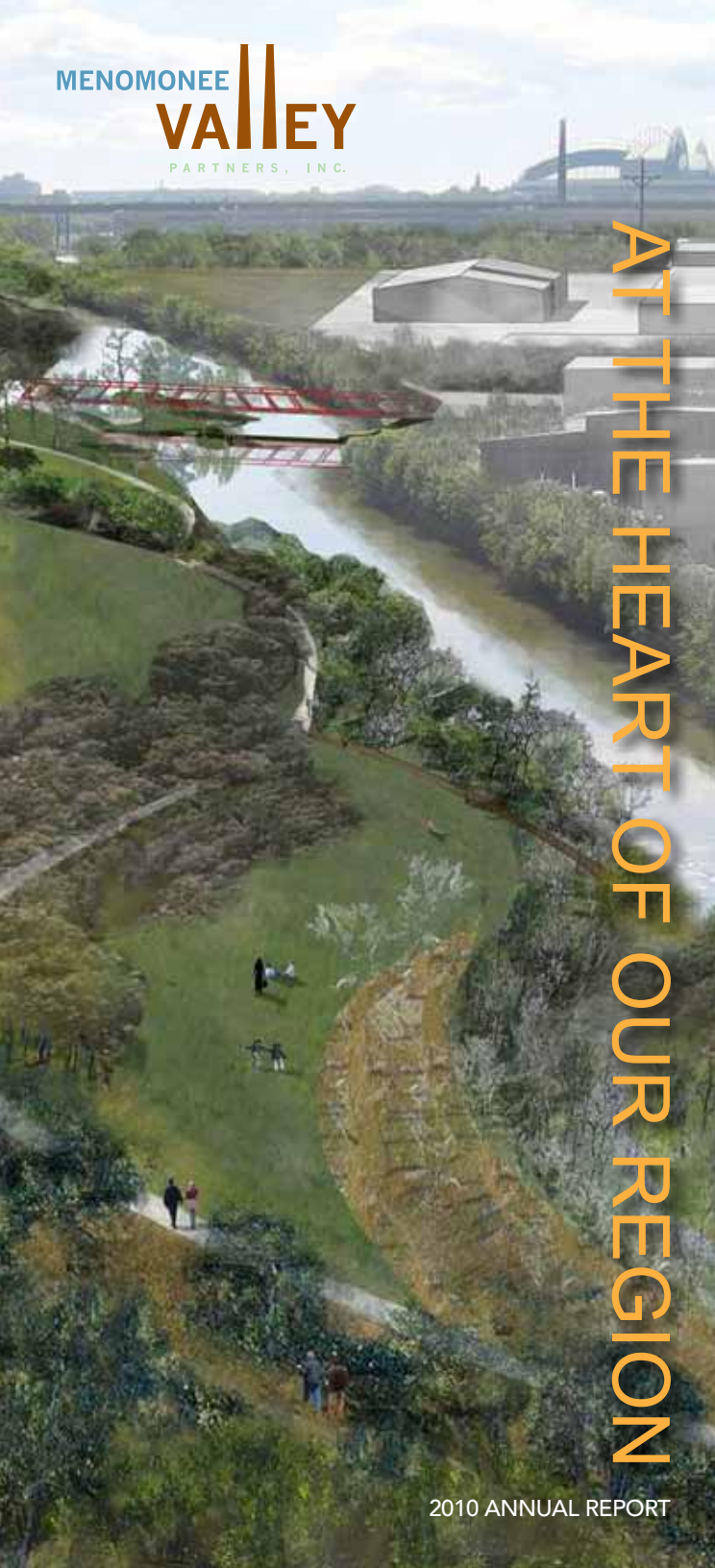


AT THE HEART OF OUR REGION



The Menomonee Valley, 1200 acres in the center of Milwaukee, is the crossroads of our region, literally and metaphorically.

At the crossroads of I-94 and I-43, adjacent to downtown, the Valley is what first greets many visitors. At the crossroads of our region's future, the Valley is serving as a catalyst for economic growth and ecological improvement in nearby neighborhoods and beyond.

2010 marked another strong year for the Menomonee Valley, even in the midst of economic uncertainty. Four companies announced plans to move to the Valley: Aurora Health Care, Helios USA, Zimmerman Architectural Studios, and Ingeteam, which selected Milwaukee's Menomonee Valley after a nationwide search of more than 80 locations.

Since 1999, 25 companies have moved here and 7 existing companies have expanded. Destinations here draw millions of visitors from the region and beyond each and every year. This activity has resulted in thousands of jobs created in the heart of Wisconsin's population center.

To serve the needs of a growing business district, we took time in 2010 to plan new business services, which



include assisting companies with health and wellness programs, facilitating Valley business-to-business relationships, and promoting worker recruitment from surrounding neighborhoods.

Last year also brought the opening of the Valley Passage and the four mile Hank Aaron

State Trail extension to West 94th Place, making employment and recreation destinations easily accessible. We are planning additional land and riverbank restoration to provide even more wildlife habitat and recreation opportunities.

The following pages offer you a glimpse of what a redeveloped Menomonee Valley means to our region. As you will see, the revitalization of the Valley is impacting the thousands who come here to work, bike, walk, or fish, and the millions who come to be entertained. If you haven't yet seen today's Menomonee Valley, we invite you to experience it soon (see page 40 for a list of 2011 special events). On behalf of Menomonee Valley Partners, Inc. (MVP), we invite you to the Menomonee Valley – the heart of our region.

Mick Hatch
MVP Board President

Laura Bray
MVP Executive Director



Photo: Mark Was

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The Valley Passage mural was created by artist Chad Brady (see page 23).

The story of the Menomonee Valley is one of the main reasons that drew us to select Milwaukee over 80 other sites across the country. We are a sustainable business and being in a sustainable location is important to us.

— Aitor Sotes, Ingeteam

Wind turbine manufacturer chooses Valley as North American HQ

Ingeteam, a Spanish wind energy company, announced plans to build its new \$15 million manufacturing facility in the Menomonee Valley at 3757 W. Canal Street. After a nationwide search that covered 80 cities, the company selected Milwaukee because of its strong workforce, the Valley's story of sustainability, and the welcome it received from the M7 community. Ingeteam will provide jobs for 275 people and supply equipment capable of producing 7,500 megawatts of clean electricity each year when it opens in mid 2011.

STRENGTHENING THE LOCAL ECONOMY

Wisconsin's first solar panel manufacturer to open in the Valley

Helios USA, a start-up manufacturer of solar panels, leased 40,000 square feet in the Canal Street Commerce Center at 1207 W. Canal Street. The company is the first manufacturer of solar panels in the state and is creating more than 50 jobs. Helios is supported in part by BizStarts, an organization working to create a vibrant, innovative and prosperous entrepreneurial business climate in the region.

Palermo's Pizza expands Valley facility

Palermo Villa Inc., the manufacturer of Palermo's Pizza, began construction on a 100,000 square foot expansion that will nearly double their existing 135,000 square foot Valley facility located at 3301 W. Canal Street. In 2006, Palermo's was the first business to develop a site in the 60-acre Menomonee Valley Industrial Center. The company now employs more than 450 people, many of whom live in neighborhoods surrounding the Valley.

Aurora moves to the Valley

In fall of 2010, Aurora Health Care announced plans to move their corporate-wide administrative offices to the Menomonee Valley at 750 W. Virginia Street, part of the Tannery office complex. With a speedy renovation of the historic property, 240 Aurora employees moved into the 72,000 square foot building in January.

Zimmerman moving to the Valley

Extensive renovation work has been underway at 200 N. 25th Street, one of the buildings in the historic Gas Works complex being renovated as the City Lights redevelopment. The cornerstone building will become the corporate headquarters of Zimmerman Architectural Studios. Zimmerman is serving as the architect for the historic renovation and will bring 120 employees to the 42,000 square foot building.





Reed Street Yards slated to become research center

The 17-acre Reed Street Yards is a former railroad yard on the Menomonee Canal south of the Harley-Davidson Museum. Here, developers General Capital Group and Peter Moede plan to create a business park that targets water-technology companies. In 2010, that plan moved closer to reality when University of Wisconsin-Milwaukee officials announced that the School of Freshwater Science headquarters, a conference center and classrooms will be built here as an anchor to the business park.

Valley Real Estate Open House a success

The 4th Annual Menomonee Valley Real Estate Open House was hosted in partnership with Chase Bank at the Tannery office complex, 600 W. Virginia Street. More than 100 real estate professionals attended to learn about Valley development opportunities, network, and sample fare from Valley area restaurants. Mark your calendar for September 15th for the 2011 Real Estate Open House luncheon.

St. Paul Avenue begins strategic planning process

A team of business leaders along St. Paul Avenue, along with MVP, City of Milwaukee and WisDOT officials, began a planning initiative for St. Paul Avenue. The team is assessing potential transportation improvements, façade and landscaping projects, signage, and business recruitment strategies. With the thriving businesses and historic buildings, there are many opportunities along this corridor.



City acquires two new potential development sites in Valley

The City of Milwaukee took title to two properties at the east end of the Valley that WisDOT used as staging grounds for the Marquette Interchange project. Both properties, one 2.5 acres and the other 9 acres, are right on the edge of downtown and have frontage along the Menomonee River, making them both attractive future development sites.

“Derse offered to host the first Menomonee Valley business-to-business roundable to explore new purchasing relationships in our own backyard and encourage other companies to consider Derse for their ‘Face 2 Face Marketing’ needs. It is a win-win.”

—Bill McNamara, Vice President of Derse



Business Services Expanding

MVP staff, in partnership with Valley business representatives, are working to expand the services and programs offered to Valley businesses. In 2011, the Valley will have a new Health and Wellness Initiative, through which businesses can explore increasing their employee offerings and resources to create healthier workplaces and reduce healthcare costs. In addition, MVP will launch Valley business-to-business roundtables to foster customer and vendor relationships among Valley companies.

Valley Career Fair shows youth paths for the future

MVP partnered with Journey House Urban Careers Institute and Discovery World Museum to host the *Discover the Valley Career Fair* at Discovery World in summer 2010. Eleven Valley businesses were featured and more than 200 participants attended, especially youth interested in learning about career paths in the various employment sectors represented in the Valley.



Photo: Lauren Miceli

I've been planting here every Earth Day since I was four. I've been building this park for most of my life!

— *Cheyenne Crane Smith*
8-year-old volunteer





Photo: Nancy Aten

Multi-disciplinary team transforming railyard into 24-acre park

Ecologists, biologists, architects, and engineers are working together to transform a long vacant railroad switching yard, historically known as Airline Yards, into a 24-acre public park. This project will include a bike/pedestrian bridge from the Valley to the Mitchell Park Domes, another bridge over the Menomonee River at 33rd Court, and paths providing new access to the river and community gardens. Riverbank improvements and extensive native landscape installation will improve wildlife habitat. The park will become part of the Hank Aaron State Trail and serve as an outdoor classroom for the Urban Ecology Center's school and community programs. Plans have been shaped greatly by insights gained from a Community Advisory Committee and public meetings. Final design will continue throughout 2011 and construction will begin in early 2012.

Progress made on riverbank restoration efforts

For decades, eroding and contaminated riverbanks have negatively impacted water quality in the Menomonee River Valley. In the last 10 years, riverbank stabilization projects have been implemented along a 1.5 mile stretch of river, including the Hank Aaron State Trail segment just east of Miller Park, as well as Stormwater Park beneath the 35th Street Viaduct and along the north bank of the river. In 2010, additional progress was made. The Valley Passage project, with funding from the Great Lakes Basin Partnership, stabilized and revegetated a stretch of the southern bank. In addition, the Army Corps of Engineers has selected the Lower Menomonee River for a potential Aquatic Ecosystems Restoration project to make further improvements. The City, MMSD and MVP will work with the Army Corps in its study phase this year.

Partners to mark one million square feet of sustainable buildings

With the opening of Ingeteam's new facility and Zimmerman's historic renovation at the City Lights site, the Valley will hit a milestone of one million square feet of facilities built using the Menomonee Valley Sustainable Design Guidelines. Twelve companies have incorporated these practical, cost-effective approaches to development, and they have helped businesses achieve higher returns on their upfront investment and improved the environmental performance in the Valley. MVP, 16th Street Community Health Center and the City of Milwaukee worked together to create the Guidelines in 2004, and the City has required adherence to the guidelines at various sites throughout the Valley. Going above and beyond the Guidelines, one Valley business, Derse, has already achieved LEED Silver certification, and two others, Ingeteam and Helios, are applying for LEED certification as well.



New River Access Created at Emmer Lane

Fishing and canoeing in the Menomonee River will now be easier with new river access constructed just west of the Emmer Lane Bridge. The project provides river access, prevents debris from accumulating in this corner of the river, and turns an empty lot into a small park for those coming to enjoy the river. The project was completed in fall 2010 and built through the collective efforts of Cargill, City of Milwaukee, Menomonee Valley Business Improvement District, MVP, Milwaukee Riverkeeper, Potawatomi Bingo Casino, Sweetwater Trust, and the Wisconsin Coastal Management Program.



before



now


Stew Crews continue to beautify the Trail

Rexnord, through its Falk facility, formed the newest Stew Crew in 2010, bringing the number of teams to nine. Other teams include businesses Cargill, Palermo's, P&H Mining, Proven Direct, and the Sigma Group, as well as Marquette University High School and Merrill Park and Story Hill Neighborhood Associations. The Stew Crews, run through a partnership between the Friends of the Hank Aaron State Trail and MVP, is a program through which businesses, neighborhood groups, and schools adopt sections the Trail and work as a team to clean, weed, and plant their section and keep it looking great for all to enjoy. With 4.5 new miles of Trail open this year, we will be looking for new Stew Crews to adopt the Trail.



Hundreds volunteer in the Valley

Hundreds of people volunteered in the Valley last year. For Earth Day, more than 500 people helped remove garbage and weeds throughout the 1200-acre Valley. Volunteers planted 2,000 plants and several large trees during the Valley's annual Community Planting Day in May. Volunteers helped turn an empty lot into a park adjacent to the new Emmer Lane canoe and fishing pier, and sorted bricks from the former Milwaukee Road chimneys, which will be reused in other projects throughout the Valley. In 2011, join us April 16th for the Annual Earth Day Cleanup and May 14th for Community Planting Day. Follow us on Facebook and Twitter for opportunities to become involved in the Valley's redevelopment.



I love biking to work through the Valley every day. I take the Hank Aaron State Trail to work, and to the lake, the ballgame, State Fair, or just to a neighborhood for lunch. This trail is a great connector.

*— Bob Dumke
employee of Derse, Inc.*

Hank Aaron State Trail extension complete to 94th Place

In November 2010, the State of Wisconsin completed construction of an additional four miles of the Hank Aaron State Trail, as a vacated rail corridor was converted into a bike and pedestrian trail. You can now take the Trail from Lake Michigan to 94th Place and destinations along the way, including Summerfest, Discovery World, Potawatomi Bingo Casino, Miller Park, State Fair, and more. Eventually, the Trail will be extended to the county line and connect to the Underwood Creek Parkway segment of the Oak Leaf Trail.



Valley Passage opens

The Valley Passage opened to the public in November 2010. This bike and pedestrian connection rejoins the Valley and south side neighborhoods at 37th and Pierce Streets and links the existing Trail to the newly completed extension. The project is the result of an extraordinary collaboration of the City of Milwaukee, CP Rail, CSA Commercial, Milwaukee Brewers, MVP, the

Stadium District, Wisconsin Departments of Natural Resources and Transportation, and Urban Ecology Center. On either side of the Passage, vacant buildings are planned for redevelopment. To the east, CSA Commercial is planning a sustainably designed office building, while to the west, Urban Ecology Center is working to open a third branch, which will provide schools and families with outdoor environmental programming.

Mural underway tells the history of the Valley and its neighborhoods

MVP and the Friends of the Hank Aaron State Trail held a design competition for murals on the retaining walls built through the Valley Passage project. Several public meetings were held to gather ideas from the community, and a clear choice emerged. The mural by Chad Brady was selected because it captured the story of the Valley, its history and revitalization, and the diverse neighborhoods surrounding it. The walls within the underpass, which were completed in 2010, reflect the Valley's past, with Native Americans harvesting wild rice and canoeing the Menomonee River. Murals on the walls visible from Canal Street and Pierce Street will be completed in 2011 and will depict the history of the surrounding neighborhoods and the industrial history of the Valley. (see pages 4 & 5)

New boardwalk provides green walk through the Valley

A "green" boardwalk was completed at the Valley's west end. The boardwalk is constructed from recycled and reused materials. The decking is made by Substiwood, a company on the bluffs of the Valley that uses fly ash from the We Energies Valley Power Plant in its products. The granite

pavers in the benches, which originated from the old Pabst Brewery roads, were provided by the City of Milwaukee. The boardwalk now provides a path over the stormwater management areas to the fields and picnic tables.

Group effort reclaims history along the Hank Aaron State Trail

In summer of 2010, Friends of Hank Aaron State Trail restored and installed two historic street car shelters along the Hank Aaron State Trail: one at 25th and Canal Streets and one at the Third Ward's Catalano Square. Once part of the Milwaukee streetcar system, the shelters were restored as information kiosks to provide maps, information, and resting spots for pedestrians and bikers. The project was supported in part by the Milwaukee Building and Construction Trades Council and implemented by many dedicated volunteers.



Photo: Eddée Daniel

crowd and led stretching exercises before the runners and walkers started their tour of the Menomonee Valley along the Hank Aaron State Trail. Funds raised through the event support bike camps, beautification efforts, and other activities along the Trail. The 2011 event is Saturday, August 13.

Friends of Trail sponsor kids' bike camps

For the third year, the Friends of the Hank Aaron State Trail sponsored Bike Camps for Kids in partnership with the Bicycle Federation of Wisconsin. During a 2-week summer program, youth participants master their biking skills and explore their community through daily bicycle field trips. With more than 100,000 youth under age 18 living within three miles, the Trail is becoming a major asset in promoting outdoor activity for Milwaukee's youth.

Menomonee Valley becomes an inspiration for area artists

The Milwaukee Artist Resource Network, in partnership with MVP and Friends of the Hank Aaron State Trail, presented *Beyond the Canvas*, a non-traditional *plein air* event in the Valley. Local and regional artists spent two weeks in the Menomonee Valley creating works of art that used the Valley as their inspiration. Helios hosted the exhibit of the completed works, including a silent auction, during Gallery Night and Day.



Photo: Ha Nguyen

Record attendance set for Hank Aaron State Trail Run/Walk

More than 1,500 people participated in 2010's 11th annual Hank Aaron State Trail 5K Run/Walk. The Milwaukee Brewers' Racing Sausages warmed up the

It's rare to see organizations form this level of partnership. Menomonee Valley Partners and the Urban Ecology Center are demonstrating the kind of creative collaboration necessary to meet the needs in our community.
— Bill Haberman, Herzfeld Foundation



Photo: Kristyna Wentz-Graff, Milwaukee Journal Sentinel



In May 2010, MVP and Urban Ecology Center (UEC) formalized a partnership to implement a large-scale, multi-year initiative called **Menomonee Valley – From the Ground Up**. Together with the State of Wisconsin and City of Milwaukee, we are leading a comprehensive economic, environmental, and community development effort. The completed projects will reach tens of thousands of people in the region and bring lasting improvements to distressed neighborhoods adjacent to the Valley. With a desire to have a greater community impact and the need to tap into the expertise of both organizations, we formed a non-profit 501c3 organization, UEC/MVP Project Inc., for project implementation. Components include:

New bike/pedestrian infrastructure

The effort expands the Hank Aaron State Trail by six miles to create an east-west bike / pedestrian corridor to link Milwaukee's top tourist destinations and serve the region's commuter and recreational

needs. The Valley Passage and five miles of Trail were constructed in 2010. When complete, the Trail will connect 415,000 residents (including 100,000 youth) to employment and recreation opportunities.

A third branch of the Urban Ecology Center

UEC will open a third branch and use the Menomonee River Valley as an outdoor classroom. Last year, UEC's two existing branches at Riverside and Washington Parks served nearly 80,000 people of all ages. UEC's school-based science programs have improved academic performance and community programs have led to vibrant, safe parks. Back in 2006, UEC began receiving requests from schools and neighborhood groups to expand their services to Milwaukee's South Side. After extensive planning and community input, UEC has secured a location, nearly completed design and is preparing to begin construction as soon as funds are secured.



Rendering: Uihlein Wilson Architects



A new 24-acre park along the Hank Aaron State Trail

Along the south bank of the Menomonee River, a restoration project will transform a vacant rail yard into a 24-acre urban park and outdoor classroom. The project will improve water quality, create habitat for native species, and offer public access for fishing and canoeing. When it opens in early 2013, the park will become a part of the Hank Aaron State Trail, owned and operated by the Department of Natural Resources and programmed by UEC. The cover of this report features a rendering of this exciting project.

Together, we are grateful to our lead private sector investors, as of March 10, 2011:

- Brewers Community Foundation
- Helen Bader Foundation
- Art Downey
- Ralph Evinrude Foundation
- Greater Milwaukee Foundation
 - Enroth Family Fund
 - Jorgenson Family Fund
 - Make-a-Difference Fund
 - Wright Brothers Fund
- Linda and Mike Groth
- Harley-Davidson Foundation
- Evan & Marion Helfaer Foundation
- Herzfeld Foundation
- Daniel E. “Jack” McKeithan
- Valley Business Improvement District
- Palermo Villa, Inc.
- Rexnord Industries
- Steigleder Charitable Trust
- Wisconsin Energy Foundation
- Zilber Neighborhood Foundation

The Menomonee Valley – From the Ground Up effort totals \$26 million and will be implemented over five years. To date, \$15 million has been raised from the public sector, and \$2.2 million has been secured from private sector partners.



Together, MVP and UEC are raising the remaining \$8.8 million to create educational resources and quality of life amenities important to Milwaukee’s future.



MVP recognized for trail advocacy

MVP received the American Trails' *Trail Advocacy Award* for demonstrating exceptional efforts to influence public policy relating to trail planning, trail protection, trail development, or maintenance.

MVP receives Good Neighbor Award

MVP received the State Farm *Good Neighbor Award*, created by State Farm and the Milwaukee Brewers to recognize local organizations that have shown support and commitment to the community.

Valley brings Milwaukee national attention

The National League of Cities selected Milwaukee as a finalist for the 2010 Awards for Municipal Excellence. Milwaukee was chosen for its highly successful Menomonee Valley Industrial Center and Community Park.

Menomonee Valley named an Earth Day Hero

In honor of the 40th Anniversary of Earth Day, the State of Wisconsin Department of Natural Resources recognized the Menomonee Valley redevelopment as one of the Earth Day Heroes of the last 40 years.



Photo: Don Mayne

Milwaukee says goodbye to historic smokestacks

The Menomonee Valley lost its two most visible icons in September. The smokestacks that were the last remnants of the Milwaukee Road Shops were removed due to their deteriorating condition and concerns for public safety. The former Milwaukee Road was one of the largest employers in Milwaukee for generations. The historic smokestacks will be missed by many. The City of Milwaukee, MVP, and Urban Ecology Center are working together to salvage the bricks for use elsewhere in the Valley.

Photo: Ha Nguyen



Menomonee Valley Partners, Inc.

MVP Staff *(left to right)*

Tamara Pacada, Development Coordinator
Tim Brown, Outreach and Stewardship Coordinator
Laura Bray, Executive Director
Catrina Crane, Business Resource Manager
Corey Zetts, Associate Director

In July, Tamara Pacada, who had been a Trinity Fellow at MVP while completing her MBA at Marquette University, was hired full time as Development Coordinator. In September, we welcomed Tim Brown, a Trinity Fellow now serving as MVP's Outreach and Stewardship Coordinator, directing the Stew Crew and Seeds for the Future programs, as well as coordinating volunteer activities throughout the Valley.

MVP Board

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Mick Hatch, Foley & Lardner LLP

Vice President

Julie Penman, HGA Architects and Engineers

Secretary

Laura Goranson, Southeast Wisconsin Professional Baseball Park District

Treasurer

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Pat O'Brien, Milwaukee 7
Kip Ritchie, Potawatomi Development Corporation
Kelly Skindzelewski, Potawatomi Bingo Casino
Jennifer Steiner, United Community Center

MVP is deeply grateful to Board members **Ruben Anthony Jr.**, **Dianne Markut**, **Lynn Sprangers** and **Stacey Watson**, who completed their terms of service in 2010.

Statement of Activities for the Fiscal Year Ended June 30, 2010

Revenue

Grants and Contributions	420,785
Program Revenue	112,353
Interest Income	9,172
In-kind Gifts and Services	172,167
Total Revenues	\$714,477

Expenses

Programmatic	627,382
Administrative	37,159
Total Expenses	\$664,541

Net Assets **\$1,013,995**



Photo: Don Mayne



Investment in MVP's programs support job creation, economic growth, workforce services for Valley companies, promotion of top-rated tourist attractions, participation in watershed improvements, and environmental stewardship so very important to our region and its future. Charitable investments in our activities ensure that the Valley continues to grow and that the investments here serve as a catalyst to strengthen surrounding communities.

2010 Funders

- AT&T
- Helen Bader Foundation
- Baird Foundation
- The Lynde & Harry Bradley Foundation
- The Brico Fund
- Foley & Lardner LLP
- Forest County Potawatomi Foundation
- Great Lakes Basin Program
- Herzfeld Foundation
- P&H Mining Equipment
- Sweet Water Trust
- Wisconsin Energy Foundation
- Wisconsin Coastal Management Program
- Numerous individuals

thank you

*For a list of lead investors in the UEC / MVP
Project, Inc., please see page 31.*

It is even easier to follow the revitalization efforts in the Menomonee Valley with the launch of a new MVP website, www.RenewTheValley.org, as well as our new Facebook page and Twitter feed. Search for us online to keep up to date on news and events in the Valley.

March 7

Potawatomi Bingo Casino 20th Anniversary

April 4

Brewers Opening Day

April 16

Menomonee Valley Earth Day Clean Up event

May 14

Menomonee Valley Community Planting Day

June 5

UPAF's Ride for the Arts – route through the Valley

June 6-10

Bike to Work Week – events in the Valley

August 13

Hank Aaron State Trail 5K Run/Walk

September 15

Menomonee Valley Real Estate Open House

October 22

Beyond the Canvas Valley Arts event

For more information about any of the events above, please contact Catrina Crane, 414-274-4657 or Catrina@RenewTheValley.org or see the website, www.RenewTheValley.org.





Photo: Dan Steinle



Photo: Mark Was



Photo: Ha Nguyen



Photo: Helios USA

See page 30 to learn how to become part of making this rendering a reality, *From the Ground Up*.

MVP is a 501c3 nonprofit organization with a mission to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community.

MENOMONEE
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