

A NEW DAY

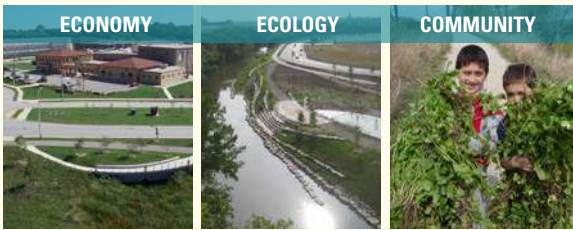
IN THE MENOMONEE VALLEY

MENOMONEE
VALLEY
PARTNERS, INC.

2014 ANNUAL REPORT

MESSAGE FROM THE LEADERSHIP

On behalf of the board and staff of Menomonee Valley Partners, Inc. (MVP), we are pleased to present our 2014 annual report, **“A New Day in the Menomonee Valley.”** Last year was remarkable, one that in many ways was the culmination of the first phase of the Menomonee Valley’s revitalization. The year ended with the completion of major development efforts and set the stage for a new beginning with a new executive director, Corey Zetts, and a new plan to see the Valley through another decade of growth.



After 15 years of transformational change, hundreds of people have asked what made the Valley work and how to replicate its success. The Public Policy Forum identified and analyzed key policies and practices that fostered revitalization in the Valley in its report, **“Redevelopment in Milwaukee’s Menomonee Valley: What Worked and Why?”**

MORE ON P. 20

In the final days of 2014, the **Menomonee Valley – From the Ground Up** capital campaign was completed. Generous community support secured funding to implement all projects in this comprehensive effort to address access to jobs, science education, environmental and public health, and neighborhood vitality.

MORE ON P. 8

Much of the previous year focused on planning efforts for the future of the Valley – the Valley 2.0 Plan and MVP’s strategic plan. **The Valley 2.0 Plan**, the City of Milwaukee’s market study and land use plan to be adopted in 2015, sets a strategic framework to continue positioning the Valley as an innovative, sustainable, and successful urban

MORE ON P. 22

industrial center. The plan builds on the Valley’s resources and momentum to chart a course for elevating the Menomonee Valley into one of the most innovative, successful, and recognized urban industrial centers in the United States.

Simultaneously with the Valley 2.0 Plan, MVP undertook a **strategic planning** initiative. MVP was formed fifteen years ago to revitalize the Valley, and the transformation has been remarkable. However, more work remains to be done. The Valley still has more land to be developed. In addition, new strategic priorities have emerged in recent years, including the reconstruction of I-94 and a growing need to connect Valley businesses with qualified workers from the local workforce.

Our **renewed mission statement** reflects progress to date and acknowledges the current challenges: to revitalize and sustain the Menomonee Valley as a thriving urban industrial district that advances economical, ecological, and social equity for the benefit of the greater Milwaukee community.

With the completion of major initiatives and a new strategic focus moving forward, it is an exciting time to begin this new day in the Menomonee Valley. We look forward to working with you in the years ahead.



Mick Hatch
Board President



Corey Zetts
Executive Director

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2014 ANNUAL REPORT

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The images in this report, including those on the covers, were captured by the 2014 Menomonee Valley Artist in Residence, Eddee Daniel, except where otherwise noted. See story on page 29.





Like the children who have helped plant Three Bridges Park, we all have an opportunity to grow together with a new and sustainable urban landscape. After all, building a park out of an abandoned brownfield is a hopeful act.

~ Eddee Daniel

2014 Menomonee Valley Artist in Residence

MENOMONEE VALLEY FROM THE GROUND UP

A COLLABORATION OF



Menomonee Valley–From the Ground Up is a holistic effort fueled by the Urban Ecology Center and Menomonee Valley Partners to improve job accessibility, science education, environmental and public health, and neighborhood vitality in the Menomonee Valley.

We had a vision to bring two non-profits, the City of Milwaukee, and the State of Wisconsin together to transform a 24-acre brownfield into an active urban park, state trail, and outdoor science classroom. To turn a vacant bar into a community center and to reconnect communities separated for more than a generation. To rally our entire community around a forgotten, neglected area and fill it with children, families, bikers, and anglers to experience nature in the heart of Milwaukee.

Together we have helped to:

BUILD CONNECTIONS AND ACCESS TO JOBS

- Install three new bike and pedestrian bridges linking nearby residents to Valley jobs
- Extend the Hank Aaron State Trail by six miles

IMPROVE SCIENCE EDUCATION

- Transform a vacant tavern into the third branch of the Urban Ecology Center
- Launch year-round environmental education and outdoor recreation programs

RESTORE NATURAL RESOURCES

- Convert a vacant 24-acre rail yard into Three Bridges Park
- Construct in-stream and riverbank improvements to stop erosion and improve habitats in the Menomonee River
- Install community gardens to bring urban agriculture to the most densely populated areas in the state
- Create hands-on volunteer opportunities in land stewardship

Visit MenomoneeValley-FromTheGroundUp.org for more on this dynamic project!

ABANDONED TUNNEL



TO VALLEY PASSAGE



VACANT RAIL YARD



Milwaukee County Historical Society

TO THREE BRIDGES PARK



Wis DOT

MENOMONEE VALLEY – FROM THE GROUND UP CAMPAIGN COMPLETED

Thanks to the 350 individuals, corporations, and foundations that had faith and joined together to support this project, the *Menomonee Valley – From the Ground Up* vision is being realized. The \$25 million campaign closed in the final days of the year with the help of an anonymous donor's \$755,000 Hank Aaron

Challenge Grant, which matched every dollar in honor of Hank Aaron's 755 home runs and his legacy namesake trail. The community's generosity will ensure that Three Bridges Park, the Urban Ecology Center, and the Hank Aaron State Trail thrive for generations to come! Supporters will be honored with a donor wall in the Urban Ecology Center and a sculpture in Three Bridges Park in 2015.

(See complete donor listing on pages 14–19.)



Dave Schlabowske

VACANT BAR



Menomonee Valley Partners

TO UEC



Urban Ecology Center

COMMUNITY GARDENS COMPLETED IN THREE BRIDGES PARK

During the park planning process, residents from nearby neighborhoods expressed a deep desire for a place to grow food. In late 2014, we completed the construction of 42 garden plots and a nursery to grow native plants and shrubs for the park. This project was made possible with the help of Bradley Tech high school students who constructed and assembled the garden beds.

The gardens will be a core program for all ages at the Urban Ecology Center's Menomonee Valley branch with classes on healthy eating, gardening, canning, bee keeping, and more. The gardens touch many facets of the community: parents teach their children to garden, neighbors become acquainted while working side by side, and families gain access to fresh, wholesome food.



Urban Ecology Center



Urban Ecology Center



RECOGNITION FOR COLLABORATION IN FROM THE GROUND UP

- 2014 Nonprofit Collaboration of the Year Winner (*BizTimes Milwaukee*)
- 2014 MANDI Brewers Community Foundation Public Space Award (*LISC's Milwaukee Awards for Neighborhood Development Initiative*)
- 2014 Engineering Excellence – Best of State Award (*American Council of Engineering Companies of Wisconsin*)
- Honorable Mention in the Salute to Local Government Award (*Public Policy Forum*)

The implementation of this project has created an environmental, ecological, and social transformation of an area long-known for its blight and disuse.

~ Jason Scott
Engineering Excellence Awards judge

MENOMONEE VALLEY – FROM THE GROUND UP DONORS

Support for this project has been provided by the generosity of the following donors.

\$1,000,000+

Anonymous
The Burke Foundation
US Dept. of Transportation
WI Dept. Natural Resources
- Knowles-Nelson
Stewardship Fund



\$250,000 – \$999,000

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\$25,000 – \$49,999

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Urban Ecology Center



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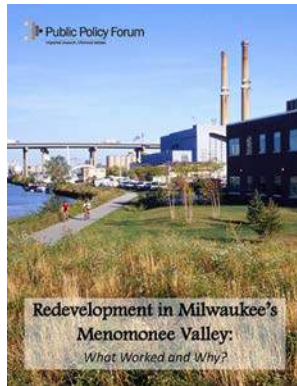
Urban Ecology Center



A primary focus in 2014 was to study lessons learned from the Valley's revitalization over the last 15 years in order to pinpoint the indispensable tools, policies, and processes responsible for success to date. These lessons will be used to build upon current momentum to propel the Valley into its next generation of revitalization.

PUBLIC POLICY FORUM STUDY

The Public Policy Forum completed the *Redevelopment in Milwaukee's Menomonee Valley: What Worked and Why?* study in 2014. The study analyzed what made the Valley's revitalization feasible, including the public policies, financial resources, and partnerships that were crucial to the redevelopment effort. These ingredients of success will guide future development of the Valley and other areas with similar challenges.



Major redevelopment efforts should include:

- Robust **planning and design activities** that establish a common vision and roadmap to achieve that vision.
- Strong intergovernmental **cooperation** and public-private **partnerships**.
- **Creatively assembled funding** from numerous sources.
- Willingness of **City to assume financial risk**.
- **Aggressive marketing of the area's existing strengths**.
- Intent to **address multiple community objectives** through projects.
- **Emphasis on workforce development** to create jobs for neighborhood residents.

The Valley's redevelopment is like a marathon, and we're at mile 20. It's going to take grit, dedication, and continued public and private support to complete the most difficult part yet.

~ **Mick Hatch**
MVP Board President

A NEW STRATEGIC PLAN UNDERWAY

In 2014, MVP undertook a yearlong strategic planning process to identify the Valley's emerging priorities. The resulting Strategic Plan's initiatives will assure continued success in the years to come as we address vacant land, workforce challenges, and infrastructure opportunities:

- Encourage and facilitate high-quality redevelopment of vacant parcels and underutilized properties.
- Recruit and retain high-yield, high-quality employers.
- Connect Valley employers to a regional, job-ready workforce.
- Maintain a thriving, sustainable, urban district.
- Provide effective transportation access.

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



Zimmerman Architectural Studios and La Dallman Architects.

VALLEY 2.0 – THE NEXT GENERATION OF VALLEY REVITALIZATION

The last master plan for the Valley was the visionary 1998 Valley Plan, and nearly all of its goals have been met and exceeded. The City of Milwaukee and MVP engaged in an intensive planning process throughout 2014 to shape a vision for the Menomonee Valley's future, Valley 2.0. The goal was to develop a strong plan for the Menomonee Valley's continued sustainable development, one that supports industry, entertainment, community, and natural resources. The Valley 2.0 Plan is expected to be adopted by the City of Milwaukee in 2015.



Alhaji Camara, Milwaukee Neighborhood News Service

Plan priorities include:

- **East Valley Gateway Food & Beverage Cluster** – develop underutilized waterfront parcels, attracting companies in the food and beverage manufacturing cluster, and opening the waterfront to public use.
- **St Paul Ave Design/Décor Showroom District** – build on the emerging cluster of design and décor businesses.
- **Pierce & Bruce Industrial District** – strengthen the district to encourage industrial retention, expansion, and job creation.
- **I-94 Valley Gateway** – prioritize businesses, workers, and visitors to the Valley and adjacent areas with new gateway.
- **Valley Connections** – enhance road, bike, pedestrian, and waterway infrastructure that connects the Valley to surrounding neighborhoods and identifies the Valley as an attractive destination for industry and visitors.

Visit PlanTheValley.org for a closer look at renderings and plans!



Zimmerman Architectural Studios and La Dallman Architects.

POTAWATOMI HOTEL GRAND OPENING

Potawatomi Hotel & Casino celebrated the grand opening of its 381-room, 19-story luxury hotel in August. The hotel was built to LEED certification standards and includes a number of green features, including energy efficient mechanical, electrical, and plumbing design strategies. Not only does the hotel boast expansive views of downtown and Lake Michigan, but it has resulted in nearly 300 new jobs and will bring thousands of new visitors to Milwaukee each year.



Potawatomi Hotel & Casino



Lohmann & Rauscher

LOHMANN & RAUSCHER BREAKS GROUND

Lohmann & Rauscher (formerly Solaris), a manufacturer of compression garments, broke ground on their new 68,000 square foot facility in the Menomonee Valley Industrial Center in September. The company plans to relocate in the spring of 2015 with 70 employees and intends to add 30 employees over the next two years.



REED STREET YARDS READY FOR CONSTRUCTION

The infrastructure of Reed Street Yards, the future home for Milwaukee's growing water technology industry, was finished in 2014. Freshwater Way, the new road serving the site, is complete, as is the innovative stormwater system throughout the site. General Capital has announced a plan for the site's first new building, Water Tech One.

RISHI TEA MOVES TO VALLEY

Rishi Tea, a manufacturer and wholesaler of certified organic teas and botanicals, moved into their new 48,000 square foot building in the Menomonee Valley Industrial Center in September. Rishi Tea provides jobs for over 50 people and plans to add 20 more over the next few years.



Rishi Tea

CHARTER WIRE ANNOUNCES EXPANSION PLAN

Charter Wire announced its plans to add 69,000 square feet and new production equipment to its 160,000-square-foot factory, an expansion that will add another 35 full-time employees to their current workforce. Construction is expected to occur in 2015.

POWER PLANT CONVERTING FROM COAL TO NATURAL GAS

The We Energies Valley Power Plant received approval in January 2014 to convert from coal to natural gas. Not only is this a much cleaner form of energy that will improve air quality, but the disappearance of coal piles and coal barge traffic will make riverfront sites near the power plant much more attractive for development. These sites near the power plant will also benefit from direct access to the plant's steam capacity. The conversion is expected to be completed by May 2015.



ESCUELA VERDE WILL OVERLOOK THE VALLEY

In August 2014, Escuela Verde — a public charter school designed to support students interested in sustainability, student-led learning, and restorative justice — purchased their new building immediately east of the Valley Passage, between the Urban Ecology Center and the Wisconsin Bike Fed. When this building is renovated, the Urban Ecology Center Menomonee Valley branch and Escuela Verde will make a welcoming gateway to the Valley on either side of the Valley Passage entrance.

CARGILL LAYOFFS A LOSS FOR COMMUNITY

The 2014 closing of the Cargill slaughterhouse, with its 600 jobs, was a great loss for the Valley community. Cargill's meat processing and packaging operations at the facility east of 16th Street continue to employ more than 200 people in the Valley.



HANK AARON STATE TRAIL 6TH STREET RAMP AND STAIRCASE OPENED

The 6th Street Ramp and staircase was completed in 2014, providing pedestrian and bicycle access from 6th Street to Reed Street Yards and a connection to the riverwalk along the South Menomonee Canal. The project links the Hank Aaron State Trail from the Valley to Walker's Point and the Third Ward, providing access to residential and popular entertainment districts via an off-street route.

COMMUNITY PROTECTS VALLEY'S NATURAL RESOURCES

Hundreds of community members helped care for the Menomonee Valley's natural resources this year. During the Earth Day Clean-Up, more than 300 bags of garbage and weeds were removed by volunteers. On Community Planting Day and other volunteer days, thousands of plants were planted in the new Three Bridges Park. In addition, eight businesses participated in Stew Crews, stewardship teams that spend 2-3 hours per month



weeding, planting, and maintaining the land along the Hank Aaron State Trail and Menomonee River. These community efforts help to keep the Valley an attractive destination for the millions who visit locations here each year.



VALLEY HOSTS ARTIST IN RESIDENCE

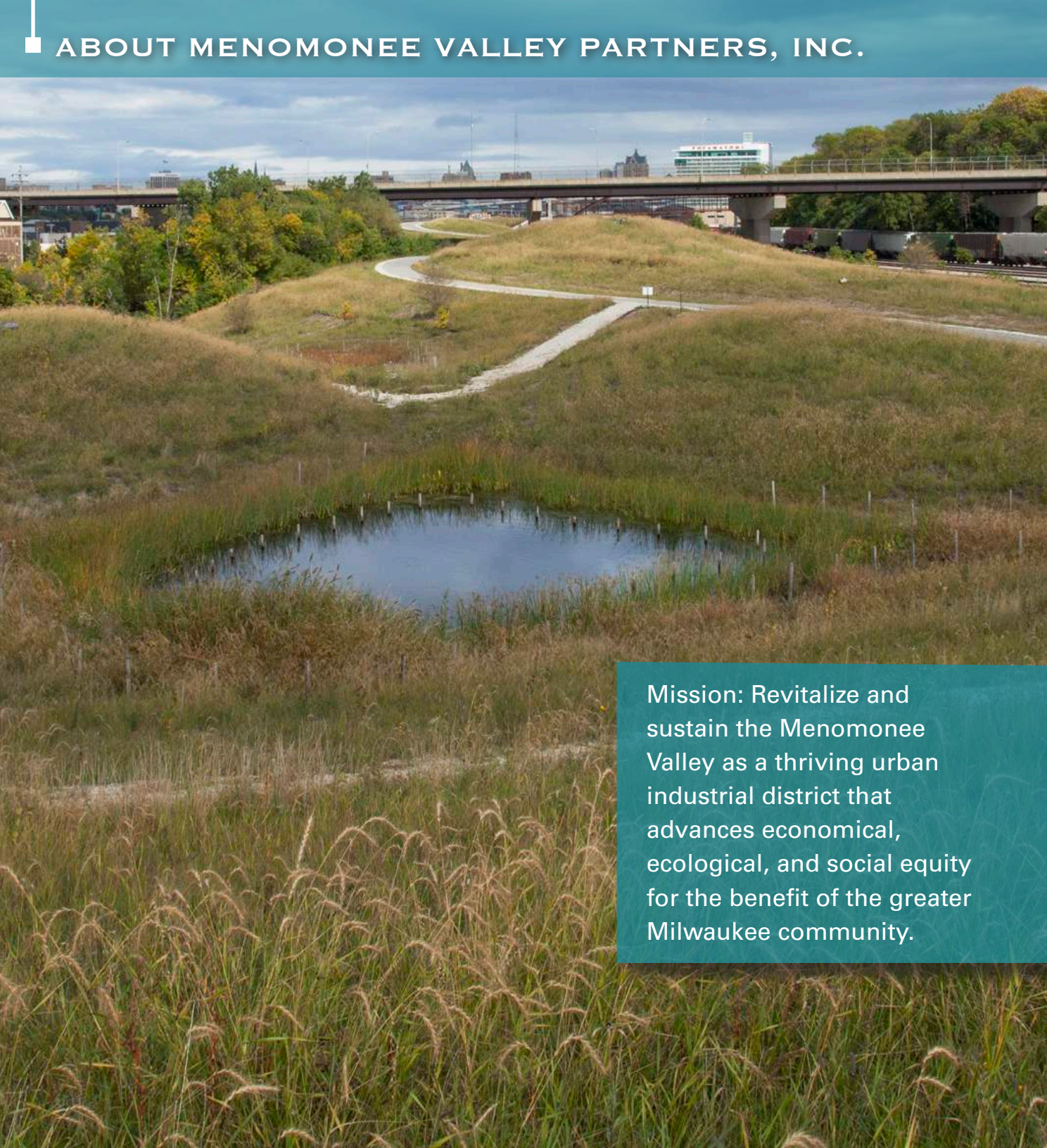
Eddee Daniel, a fine art photographer and writer, was the resident artist in the Valley's pilot Artist in Residence program. He spent a year capturing the juxtaposition between industry, nature, and community within the Valley's ever-evolving canvas. Zimmerman Architectural Studios provided workspace for Eddee and hosted Gallery Night events to showcase his work. To explore the Valley through an artist's eyes, visit his websites: EddeeDaniel.com and www.menomoneevalley.wix.com/menomoneevalleyair1.

HANK AARON STATE TRAIL RUN/WALK BRINGS CROWD TO THE VALLEY

The Friends of the Hank Aaron State Trail's 15th Annual Hank Aaron State Trail 5K Run/Walk drew nearly 1,600 participants and went through Three Bridges Park for the first time in 2014. Proceeds fund Kids Bike Adventure Camps, trail enhancements, and all other trail programs.



ABOUT MENOMONEE VALLEY PARTNERS, INC.



Mission: Revitalize and sustain the Menomonee Valley as a thriving urban industrial district that advances economical, ecological, and social equity for the benefit of the greater Milwaukee community.

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.

Staff

Corey Zetts, Executive Director
Catrina Crane, Business Resource Manager
Anne Cauley, Fund Development Manager
Michelle Kramer, Marketing & Communications Coordinator

Officers

President

Mick Hatch, *Foley & Lardner LLP*

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Menomonee Valley Partners is especially grateful to Laura Bray, Menomonee Valley Partners' Executive Director from 2004 to 2014. Laura's vision, tenacity, and collaborative spirit were instrumental to the revitalization of the Valley over the last decade.

Directors

Rana Altenburg, *Marquette University*
Bill Davidson, *Harley-Davidson Museum*
Angelo Fallucca, *Palermo Villa, Inc.*
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Sheri Schmit, *Wisconsin Department of Transportation*
Jennifer Steiner, *United Community Center*
Stephanie VanHaag, *Potawatomi Business Development Corporation*

Menomonee Valley Partners is grateful to the following board members who completed their terms of service in 2014: John Brennan III, J.M. Brennan, Inc; Cecelia Gore, Brewers Community Foundation; Patrick Henderson, Quad/Graphics; and Kelly Skindzelewski, Potawatomi Hotel & Casino.



Menomonee Valley Partners Donors

(July 1, 2013 - June 30, 2014)

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- Laura & Jeff Bray
- The Brico Fund
- Eddee Daniel*
- Foley & Lardner LLP*
- The Harley-Davidson Foundation
- Harley-Davidson Motor Company
- Mick & Lisa Hatch
- The Herzfeld Foundation
- Joy Global
- The Lynde and Harry Bradley Foundation
- Rocky Marcoux
- Menomonee Valley Business Improvement District
- Janet Montgomery
- Ha Nguyen*
- Patrick O'Connor
- James Parks
- Potawatomi Hotel & Casino
- We Energies Foundation
- WHEDA

THANK YOU

* In-kind donations

Statement of Activities

for the Fiscal Year Ended June 30, 2014

Revenue

| | |
|----------------------------------------|-----------|
| Grants and Contributions | \$238,684 |
| <i>From the Ground Up</i> [^] | \$433,837 |
| Interest Income | \$1,088 |
| Donated Services and Facilities | \$94,845 |

Total Revenue **\$768,454**

Expenses

| | |
|----------------------------------------|-----------|
| Program Services | \$267,231 |
| <i>From the Ground Up</i> [^] | \$470,669 |
| Administration | \$14,953 |
| Fundraising | \$6,087 |

Total Expenses **\$758,940**

Net Assets

| | |
|------------------------|-----------|
| Operating Reserve* | \$331,544 |
| Pre-development Fund* | \$563,499 |
| Temporarily Restricted | \$51,099 |
| Unrestricted | \$245,499 |

Total Net Assets **\$1,191,641**

[^] *From the Ground Up* was the capital campaign 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

MARK YOUR CALENDAR:

Menomonee Valley Spring Cleanup

Saturday, April 18

Wisconsin Bike Week

June 7–13

➤ WisconsinBikeFed.org

Menomonee Valley Bike Tours

➤ HistoricMilwaukee.org

Menomonee Valley Walking Tours with Urban Ecology Center

Noon–1 pm on

April 1, May 6, June 3, July 1, August 5,
September 2, October 7

➤ UrbanEcologyCenter.org

Hank Aaron State Trail 5K Run/Walk

Saturday, August 8

➤ HankAaronStateTrail.org

Doors Open Milwaukee

Saturday, September 19

Menomonee Valley Walking Tour:

Industrial Past – Sustainable Future

➤ HistoricMilwaukee.org

Menomonee Valley Partners, Inc.

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Milwaukee, WI 53203

414-274-4655

RenewTheValley.org



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