vacancies, new businesses are transforming St. Paul Avenue.



CHRISTOPHER KIDD AND ASSOCIATES PLANS EXPANSION
Architectural firm Christopher Kidd and Associates began renovations on a long vacant 9,000-square-foot building constructed in 1901. The \$1.8 million investment is the firm's second Milwaukee-area location, where it will house 10 employees and lease the ground floor.

BREW CITY CROSSFIT OPENS
BrewCity CrossFit, a fitness training facility, moved to a 10,800-square-foot space beneath the 16th Street Viaduct. The studio brings positive activity to a space vacant for 40 years and is even activating the street with runners and joggers. More than \$150,000 was invested in the build-out.



THIRD SPACE BREWING ANNOUNCES EXPANSION
Third Space Brewing announced an internal expansion to double their brewing capacity. The brewery opened in September 2016 and has three full-time and 11 part-time employees. Third Space won a 2017 Great American Beer Festival gold award for its "Unite the Clans" ale.



POTAWATOMI HOTEL & CASINO ANNOUNCES EXPANSION
Potawatomi Hotel & Casino announced plans for a 19-story, 180,000-square-foot expansion. The \$80 million project will add a spa, meeting rooms, and 119 rooms which bring the total room count to 500 and make it the second largest hotel in the city. In addition to construction jobs, 50 permanent hotel jobs will be created when it opens in 2019.



CITY LIGHTS BREWING COMPANY OPENS
City Lights Brewing Company opened in February in two iconic structures built in 1902 that were once used to convert coal to gas to illuminate the city's streetlights. The facility has a canning line, tasting room, beer garden, and 30-barrel brewhouse with a capacity of 50,000 barrels per year. The brewery employs 30 people and expects to increase to 50 employees over the next five years.

PROSTAR SURFACES MOVING TO ST. PAUL AVE
ProStar Surfaces, a provider of professionally installed athletic surfaces, is renovating 8,500-square-feet in the Brass Light Gallery building for offices, a showroom, and warehouse space. The company, which just completed the floor for the new Bucks Arena, has 40 employees throughout Wisconsin and 10 employees at this location.



BIG WINS FOR THE CANAL STREET COMMERCE CENTER
The 146,532-square-foot Canal Street Commerce Center is now 100% occupied with three corporate headquarters and seven other businesses. The 13-acre former Milwaukee Stockyards site was identified in the 1998 Menomonee Valley Land Use Plan as a priority redevelopment for its visibility and potential. MVP purchased the land in 2005, addressed barriers to development, and recruited Ziegler Bence to develop the project. It was completed in 2008 and achieved its goal of supporting 200 jobs.

FOUR NEW BUSINESSES INCLUDE:
STAMM TECHNOLOGIES
Stamm Technologies, a business technology consulting firm, consolidated two locations and became a long-term anchor tenant. Stamm currently has 40 employees with plans to hire at least five more people in 2018.

MILSCO MANUFACTURING
MilSCO Manufacturing, which makes seats for Harley-Davidson motorcycles and other equipment, also became a long-term anchor tenant. MilSCO's 62 employees use the 52,000-square-foot headquarters for offices, engineering, product development, and testing operations.

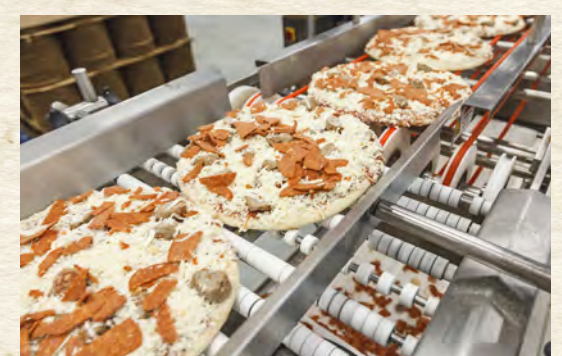
BENCE BUILD
Bence Build, a family-owned architecture and construction firm, opened its doors here. Sons of the original developer and tenant, it is a second generation company in the building. Bence Build completed renovations for neighbors Stamm Technologies and MilSCO Manufacturing in the same building.

AUTOMATION ARTS
Automation Arts, an Audio/Visual integrator for both commercial and residential markets, plans to relocate in April 2018. They will grow from 1,400-square-foot to 5,500-square feet in their Valley location. The company employs 25 people and will have capacity to hire up to an additional 17 new team members.

REED STREET YARDS



ZURN INDUSTRIES RECOGNIZED WITH MAYOR'S DESIGN AWARD
Zurn, a plumbing products manufacturer owned by Milwaukee's Rexnord Corp, was recognized in the Mayor's Design Awards as a *Design that Grabs You* which celebrates value to the city through design excellence while contributing to the character of their surroundings.



PALERMO'S UPGRADES FACILITY AND MAKES MAJOR ACQUISITION
Palermo Villa, Inc. invested \$9.5 million in upgrades to the layout of its packaging area at its 250,000-square-foot manufacturing facility. The new layout provides a more ergonomically-friendly workspace, adds equipment that allows the company to remain competitive, and reduces materials needed for packaging.

Palermo's also acquired Connie's Natural's, LLC, an Illinois-based frozen pizza company. Both Palermo's and Connie's were started in the Midwest in the early 1960s by the fathers of the current owners. Following the facility upgrade and Connie's acquisition, Palermo's now employs more than 750 full-time team members.

Strategic priority: Connect valley employers to a regional, job-ready workforce and position local workers to be competitive for upcoming employment opportunities



STUDENTS LEARN PATHWAYS TO THE TRADES
During the Valley's first Construction Trades Tours, Bay View High School students toured JF Ahern and JM Brennan to learn about career pathways to apprenticeships, union opportunities, and what employers seek in a skilled workforce. Tours expose local youth to good paying careers associated with their area of study.

LUNCH & LEARN MENTORING CONNECTS EMPLOYERS AND EMPLOYEES
MVP partnered with Journey House's Career Readiness Program to pair young adults with mentors so they could gain awareness of paths to meaningful careers. The goal is to engage both young people and Valley employees in making the route to careers easier to navigate. One participant even went home and encouraged his brother to apply to Mitchell Furniture Systems on St. Paul Avenue, where he is working today.

"I would have never known how to turn a hobby like carpentry into a career at a manufacturer."
—JOURNEY HOUSE STUDENT

MANUFACTURING CAREER DAYS EXPOSE YOUTH TO PROMISING CAREERS
Menomonee Valley Career Days inspire, encourage, and show Milwaukee youth there are promising careers close to their homes. Career Days engage youth with hands-on activities and one-on-one mentorship, while also revealing the day-to-day work and good wages associated with unfamiliar job titles. This is one way MVP connects workers to family-supporting jobs while building the career pipeline to support the next generation of industry.



More than 65 Milwaukee youth, ages 14-18, toured six companies. Manufacturing Career Days show youth how manufacturing has transformed into a high tech, modern career opportunity.

YOUNG WOMEN IN STEM BREAKS DOWN BARRIERS
Young Women in STEM workshops introduced 30 high school girls to Valley mentors who helped to replace fear and uncertainty of STEM and manufacturing careers with the confidence and guidance to break down barriers and pursue big dreams. Girls met a wealth of women mentors working in traditionally male-dominated careers: chemists, plumbers, industrial designers, engineers, project managers, and more. The workshop buzzed with conversation, professionals sharing their career journeys and students absorbing confidence and career advice.

Many students stated repeatedly, *"I never would have known that these careers could be found in the manufacturing industry!"*

- Businesses partnering in youth engagement programs include:
- Charter Wire
 - Derse, Inc.
 - Harley-Davidson Museum
 - Ingeteam
 - JF Ahern
 - JM Brennan
 - Komatsu Mining Corp.
 - Materion
 - MilSCO Manufacturing
 - Mitchell Furniture Systems
 - Palermo Villa, Inc.
 - Rexnord
 - Stamm Technologies
 - Standard Electric Supply Co
 - Taylor Dynamometer
 - Wisconsin Department of Natural Resources
 - Wisconsin Department of Transportation
 - Zimmerman Architectural Studios

VALLEY HOSTS TWO "ON THE TABLE" WORKFORCE CONVERSATIONS



The Menomonee Valley Workforce Committee joined hundreds of community groups to host On the Table, a regional forum to inspire civic conversation. Participants engaged in two timely workforce topics, "Attracting and Retaining Millennials" and "Serving Employees with Barriers to Employment," and shared experiences, proposed solutions, and took away food for thought to address these challenges.

Strategic priority: Maintain a thriving sustainable, urban district which is home to manufacturing, entertainment, and recreation and is a learning laboratory for sustainable development

Valley Week
The inaugural *Valley Week*, presented by Potawatomi Hotel & Casino, celebrated what is made here, who works here, all there is to do here, and the great jobs and careers here. More than 600 people attended 10 events in eight days, discovering nature, history, and unique experiences.

- ULTIMATE BEER RUN** – Eighty people ran between City Lights Brewing and Third Space Brewing, cheering each other on and exchanging high fives.
- TREE PLANTING IN THREE BRIDGES PARK** – More than 60 volunteers planted 100 trees donated through Harley-Davidson's Renew the Ride program.
- MENOMONEE RIVER KAYAK TOUR** – In partnership with Milwaukee Kayak Company, paddlers learned about the Valley's history and exciting future from a perspective that few experience.
- DISCOVER YOUR CAREER EXPO** – Sponsored by We Energies, the Valley Career Expo drew more than 100 people to discover opportunities with 15 Valley employers.

- CAMPFIRE STORIES FOR GROWN UPS** – Attendees, most of whom had never before been to Three Bridges Park, heard powerful stories about the Valley's past, present, and future.
- VALLEY WEEK BUSINESS LUNCHEON** – Valley employees and partners gathered at Potawatomi Hotel & Casino to celebrate the Valley's transformation and learn more about the vision for the next chapter in its continually unfolding story.
- HAPPY HOUR ON THE RIVER** – Thanks to Riverwalk Boat Tours & Rentals, more than 100 people cruised the Menomonee River.
- ART WALK ON THE HANK AARON STATE TRAIL** – The Friends of Hank Aaron State Trail led a tour of public art and Milwaukee's civil rights history along the Art Loop and beneath the James E Groppi Memorial Bridge.

MENOMONEE VALLEY BIKE TOUR – A bike tour, in partnership with Historic Milwaukee, traversed the Valley and explored its rich history.

BUS TOUR: BEHIND-, BELOW-, AND ABOVE-THE-SCENES – A fascinated group learned what is made in the Valley on exclusive behind-the-scenes tours at Komatsu Mining Corp, Rexnord Industries, and the Potawatomi Biodigester, finishing with a building restoration in process at Cream City Yards.



COMMUNITY SUSTAINS VALLEY'S BEAUTY
Hundreds of people helped to keep the Valley and Menomonee River clean and green during the Earth Day Clean-Up and through the ongoing work of the Valley's Stew Crews. MVP partners with the Milwaukee Riverkeeper Spring Cleanup to engage hundreds of volunteers on Earth Day each April. Stew Crews – teams of volunteers dedicated to land stewardship – contribute hundreds of hours to beautify the Valley and Hank Aaron State Trail.

- Thank you to the 2017 Valley Stew Crews:
- Cargill
 - Charter Wire
 - Derse, Inc.
 - Komatsu Mining Corp.
 - Materion Advanced Chemicals
 - Merrill Park Neighborhood Association
 - Palermo Villa, Inc.
 - Rexnord Industries
 - The Sigma Group
 - Standard Electric Supply Co.
 - Story Hill Neighborhood Association
 - Vulcan Global Manufacturing
 - Zimmerman Architectural Studios

1,800+ ATTEND INAUGURAL URBAN CANDLELIGHT HIKE
More than 1,800 people bundled up for the first Urban Candlelight Hike in Three Bridges Park. People of all ages strolled along two miles of candlelit trails and took advantage of hilltop views of downtown, campfires, an ice sculpture, and an after party with NEWaukee at Third Space Brewing.



FOOD TRUCK WEDNESDAYS RETURN FOR SECOND YEAR
Valley employees and neighbors love the opportunity to walk to lunch during Food Truck Wednesdays in the Menomonee Valley Industrial Center and Community Park from April to October.

THREE BRIDGES PARK SIGNS INSTALLED
New signs on both Canal Street near the Valley Passage Bridge and on 27th Street near The Domes reflect the Valley's industrial history, and invite the community into this 24-acre park that connects three neighborhoods.

DONOR SCULPTURE HONORS SUPPORTERS
A permanent donor sculpture was installed in Three Bridges Park to recognize the more than 200 foundations, corporations, and individuals who supported the Menomonee Valley – From the Ground Up project at the \$1,000+ level. Donors' names are inscribed on the arch's interior, a long-lasting symbol of what our community can accomplish when we come together. We are grateful to ALL the donors and supporters who made this project possible!

A list of project supporters is online at MenomoneeValley-FromTheGroundUp.org.

Strategic priority: Provide effective transportation access



IT CAN BE HARD WORK GETTING TO WORK
To better understand the Valley's workforce challenges, and transportation's role in them, MVP worked with MetroGO and the Public Policy Forum to study these issues.

The Public Policy Forum study, **The Last Mile: Connecting workers to places of employment**, highlighted how even the Valley, in the heart of the city, has a last mile challenge. Fixed-route transit services stop short of bringing commuters all the way to their job sites, and the report analyzed a range of options used in other metro areas across the country and gauged their potential to reduce transportation barriers for City of Milwaukee residents seeking employment opportunities.

In partnership with MetroGO, MVP administered the **Menomonee Valley Workforce and Transportation Study**. The survey helped us understand the current hiring needs of Valley employers, attraction and retention issues, barriers residents experience in accessing Valley jobs, and ways MVP and partners can work to address these challenges to better connect residents from surrounding neighborhoods to Valley career opportunities.