



MVP is a 501c3 nonprofit organization with a mission to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community. MVP envisions a redeveloped Valley that plays a central role in Milwaukee: economically, with strong companies and jobs near workers' homes; ecologically, with healthy waterways and greenspace; geographically, with renewed ties to its surrounding neighborhoods; and culturally, with firm roots in its past and a role in histories to come.

301 W. Wisconsin Avenue
Suite 400B
Milwaukee, WI 53203
414-274-4655
414-274-4640
www.renewthevalley.org

PRINTED ON RECYCLED PAPER USING SOY-BASED INKS.



A Decade of Transformation; *Momentum for the Future*

Menomonee Valley Partners, Inc.
2009 Annual Report

MESSAGE FROM THE PRESIDENT
AND EXECUTIVE DIRECTOR

2009 marked the 10 year anniversary of Menomonee Valley Partners, Inc. (MVP). For the last decade, MVP has been the lead agency working to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community by bringing back jobs, restoring the environment, and creating recreational amenities.

The success of MVP and its partners is evident. The projects MVP has been engaged in have been catalytic for our region and have transformed the Valley into a national model of economic development and environmental sustainability. The attention the Valley has received is demonstrating to the entire country that Milwaukee is a great place for business and a great place to live, work, and play.

While the accomplishments to date have been transformative, there is much more to be done. The work of the next decade will bring additional jobs and restore natural resources. This next phase includes recruiting additional businesses, reconnecting the Valley to the surrounding neighborhoods through new infrastructure, expanding the Hank Aaron State Trail to Waukesha County, and developing a new Urban Ecology Center facility to serve as an environmental community center.

We invite you to join our efforts, as together we realize Menomonee Valley's potential as



an economic engine of our region as well as an entertainment and recreation destination. We hope you enjoy the MVP annual report, and encourage you to join us in the exciting work ahead.

Mick Hatch, Foley & Lardner LLP
MVP Board President

Laura Bray,
Executive Director

“ There’s a renaissance happening
in Milwaukee, and the Menomonee
Valley is the heart of it. ”

Giacomo Fallucca,
Palermo Villa, Inc.



A DECADE OF TRANSFORMATION; MOMENTUM FOR THE FUTURE

CONTENTS

- 06 A Decade of Transformation
- 24 Highlights of 2009
- 30 A Glimpse of the Coming Decade
- 40 About Menomonee Valley Partners

A Decade of Transformation

“ It’s remarkable to remember what the Valley was like just 10 years ago and to realize how far we’ve come in such a short time.”

Rick Schlesinger,
Milwaukee Brewers



Economic Development Surges

In the past decade, 20 companies have moved to the Menomonee Valley, seven existing businesses have expanded, and 4,200 jobs have been added through these developments. To date, every \$1 of public sector funding invested has leveraged \$3.60 in private investment. The taxable property values throughout the Menomonee Valley have increased by \$84 million due to new developments and doubling of property values. Every year, 10 million visitors come to visit entertainment destinations in the Valley, which is again becoming the economic driver of the Milwaukee region.

Infrastructure Improvements Reconnect Valley to City

Before the Sixth Street Bridges, there was no easy way to get into the Valley, and before Canal Street, there was no way to get from the east end of the Valley to the west end. The 2002 construction of the new Sixth Street Bridges and 2006 expansion of Canal Street and the Hank Aaron State Trail reconnected the Valley to the surrounding city. Potawatomi Circle, Milwaukee Road, Wheelhouse Road, Roundhouse Road, N. 36th Street, and 33rd Court were also built in the Valley this decade.

300 Acres of Brownfields Redeveloped

Nearly 300 acres of vacant, contaminated brownfield lands have been redeveloped throughout the Valley. Former stockyards are now home to four growing businesses. A former salt yard on the Menomonee River is now the Harley-Davidson Museum. A former railroad manufacturing and repair site is now the Menomonee Valley Industrial Center, home to

six new businesses, more than 750 jobs, as well as a nationally renowned stormwater treatment system, and the Hank Aaron State Trail.

Sustainability Goals Met

New construction in the Valley complies with the Menomonee Valley Sustainable Design Guidelines, so over 900,000 square feet of energy-efficient buildings have been designed and constructed here. More than 45 acres of native plants have been planted as part of the Hank Aaron State Trail and private property landscaping. The Hank Aaron State Trail now travels 7 miles, from Lakeshore State Park through the Valley to Miller Park, and the Trail will soon extend west across the entire county.

Community Participates in Revitalization Effort

The number of individuals and organizations who gave time, expertise, and support to the Valley revitalization is astounding. More than 475 individuals have volunteered their time on the boards, committees, and working teams of Menomonee Valley Partners, Friends of Hank Aaron State Trail, and the Menomonee Valley Business Association, while thousands more have volunteered in activities in the Valley. More than 260 organizations have offered *pro bono* assistance, technical guidance and time. The transformations of the past 10 years would not have been possible without this unprecedented level of partnership and collaboration, and the countless hours donated to the revitalization of Milwaukee's Menomonee Valley.



2004



2007

2002



2007





10

MILLION VISITORS
COME TO THE VALLEY
ANNUALLY



AWARDS RECEIVED

The Menomonee Valley is a national model of economic development and environmental sustainability, and has received numerous local and national awards.

1000 Friends of Wisconsin, "Ten of the Best" Award,
Industrial Infill Development
America in Bloom, Urban Forestry National Award and America
in Bloom Champion
American Council of Engineering Companies, "Best of State"
Engineering Excellence Award
American Planning Association
American Society of Landscape Architects Colorado Chapter
American Society of Landscape Architects Wisconsin Chapter
American Society of Landscape Architects, Analysis
and Planning Merit Award
Brownfield Renewal, Gold Standard Award for
Environmental Impact
Business Journal Real Estate Awards*
Community Open Space Partnership, Green Ribbon Award
Daily Reporter Top Project Awards*
Environmental Protection Agency, Showcase Communities
Governor's Award for Excellence in Environmental Performance
Greater Milwaukee Foundation, Frank Kirkpatrick Award
International Economic Development Council,
Excellence in Economic Development Awards for
Multi-Year Development Program
Keep Greater Milwaukee Beautiful, IDEAL Awards for
Environmental Excellence*
LEED™ Silver Certification
LISC's Milwaukee Awards for Neighborhood
Development Innovation (MANDI)*
Mayor's Urban Design Awards for Design Excellence*
Milwaukee Inner City Growth Award



National Development Council, Showcasing Innovative
Community Development Award
Phoenix Awards Institute, Inc., Region 5 Winner
Public Policy Forum, Innovation Award for Regional Cooperation
Sierra Club, One of Ten Best Developments in the Nation
Wisconsin Builder Top Project Awards*
Wisconsin Brownfields Study Group Award
Wisconsin Commercial Real Estate Women,
Business Development Leadership Award
Wisconsin Law Foundation, Gordon Sinykin Award of Excellence
Wisconsin Manufacturers and Commerce Friend
of the Environment Award*

** Indicates award won by multiple Menomonee Valley
businesses or partners*

COMPANIES THAT MOVED TO OR EXPANDED IN THE VALLEY

Alfred Benesch & Company

Badger Railing

Brass Light Gallery

Caleffi Hydronic Solutions

Charter Wire

Commercial Landscaping Services

Derse

EMCS

Engineers and Scientists of Milwaukee

Rexnord Industries

Four Seasons Skate Park

Harley-Davidson Museum

House of Stone

Instrumentarium Dental Inc. / Solodex

J.M. Brennan

Marquette University

Milwaukee Brewers

Palermo Villa

PGW Auto Glass

Potawatomi Bingo Casino

PPS Professional Placement Services

Prolitec

Proven Direct

The Sigma Group

Sign-O-Rama

Splat! DPI

Taylor Dynamometer



CONTRIBUTORS

MVP is very grateful to the partners that have provided operating and programming support during the past decade. The success of the Valley would not be possible without these partners:

Public, Corporate and Foundation Contributors

AT&T
Helen Bader Foundation
The Brico Fund
The Lynde and Harry Bradley Foundation
City of Milwaukee
Cargill
Focus on Energy
Foley & Lardner LLP
Forest County Potawatomi Foundation
Great Lakes Basin Partnership
Greater Milwaukee Foundation
Hammel, Green and Abrahamson, Inc.
Harley-Davidson Foundation
Richard and Ethel Herzfeld Foundation
J.M. Brennan
Joy Global Foundation
Joyce Foundation
JP Morgan Chase
Knowles-Nelson Stewardship Program
Local Initiatives Support Corporation
M&I Bank
Marcus Corporation
Marquette University
Menomonee Valley Business Improvement District
Midwest Airlines
MillerCoors
Milwaukee Brewers Baseball Club
Milwaukee County
Milwaukee Economic Development Corporation
Milwaukee Metropolitan Sewerage District
Milwaukee Partnership for Community Development
National Endowment for the Arts
National Oceanic and Atmospheric Administration

“ If we’re really going to make a difference in the city of Milwaukee, then more people need to have good, family supporting jobs. Menomonee Valley Partners continues to play that important role of making those connections and seeing the vision through. ”

Peter McAvoy,
*Sixteenth Street Community
Health Center*





45

ACRES OF NATIVE PLANTS HAVE BEEN ADDED

CONTRIBUTORS *continued*

Milwaukee Partnership for Community Development
National Endowment for the Arts
National Oceanic and Atmospheric Administration
P&H Mining Equipment
Palermo Villa, Inc.
Potawatomi Bingo Casino
Redevelopment Authority of the City of Milwaukee
Taylor Dynamometer
The Sigma Group
David and Julia Uihlein Charitable Foundation
United Community Center
US Department of Commerce
US Department of Labor Employment and Training WIRED
US Department of the Interior – Urban Forestry
US Department of Transportation
US Department of Housing and Urban Development
US Environmental Protection Agency
We Energies
Wells Fargo
WHEDA
WI Coastal Management Program

WI Department of Administration
WI Department of Commerce
WI Department of Natural Resources
WI Department of Transportation
Wisconsin Energy Corporation Foundation

Individual Contributors

Richard A. Abdo
Todd A. Adams
Rana Altenburg
Ruben Anthony, Jr.
Nancy Aten
Laura Bray
Jeff Bentoff
John Brennan, III
Michele Bria, PhD
Michal Ann Dawson
David Doerr
Roman Draba
Angelo Fallucca
Laura Goranson
Dextra Hadnot

Mick Hatch
Patrick Henderson
Bruce Keyes
Julilly Kohler
Susan Lloyd
Jeff Mantes
Rocky Marcoux
Dianne Markut
Daniel F. “Jack” McKeithan
Dave Misky
Jeff Morgan
Pat O’Brien
Julie Penman
Lynn Sprangers
Jennifer Steiner
Stacey Watson

Highlights of 2009



MVP Celebrates 10th Anniversary

On November 18, MVP hosted its 10th Anniversary event: *A Decade of Transformation, A Night of Recognition* at Miller Park. The event premiered the video about the transformation of the Valley, which can now be viewed at www.RenewTheValley.org, and recognized the hundreds of people who have provided time, expertise, and support in the revitalization of Milwaukee's Menomonee Valley, making it a great place to work and play.

Derse and Charter Wire Open in the MVIC

Derse and Charter Wire opened their doors in the Menomonee Valley Industrial Center in 2009. Derse, founded in 1948, provides services from experiential marketing, strategic planning, and design to fabrication, program management, and on-site execution. Their new building at 3800 W. Canal Street is the first LEED Silver certified industrial building in Milwaukee.

Charter Wire, a division of Charter Manufacturing, has been operating in Milwaukee since 1936. Their move to 3754 W. Milwaukee Road provides the company with efficiency and room to grow.

Canal Street Commerce Center Gets New Tenants

The Canal Street Commerce Center, which was completed in 2008, is nearly full now, adding two new businesses in 2009. The facility at 1301 W. Canal Street is now home to PGW Auto Glass, a division of Pittsburgh Paints, and Instrumentarium Dental, a division of Solodex. Just around the corner, Sign-a-Rama opened a branch at 1205 W. Mount Vernon. MVP welcomes each of these businesses and their employees to the Menomonee Valley.

Engineering Offices Open in Central Valley

Alfred Benesch & Company opened a branch office in the Menomonee Valley at 1300 W. Canal Street. Benesch is a civil, structural, and environmental engineering firm with offices in Illinois, Michigan, Pennsylvania, and Wisconsin. The firm opened a branch in the Menomonee Valley to be closer to their projects here, including the Valley Passage and Hank Aaron State Trail extension.

In the same building, Engineers & Scientists of Milwaukee (ESM) opened an office. ESM is the region's leading technical organization providing educational outreach programs emphasizing Science, Technology, Engineering and Mathematics (STEM).

Valley's Workforce Forum Shares Best Practices

In 2009 the Valley hosted its third Workforce Forum, *Employer Strategies for Uncertain Times*, for Valley business owners to share and discuss their best practices during a challenging economic climate. Leaders of Valley companies Palermo Villa and Proven Direct, along with Wisconsin Department of Commerce Secretary Dick Leinenkuegel, shared their strategies for keeping their workforce engaged.

Valley Calendar and Employee Resource Guide Build Community Connections

MVP and the Valley Business Improvement District produced a calendar and resource guide for the employees of the Menomonee Valley. The calendar showcases employees from various businesses and what they like about working in the Menomonee Valley, from using the Hank Aaron State Trail on lunchtime walks, to participating in a Stew Crew, to the restaurant choices in the Valley and surrounding neighborhoods.



DNR Produces Walking Tour Map of Valley Success Stories

The Wisconsin DNR produced a walking tour map of the Menomonee Valley Brownfields projects, highlighting seven successful redevelopments along the Hank Aaron State Trail. Pick up a copy at Palermo's Cafe, the Harley-Davidson Museum, or contact MVP, and take a stroll or bike ride through history.

New Stew Crew Adopts the Hank Aaron State Trail

Marquette University High School became the latest organization to form a Stew Crew, adopting a section of the Hank Aaron State Trail. The Stew Crews, five businesses, two neighborhood associations, and one school, build team spirit and keep the Trail looking good all year long. Thanks Stew Crews!

Volunteers Make Earth Day and Community Planting Day Successful

The annual Earth Day Clean-up and Community Planting Day drew more than 500 volunteers. These annual events, which are open to everyone, give community members the opportunity to be involved in creating and maintaining one of Milwaukee's most vibrant areas. Participants removed litter and invasive species and participated in planting new native plants.

A Place to Sit Public Art Dedication

The Friends of the Hank Aaron State Trail commissioned artist Kathryn E. Martin to create a piece of sculpture for the gateway to the river loop of the Trail at Ember Lane and Canal Street. Her piece, *A Place to Sit*, takes a line from John Gurda's history of the Valley during Milwaukee's industrialization, "as one power replaced another, the conflicts came to resemble a bloody game of musical chairs. In the end, it was the Indians who had nowhere to sit." The plaque at the intersection notes this history, and the three high-back chairs at the river honor the spirit and people of Wisconsin's Native American tribes.

Hank Aaron State Trail Celebrates 10th Anniversary

The Hank Aaron State Trail held its 10th Annual 5K Run / Walk on August 8, 2009. Despite the torrential downpour and several lightning delays, 700 people still finished the race. Hank Aaron came to Miller Park's Sausage Haus to congratulate the drenched runners for keeping the Trail a vital recreation destination for people of all ages. Happy Anniversary, Hank Aaron!



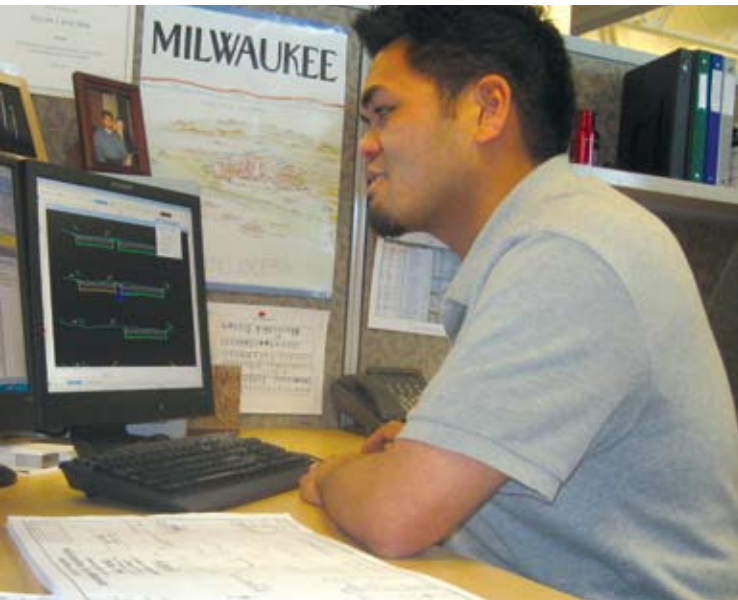
A Glimpse of the coming Decade

Thanks to the efforts of all partners, the Menomonee Valley has indeed undergone a remarkable transformation in the past decade; however there is much more work yet to be done. In the coming decade, MVP and Valley stakeholders will be focusing on projects that build on the momentum of the past decade and create value for the entire region. The projects ahead include:



Recruiting Jobs to Milwaukee

2010 began with the announcement that the Spanish wind turbine manufacturer, Ingeteam, plans to construct their North American headquarters in the Menomonee Valley Industrial Center, creating 275 green manufacturing jobs. While only 12 acres remain for sale in the Menomonee Valley Industrial Center, MVP anticipates an additional 50 acres will be redeveloped throughout the Valley in the coming decade, and will be recruiting additional companies to further the Valley's role as a catalyst for regional economic development.





The Milwaukee Gas Light Co. buildings, the historic red brick complex on N. 25th Street known for its octagonal tower that can be seen from I-94, is slated for redevelopment in the near future. The redevelopment would include restoration and renovation of the 100-year old buildings, as well as redevelopment of the surrounding 12 acres, and the City-approved tax increment financing district would allow for infrastructure improvements and a public riverwalk along the Menomonee River. Zimmerman Architectural Studios plans to take a leading role in the renovations, and it will lease one of the buildings, bringing 100 jobs to the Valley.

The long vacant Reed Street Yards property is in the planning phases of redevelopment as well. The property, bordered by S. 6th Street on the west and S. 2nd Street on the east, the South Menomonee Canal on the north and the railroad on the south, is 15 acres in the midst of downtown, the Menomonee Valley, and the 5th Ward. Infrastructure improvements, a bold redevelopment plan, and regional partnerships are laying the groundwork for this property to become the anchor of the M7 water campus.

Constructing New Bike/Pedestrian Infrastructure

The Hank Aaron State Trail will double in length with construction of a six-mile western extension, while three pedestrian bridges will be built to overcome the physical barriers that disconnect people from jobs. In 2010, the first of the three bridges, the Valley Passage, will reconnect the Menomonee Valley to Silver City and other south side neighborhoods. The project includes a pedestrian bridge over the Menomonee River, a short underpass beneath one railroad track, and a serpentine, fully-accessible pathway up to Pierce and 37th Streets. Construction will include a new segment of the Hank Aaron State Trail on the south side of the Menomonee River, which will run through the VA Grounds and State Fair Park to 94th Place by the end of the year. When these projects are complete, the Trail will connect 415,000 residents to employment and recreation opportunities. Together, partners are working to address the region's efforts to attract and retain talented people who desire transportation options, healthy lifestyles and livable communities.



now



future

Establishing a New Branch of the Urban Ecology Center

A third branch of the Urban Ecology Center, serving Milwaukee's south side, will be established with the conversion of a 100-year old tavern into a sustainably-designed community center. The Urban Ecology Center engages people of all ages in environmental exploration and provides Milwaukee's youth with applied environmental education. Using the Menomonee River Valley as an outdoor classroom, the Center will serve 10,000 children annually with hands-on science education and will offer year-round after-school, evening and weekend community programs. At the Center's two existing locations, daily programs engage youth in positive activities and create vibrant, safe parks.



Creating a Natural Area along the Hank Aaron State

An ecological restoration along the south bank of the Menomonee River will transform a brownfield into 24-acre ecologically diverse natural area. The project will improve water quality, create habitat for native species, and offer public access for fishing and canoeing. The community will be directly engaged in building this park, and it will be a learning laboratory for the Urban Ecology Center's environmental education program. This transformative project will advance best practices in native landscaping and habitat restoration.

Continuing the Partnership Approach

The projects above, which MVP and its partners are calling *From the Ground Up*, form a \$26 million effort. Project partners have secured half the funds needed and the momentum to raise the balance continues to build. Menomonee Valley Partners and the Urban Ecology Center look forward to engaging corporations, foundations and individuals to complement the public sector funding already invested and complete this transformational effort.



now



future

About Menomonee Valley Partners

Statement of Activities for the Fiscal Year Ended June 30, 2009

Revenue

Grants and Contributions	\$338,718
Program Revenue	50,612
Interest Income	16,310
In-kind Gifts and Services	156,542
Total Revenues	\$562,182

Expenses

Programmatic	\$465,981
Administrative	28,759
Total Expenses	\$494,740

Net Assets **\$964,060**

2009 FUNDERS:

AT&T

Helen Bader Foundation

Lynde and Harry Bradley Foundation

Business Improvement District #26

City of Milwaukee

Forest County Potawatomi Foundation

Greater Milwaukee Foundation

Joy Global Foundation

Milwaukee Metropolitan Sewerage District

Non-Profit Management Fund

U.S. Department of Labor Employment
and Training: WIRED

Wisconsin Energy Foundation

“The work MVP is leading today is important to Milwaukee’s future, and Rexnord is excited to be a partner.”

Todd Adams
Rexnord



Board of Directors:

President: Mick Hatch, Foley & Lardner LLP

Vice President: Julie Penman, HGA Architects
and Engineers

Secretary: Rana Altenburg, Marquette University

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

Todd A. Adams, Rexnord Industries

Ruben Anthony, Jr., WI Department of Transportation

Michele Bria, Ph.D., Journey House

David Doerr, Falk Corporation (retired)

Roman Draba, We Energies

Angelo Fallucca, Palermo Villa, Inc.

Laura Goranson , SE WI Professional

Baseball Park District

Dextra Hadnot, AT&T

Patrick Henderson, WI Department of Natural Resources

Bruce Keyes, Foley & Lardner LLP

Rocky Marcoux, Milwaukee Department
of City Development

Dianne Markut, Potawatomi Bingo Casino

Jeff Morgan, Allied Insulation Supply Co.

Pat O'Brien, Milwaukee 7

Lynn Sprangers , Milwaukee Brewers

Jennifer Steiner, United Community Center

Stacey Watson, Harley-Davidson Museum



From left to right: Crane, Bray, Pacada, Zetts

MVP Staff:

Laura Bray, Executive Director

Corey Zetts, Associate Director

Catrina Crane, Business Resource Manager

Tamara Pacada, Stewardship Coordinator

MVP is deeply grateful to Board members Earl Buford, Bob Dennik, and Jeff Mantes, who completed their terms of service in 2009.