



# A DESTINATION **FOR ALL**

## MESSAGE FROM **LEADERSHIP**

Over the last two decades, the Menomonee River Valley has experienced significant change and revitalization, once again becoming a place where people come to work, producing countless products that touch residents through Milwaukee and the world. As we look at this last year, the Valley has continued to emerge as a destination for all—with more and more family-supporting jobs, entertainment destinations, connections with students, and opportunities to explore nature in an urban context. Three new businesses called the Valley home in 2018, three more announced plans to move into the Valley, more than 300 students were exposed to promising careers close to their schools and homes,

thousands rode through the Valley for Harley-Davidson's 115<sup>th</sup> anniversary, and more than 700 people explored during the second annual Valley Week.

As businesses open their doors here and people secure family-sustaining jobs, the Valley becomes a destination for many area residents. Those same people help care for the Valley's parks and trails so the broader community and visitors can discover all the Valley has to offer. In addition, new initiatives continue to improve access to the Valley for its neighbors, including new BublR bike stations and studies on how to improve transportation to get people to these good jobs.

The Menomonee River Valley's revitalization as a destination for all is only possible because of our many partners, volunteers, supporters, and all of you who have played a critical role in this transformation. This year's annual report showcases all the ways the Valley has attracted people in the last year. We look forward to seeing how the Valley engages more and more people in the years to come!



**Mick Hatch**  
Board Chair



**Bruce Keyes**  
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**Corey Zetts**  
Executive Director

**M**enomonee Valley Partners (MVP) plays a key role in the public-private collaboration required to develop a revitalized and sustainable Menomonee River 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 River 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.

## VALLEY REBRANDING: A NEW LOOK

The Valley has changed so much in the past 19 years, it was time for Menomonee Valley Partners to change as well, with a new logo and website for Menomonee Valley Partners and the Valley!



The new logo conveys where the Valley is today. The bright colors represent the vibrancy of the Valley with its thriving businesses, destinations, parks, and trails. The image is also symbolic of the Valley's role in bridging Milwaukee's rich history to its dynamic future, bridging the city to nature, and bridging neighbors to each other.



*Menomonee Valley Industrial Center, 2002*

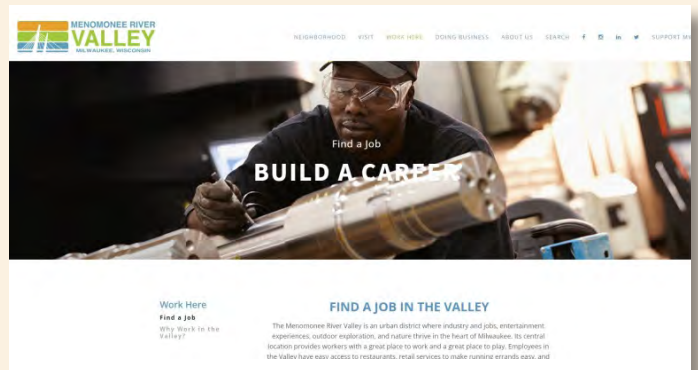


*Menomonee Valley Industrial Center, today*

The new website, **TheValleyMKE.org**, celebrates that much of the Valley has been renewed and celebrates its entertainment and recreation destinations as well as the diversity of companies and job opportunities in the Valley.



Check it out at [TheValleyMKE.org](http://TheValleyMKE.org)



The Menomonee River Valley is a vibrant district — a great place to work and a great place to visit. Our new look reflects that, even as we continue to work to make the Valley an even more vibrant and productive place. Take a look through the rest of this report to learn about all the ways friends like you made an impact in the Valley last year.

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### MENOMONEE RIVER VALLEY REVITALIZATION RECOGNIZED WITH THE INAUGURAL CHASE ECONOMIC DEVELOPMENT AWARD



The Menomonee River Valley is proud to have been recognized with the inaugural Chase Economic Development Award at the 2018 Milwaukee Awards for Neighborhood Development Innovation (MANDI), LISC's annual awards ceremony celebrating organizations and individuals making Milwaukee a better place. The Chase Economic Development Award "honors outstanding programs that stimulate economic and business development on a neighborhood scale." Thank you to the many partners who have made this transformation possible!

**MANDI** 2018

## STRATEGIC PRIORITY

**FACILITATE** high-quality redevelopment of vacant parcels and underutilized properties

### Menomonee Valley Design Charette generates new ideas for development

MVP and the City engaged UWM's Community Design Solutions for a design charette to envision concepts for six vacant or underutilized riverfront sites

and W. St. Paul Avenue's streetscape. Six local architecture firms created sustainable designs that address their assigned sites' challenges, encourage job growth, and create public access to the Menomonee River.



### Menomonee Riverwalk Design Standards created

MVP, in partnership with the City of Milwaukee, HGA, and The Sigma Group, developed design standards for the proposed Menomonee Riverwalk. The Design Standards outline

the overall design concept with accompanying features including native plantings, stormwater treatment, materials, and lighting to create marsh grasslands that connect to the Valley's past and arboretum groves that provide places to rest. The Design Standards were adopted by the Common Council in February 2019.



More at [TheValleyMKE.org/Menomonee-Riverwalk](https://TheValleyMKE.org/Menomonee-Riverwalk)

### W. St. Paul Avenue Industrial Historic District listed on the National Register of Historic Places



The W. St. Paul Avenue Industrial Historic District is now listed on both the State Register of Historic Places and the National Register of Historic Places. The 22 contributing properties are eligible for historic tax credits of up to 40% of the building's renovation costs (20% at the state level and 20% at the federal level), which help offset significant costs associated with preserving and restoring historic buildings.

**STRATEGIC PRIORITY**  
**RECRUIT** and retain high-yield,  
 high-quality employers



Menomonee Valley Industrial Center

**Last parcels sold in the Menomonee Valley Industrial Center**

Badger Railing and Splat!dpi, both Valley companies, will grow their businesses right here in the Valley after purchasing the final two parcels in the 60-acre industrial center. The former Milwaukee Road Shops rail manufacturing site is now full with 11 companies and more than 1,400 jobs, as well as an innovative stormwater treatment system that also serves as a community park.

**Valley leaders gather for 2018 CEO Roundtable**

During the 2018 CEO Roundtable, Valley business leaders identified priorities for continued focus: workforce, infrastructure planning, workforce transportation, addressing homelessness, and building awareness of the Menomonee River Valley.

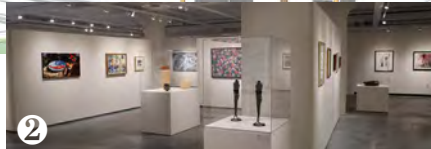
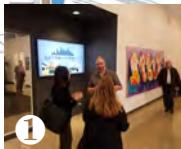


**Potawatomi Hotel & Casino tops off second hotel tower**



The new 19-story tower will add 119 suites and 50 jobs as well as meeting and event space and a spa. When the \$80 million expansion opens in summer 2019, Potawatomi will be the second largest hotel in Milwaukee with 500 rooms.

**Three businesses move into the Valley with three more on the way**



**Welcome to the Valley:**

- 1 Automation Arts, audio/visual integration specialists, at 1207 W. Canal Street
- 2 Guardian Fine Art Services, a state-of-the-art facility for preservation, protection, and storage of artwork, at 1635 W. St. Paul Avenue, which also features The Warehouse, an art gallery
- 3 ProStar Surfaces, a provider of professionally installed athletic surfaces, at 324 N. 12<sup>th</sup> Street at W. St. Paul Avenue

**Coming soon:**

- 4 Bachman Furniture Gallery, a 98 year old, third-generation, family-owned furniture and design showroom, to 1741 W. St. Paul Avenue
- 5 Christopher Kidd and Associates, an architecture firm, to 422 N. 15th Street at W. St. Paul Avenue
- 6 Wisconsin Department of Natural Resources Southeast Wisconsin headquarters to 1001 W. St. Paul Avenue in 2021

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*Eight businesses have begun the process to relocate or have already relocated to W. St. Paul Avenue since September 2016!*

Learn more about the growing design district at [TheValleyMKE.org/St-Paul-Avenue](http://TheValleyMKE.org/St-Paul-Avenue)

## STRATEGIC PRIORITY

### **CONNECT** Valley employers to a regional, job-ready workforce

More than 300 students visit during various **Career Days** for a behind-the-scenes, hands-on experience that brings curriculum to life and helps students discover careers in various fields. The Career Discovery Initiative provides opportunities for Milwaukee youth to experience careers in the Valley, inspiring the next generation with guidance on the wide array of career paths within reach.



Engineering Career Day



Trades Career Day



**Young Women in STEM** brings together students and practitioners to give female students the opportunity to learn from women currently working in traditionally male-dominated fields.

**IT Service Learning** hosts students at Valley businesses for a week of hands-on experience, allowing students to work one-on-one with an IT professional doing innovative projects. Students then reported what they learned to their classmates.

**MVP hosts Menomonee Valley Pipeline to Youth Workers Symposium** for businesses to discuss how to start or expand how they engage young people in career opportunities.

**150 students from the African American Male Initiative (AAMI) explored Valley careers** to encourage young African American men to pursue higher education and careers in high-demand industries.

CONTINUED ON PAGE 6



This year's Valley Week included **Career Discovery Day**, which brought together employers and youth to help students connect what they are learning in the classroom with future careers.

### Thank you to those who participated in Career Discovery Initiative Programs:

- Advocate Aurora Health
- Charter Wire
- Harley-Davidson Museum®
- Ingeteam
- JM Brennan
- Komatsu Mining Corp
- Materion
- Miller Park
- Milsco Manufacturing
- Palermo's Pizza
- Rexnord Industries
- The Sigma Group
- Stamm Technologies
- Standard Electric Supply Company
- Taylor Dynamometer
- We Energies
- Wisconsin Department of Children and Families Office of Urban Development
- Wisconsin Department of Transportation
- Zimmerman Architectural Studios

## CONNECT

CONTINUED FROM PAGE 5

### Valley Workforce Circles collaborate and learn from one another

With professional development circles in marketing, IT, facilities, HR, public safety, and sales, Valley businesses convene regularly to gain from one another's experience and build deeper connections.



### Valley puts workforce and transit “On the Table”

MVP, together with 10 Valley businesses and guests from Wisconsin Policy Forum, Milwaukee



County Transit System, and The Management Association (MRA), gathered for the Greater Milwaukee Foundation’s “On The Table” to discuss Workforce Retention Strategies and Job Access, issues that affect all businesses. Participants discussed systemic issues, addressed concerns workers and employers face, and brainstormed solutions—we’ll use the things we learned to work on these issues in the coming year.

## STRATEGIC PRIORITY PROVIDE effective transportation access

### Two Bublr stations installed in the Valley

With new Bublr stations sponsored by the Milwaukee Brewers and City Lights Brewing Company, more people were able to connect to and through the Valley along the Hank Aaron State Trail.



### MVP conducts workforce and transportation listening sessions in surrounding neighborhoods

Building on the Wisconsin Policy Forum’s Last Mile Study and as part of the *Improving Job Access to the Menomonee Valley Report*, MVP is working to overcome barriers to Valley employment by conducting listening sessions with residents of adjacent neighborhoods. Thanks to Clarke Square Neighborhood Initiative, Layton Boulevard West Neighbors, Near West Side Partners, and many residents for very insightful conversations and ideas to better connect nearby residents to Valley jobs.



## STRATEGIC PRIORITY

**MAINTAIN** a thriving, sustainable, urban district

**The second annual Valley Week, presented by Potawatomi Hotel & Casino, celebrated what is made here, all there is to do here, and the great jobs and careers here.**

More than 700 people attended 11 events in 8 days and more than 1,050 took part in special promotions during Valley Week. Whether you cruised the

*Valley Week*



river with us or supported the week with a sponsorship, you are supporting the Valley's continued revitalization. Events ranged from a fishing clinic to kayak tours to job fairs and the Ultimate Beer Run!

### **More than 2,000 explore with the Urban Candlelight Hike**

In its second year, the Urban Candlelight Hike in Three Bridges Park inspired more than 2,000 people to explore urban nature on a snowy February evening, complete with campfires and hot cocoa. MVP, Friends of Hank Aaron State Trail, and Urban Ecology Center co-hosted the event.



### **First prescribed burn in Three Bridges Park a success**

Three Bridges Park's prairie landscape underwent its first prescribed burn, an important tool in native land management for the regeneration and growth of fire adapted species within native prairies. The prairie flowers looked even better in 2018.



### **Volunteers celebrate Earth Day in the Valley**



More than 80 volunteers did some outdoor spring cleaning on Earth Day in the Menomonee Valley Community Park and along the Hank Aaron State Trail in partnership with Milwaukee Riverkeeper and businesses throughout the Valley.

### **Tours connect community to Valley's history**

Walking, kayak, bike, and boat tours brought people to the Valley and showcased its transformation and plans for the future.



### **More Stew Crews than ever care for the Valley's greenspaces**

Stew Crews, teams of volunteers dedicated to land stewardship, provide a crucial community service in beautifying the Valley and Hank Aaron State Trail for all to enjoy. More Stew Crews than any other year participated in keeping the Valley beautiful in 2018!

#### ***Thank you, Stew Crews!***

- Cargill
- Charter Wire
- Derse
- Ingeteam
- JM Brennan
- Komatsu Mining Corp
- Rexnord
- Marquette University
- Materion
- Merrill Park Neighborhood Association
- Palermo's Pizza
- Plum Media
- Potawatomi Hotel & Casino
- The Sigma Group
- Story Hill Neighborhood Association
- Vulcan Global Manufacturing Solutions

## PARTNER Impact

### Valley serves as epicenter of Harley-Davidson's 115th Anniversary

Milwaukee was the center of the motorcycle universe as Harley-Davidson riders and fans celebrated the company's 115th year. The Harley-Davidson Museum® in the Valley was the epicenter of five action-packed days of events, street parties, races, rides, and more. Right down Canal Street, guests had the opportunity to tour Milsco Manufacturing's R&D Center to see how motorcycle seats and saddlebags are designed and manufactured.

Photo: @vtwinvisionary



### Youth play soccer in the Menomonee Valley Community Park

The Milwaukee Torrent Community Foundation partnered with Boys & Girls Clubs to provide youth from clubs north and south of the Valley with free soccer programming, and hosted a Valley business league on Thursday evenings.

### All Hands Boatworks launches six student-built boats

All Hands Boatworks, which operates a small boat yard on the Menomonee River at Emmer Lane, launched six new boats that were built by more than 40 Milwaukee students this past summer at the 4th Annual Builders Camp. All Hands Boatworks inspires young people to develop skills and confidence to discover their talents.



### Community supports 19th Annual Hank Aaron State Trail 5K Run/Walk

More than 1,400 runners, walkers, strollers, and toddlers came out for the Hank Aaron State Trail 5K Run/Walk on August 11, including teams from many Valley businesses!



## MENOMONEE VALLEY PARTNERS, INC.

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**Ben Hoekstra**  
*Communications & Fundraising Coordinator*

**Michelle Kramer**  
*Director of Marketing & Business Development*

**Corey Zetts**  
*Executive Director*



## STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2018

### REVENUE

Grants & Contributions	\$317,268
From the Ground Up^	\$14,645
Interest Income	\$4,221
Donated Services & Facilities	\$32,421
<b>Total Revenue</b>	<b>\$368,555</b>

### EXPENSES

Program Services	\$288,167
From the Ground Up^	\$17,767
Administrative	\$40,448
Fundraising	\$14,791
<b>Total Expenses</b>	<b>\$361,173</b>

### NET ASSETS

Operating Reserve*	\$197,500
Pre-development*	\$750,000
Temporarily Restricted	\$31,500
Unrestricted	\$254,530
<b>Total Net Assets</b>	<b>\$1,233,530</b>



**MENOMONEE VALLEY  
PARTNERS**

^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

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We are grateful to **Ghassan Korban** of the Milwaukee Department of Public Works, who completed his board term of service in 2018.

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(Fiscal Year 2018: July 1, 2017 – June 30, 2018)

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(\$50,000+)



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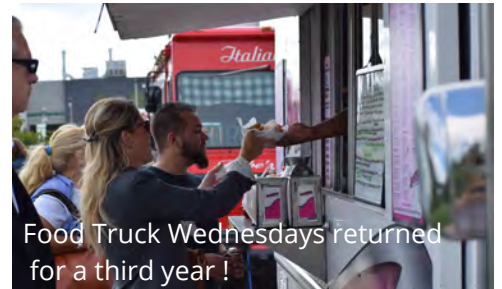
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**For a complete list of the 360+ supporters to the *Menomonee Valley - From the Ground Up* project, visit [TheValleyMKE.org/FTGU](http://TheValleyMKE.org/FTGU).**





**MENOMONEE VALLEY  
PARTNERS**  
2018 ANNUAL REPORT

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



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231 W Michigan St, P421  
Milwaukee, WI 53203

