

# GROWING STRONG

**Three Bridges Park  
opened in July 2013.**

**Be part of history!  
Join the donor wall  
by August 1, 2014.**

**See page 10 to learn how.**

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Milwaukee, WI 53203  
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Info@RenewTheValley.org  
www.RenewTheValley.org



MVP is a 501(c)(3) nonprofit organization with a mission to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community.



**2013 ANNUAL REPORT**

## MESSAGE FROM THE LEADERSHIP

We are calling Menomonee Valley Partners' 2013 Annual Report **GROWING STRONG**. The Valley has grown so much in the last 15 years, with 40 new businesses choosing to locate here, thousands of new jobs, and the development of the Hank Aaron State Trail and Three Bridges Park—all of which have been made possible because of strong partnerships.

Menomonee Valley Partners is thankful to all the partnerships that have made the Valley's transformation possible—to the City of Milwaukee and State of Wisconsin for vision and leadership over the years, most recently in the construction of Three Bridges Park; to the companies that have invested in the Valley by building their businesses here; to the community organizations that have become stewards of the Valley, making it a good place to work and play; to the funders who have supported the Valley's revitalization; and to everyone who has played a role in this transformation.

Yet the Valley is still a work in progress with nearly 70 acres of land poised for redevelopment in coming years. The Menomonee Valley 2.0 Plan effort is underway to envision what the Valley could become in the next 20 years. Thank you for your support in the past, and we hope you will continue to help us grow a stronger Menomonee Valley.

**Mick Hatch**  
President



**Laura Bray**  
Executive Director



## 2013 ANNUAL REPORT

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# 2013 ACCOMPLISHMENTS

Tom Hlad - The Active Pursuit.com



Menomonee Valley Partners is hard at work at *Menomonee Valley – From the Ground Up*, a set of integrated projects that together improve our economy, ecology and community. This is the largest effort we have undertaken in our 15-year history. In fact, the vision is so big that we are collaborating with the State, City and Urban Ecology Center to complete it. Thank you to the hundreds of donors who have stepped forward to support the \$25 million campaign, committing an astounding \$23.4 million to date and demonstrating the impact of a strong public – private partnership.

**Together, we have made incredible progress. Projects funded through this campaign include Urban Ecology Center’s Menomonee Valley Branch, the Valley Passage, a six-mile Hank Aaron State Trail extension, and the new 24-acre Three Bridges Park—all now open and bustling with activity. We aren’t done yet! Read on for 2013 highlights and the work ahead:**



### THREE BRIDGES PARK OPENS

After a decade of planning, the 24-acre former rail yard along the Menomonee River from the 27th to the 35th Street viaducts has been transformed into Three Bridges Park, through a collaborative effort of the State of Wisconsin, City of Milwaukee, Menomonee Valley Partners, Urban Ecology Center and the many volunteers who shaped the vision. It features a one-mile extension of the Hank Aaron State Trail, one mile of walking trails along the river, three bridges that connect the Valley to Mitchell Park and southside neighborhoods and a canoe ramp and fishing area on the Menomonee River. Mounds of dirt on the site were shaped like glacial features, providing vistas over the city. Boulders were placed in the Menomonee River to create pools and riffles that improve fish habitat. A land restoration effort is underway to create prairie, woodland and wetland areas to provide wildlife habitat. The restoration is a community effort that will continue for years to come.

**COMMUNITY NAMES  
THREE BRIDGES PARK**

A remarkable 777 submissions were received in response to a call for ideas to name the new park in the Menomonee Valley. *Three Bridges Park* was chosen for the literal meaning of the three bridges that connect the park to the Valley and surrounding neighborhoods, as well as for the spirit of the project that strives to connect north to south, city to nature and people to each other.

*“This is a once-in-a-lifetime opportunity. Lots of people name their babies, but who gets to name an entire park?”*

– **John Gurda**, Milwaukee historian and a selection committee member



**THREE BRIDGES PARK OPENS WITH  
GRAND OPENING FESTIVAL**

Three Bridges Park opened to the public on July 20, 2013 with a community celebration. More than 1,000 people participated in the opening ceremony that included processions from all three bridges. A ribbon cutting ceremony at the canoe launch/fishing pier officially opened the new Menomonee River access to the Milwaukee community. The celebration included fishing and kayak demos, an inaugural bike ride, dance troupes and martial artists from the surrounding neighborhoods, face painting, food trucks and live music.





### URBAN ECOLOGY CENTER MAKES THREE BRIDGES PARK ITS OUTDOOR CLASSROOM

Three Bridges Park is now serving as the outdoor classroom of the Urban Ecology Center, an environmental education and community center whose Menomonee Valley branch opened in 2012. The Center is activating the park through a broad range of community programs, as well as its Neighborhood Environmental Education Project that brings kids from neighborhood schools for hands-on science education in the park. The Center welcomed 20,000 visitors in its first year.

### BECOME A PART OF MILWAUKEE HISTORY! JOIN THE DONOR WALL OF THREE BRIDGES PARK!

**Deadline for Recognition: August 1st!** Milwaukee is building support for the *From the Ground Up* vision, contributing 94% of the funds needed for the multi-project effort. In fall 2014, we will install permanent donor displays to celebrate the community of giving making these projects possible. With a gift or pledge of \$1,000 or more, your name will be recognized in both Three Bridges Park and the Urban Ecology Center's Valley Branch. Pledge by July 31st to include your name among the 200+ donors who are making a lasting impact on education, environment and community vitality.

The next phase of this effort is critical. We need your help now to complete the outdoor classroom, build community gardens, expand programs on the Hank Aaron State Trail, launch community-based land stewardship, and expand Urban Ecology Center's science education programs to serve more children and families. Donations of any level will support a vibrant community for generations to come.

### MENOMONEE VALLEY – FROM THE GROUND UP DONORS

Donors over \$1,000 as of April 15, 2014

#### \$750,000 – \$3 million

Anonymous	US Forest Service
The Burke Foundation	Joseph & Vera Zilber Family Foundation, Inc.
US Department of Transportation	
WI Department of Natural Resources—Knowles-Nelson Stewardship Fund	

#### \$75,000 – \$199,000

BMO Harris Bank	
The Lynde & Harry Bradley Foundation	
Brewers Community Foundation	

#### \$200,000 – \$749,000

Helen Bader Foundation	Ceres Foundation
City of Milwaukee	Charter Manufacturing Company Foundation
Foley & Lardner LLP*	Fund for Lake Michigan
Forest County Potawatomi Community Foundation	Greater Milwaukee Foundation
Greater Milwaukee Foundation - Enroth Family Foundation	Greater Milwaukee Foundation - Walter & Olive Stiemke Fund
The Herzfeld Foundation	The Harley-Davidson Foundation
Sheldon & Marianne Lubar Charitable Fund	Joy Global
M&I Foundation	Menomonee Valley Business Improvement District
Rexnord Industries	

Palermo Villa, Inc.  
The Windhover Foundation  
We Energies Foundation  
Zurn – Rexnord Industries\*

**\$25,000 – \$74,999**

Allied Insulation Supply Co.  
The Brico Fund  
Ralph Evinrude Foundation, Inc.  
Friends of Hank Aaron State Trail  
Great Lakes Basin Partnership  
Evan & Marion Helfaer Foundation  
Barry Mandel  
Menomonee Valley Partners  
Reiman Foundation  
Bert L. & Patricia S. Steigleder Charitable Trust  
Wisconsin Coastal Management Program

**\$5,000 – \$24,999**

J.F. Ahern Co.  
Monique Charlier & Holly Blomquist  
J.M. Brennan, Inc.  
Craig & Michelle Counsell  
CSA Commercial\*  
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- Anonymous M Fund  
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Insulation Technologies, Inc. (INTEC)  
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Marcus Corporation Foundation  
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The Milne Family Foundation  
Milwaukee County Parks\*  
MMSD  
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PNC Foundation  
The Private Bank  
Rockwell Foundation  
The Sigma Group  
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US Bancorp Foundation

**\$1,000 – \$4,999**

Badger Railing Inc.  
Patrick Bartling  
Alfred Benesch & Co.  
Berghammer Construction Company  
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Donal Demet & Mary Gardner Demet  
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Derse Foundation, Inc.  
Dave & Pam Doerr

Ginger Duiven  
Flux Design\*  
Focus on Energy  
Lilith & Lincoln Fowler  
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Kurt & Laura Goranson  
Greater Milwaukee Foundation  
- Make-a-Difference Fund  
- Mary L. Nohl Fund  
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Greater Milwaukee Association of Realtors Youth Foundation  
Mike & Linda Groth  
Dennis Grzezinski & Jane Porath  
Gordon & Grace Gunnlaugsson  
Hatco Corporation  
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John & Debbie Kissinger  
Kiwanis Clubs of North Shore & Downtown Milwaukee  
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Gail F. Kursel  
Ken & Shauna Leinbach  
Meredith & Dick Lincoln

Mainly Editing, Inc  
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Marquette University  
Milwaukee Brewers Baseball Club  
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David Rolston  
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Sign-A-Rama of Milwaukee  
Standard Electric Supply Co.  
Trek Bicycle\*  
Urban Ecology Center  
Urban Futsal Center – Greg & Dana Dorf  
Madeline Wake  
Jake & Karina Ward  
Whole Foods  
Corey Zetts & Benji Timm  
Herb Zien & Liz Levins  
Zimmerman Architectural Design Studios

\* In-kind donation



Harley-Davidson Motor Company

**HARLEY-DAVIDSON PLANTS 110 TREES FOR ITS 110<sup>TH</sup> ANNIVERSARY**

Harley-Davidson Motor Company celebrated its 110th Anniversary in 2013. To commemorate this milestone, Harley-Davidson planted 110 trees in Three Bridges Park. The park is part of the former Milwaukee Road rail yard, where Arthur Davidson and his friend Bill Harley worked while forming the dream of what would become an American icon.

*“My great-grandfather Arthur Davidson and Bill Harley, his good friend, worked for the Milwaukee Road in this spot. So to think back to that time period – and now myself planting these trees to commemorate 110 years – it’s very exciting.”*

—**Bill Davidson**, Harley-Davidson Museum President and great-grandson of company founder

**PUBLIC ART INSTALLED IN THREE BRIDGES PARK**

*Bridge*, a sculpture by Wisconsin artist Peter Flanary, was installed in Three Bridges Park. The piece, a collection of stacked boulders, sits at the landing of the bridge from Mitchell Park, an overlook providing views of the Menomonee River Valley and downtown Milwaukee.



Peter Flanary



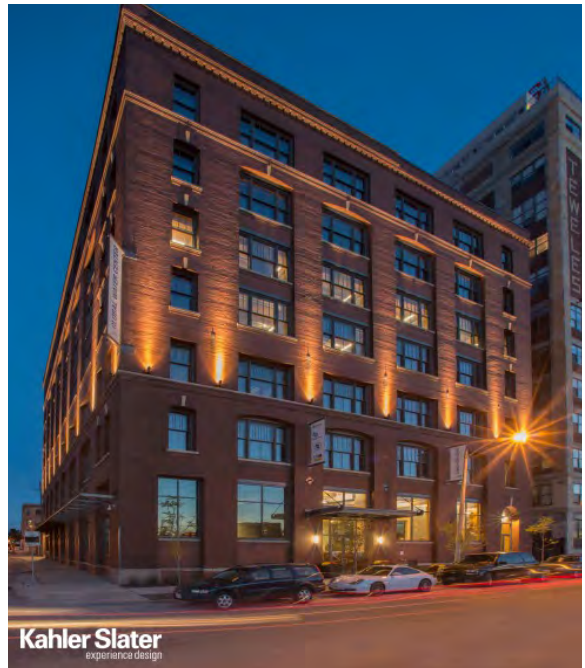
**Menomonee Valley Partners works to recruit businesses to the Menomonee Valley and support ongoing economic development and job creation throughout the Valley. Economic development in 2013 includes:**

### **POTAWATOMI COMPLETES BIODIGESTER AND IS NOW CONVERTING WASTE TO ENERGY**

The Forest County Potawatomi Community-owned FCPC Renewable Generation LLC, completed an \$8.6 million investment in the Valley—a food waste-to-energy facility just one block west of the Potawatomi Bingo Casino. The renewable energy facility converts liquid and solid food wastes to biogas through an anaerobic digestion process. The biogas fuels two 1-megawatt generators producing a total of approximately 2 megawatts of gross electrical power output—enough electricity to power about 1,500 homes. The power is then sold back to We Energies, the local electrical utility. The project included nearly 100 construction jobs and supports five full-time jobs.

### **GLOBAL WATER CENTER OPENS**

The Global Water Center, an incubator for innovation and a showcase for the Milwaukee region's ambitious plan to become a global leader in water technology, opened its doors in September 2013. The four-story building located on the recently named Freshwater Way creates a shared space for water-engineering companies, water technology start-ups, UWM School of



Freshwater Sciences faculty and students and other water-minded organizations. The building was nearly fully leased by the end of 2013, and the intent is to continue growth of the water cluster on the adjoining land, the Reed Street Yards Water Technology Park.

### **POTAWATOMI BINGO CASINO MARKS MILESTONE WITH HOTEL TOPPING-OFF CEREMONY**

Potawatomi Bingo Casino celebrated a benchmark in its \$150 million hotel project in November with a topping-off ceremony of the 18-story tower. The celebration recognized the more than 1,000 workers who have been involved in the hotel's construction to date.



Potawatomi Bingo Casino

### RISHI TEA ANNOUNCES PLANS TO MOVE TO THE MEMOMONEE VALLEY

In 2013, Rishi Tea announced plans to move to the Menomonee Valley Industrial Center. The Milwaukee-based tea seller, which imports teas from around the world and produces its own specialty tea and herb blends, purchased 3.8 acres and plans to build a 48,000 square foot building with office and manufacturing space. Rishi broke ground in January of 2014 and expects to be operating in the Valley by the end of the year.

Once it opens in fall 2014, the hotel will add approximately 230 jobs to the casino, which currently employs nearly 2,600. The hotel will feature 381 guest rooms and offer a full-service casual restaurant, lobby bar, exercise area and more than 10,000 feet of additional meeting space. The hotel development will also be smoke-free and green, designed to include a number of environmentally friendly features, including the use of recycled products and materials, the incorporation of energy efficient mechanical, electrical and plumbing design strategies, an innovative storm water management system, and the use of native plant species in the landscape design.

Briohn Building



### REED STREET YARDS PREPARES FOR REDEVELOPMENT

Reed Street Yards, a 15-acre parcel on the South Menomonee Canal, is on its way to becoming the Global Water Technology Park. Construction of new streets, utilities, a riverwalk, a Hank Aaron State Trail connection and an innovative “purple pipe”



system to recapture grey water are nearly complete. The site is intended to attract water-related businesses that can benefit from shared flow labs, marketing and entrepreneurial training offered through the adjacent Global Water Council.

### DEVELOPMENT INTEREST IN THE VALLEY CONTINUES

In 2013, three companies announced their interest in growing in the Menomonee Valley. Solaris, a manufacturer of medical compression garments, declared its intention to move to the Menomonee Valley Industrial Center. Charter Wire, which moved to the Menomonee Valley

in 2009, stated that it planned to expand its existing Menomonee Valley operations. Lakefront Brewery, the Milwaukee-based brewer, announced its interest in developing a new facility in the Menomonee Valley and secured an option on nearly nine acres of land on Canal Street, just west of the Harley-Davidson Museum.

### VALLEY REAL ESTATE SHOWCASE TAKES TO THE RIVER

In September 2013, Menomonee Valley Partners hosted the Valley Real Estate Showcase to highlight successes and identify future development opportunities, particularly along the Menomonee River. More than 100 real estate professionals launched from the Twisted Fisherman, touring by boat to view sites that still hold tremendous redevelopment potential.



**Menomonee Valley Partners' programs help businesses and their employees thrive, create connections to surrounding communities, demonstrate sustainability, and make the Valley a destination for the greater Milwaukee community and beyond. Highlights of our work in 2013 include:**



Milwaukee Public Schools

### **MENOMONEE VALLEY BENCHMARKING INITIATIVE COMPLETED**

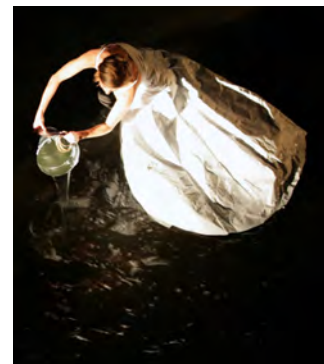
The *2013 State of the Valley* report was completed through the Menomonee Valley Benchmarking Initiative, a collaborative effort of Sixteenth Street Community Health Center and UW-Milwaukee. The report evaluates how various strategies during the past 10 years have impacted the community, economic and environmental quality of the Menomonee Valley and surrounding communities.

### **HEALTH & WELLNESS INITIATIVE BENEFITS VALLEY EMPLOYEES**

The Menomonee Valley Health & Wellness committee shares best practices and resources for developing workplace wellness programs. The annual Health & Wellness Expo is a speed networking event where HR professionals gain resources for building their company's wellness program. Mark your calendar—the Expo on September 18, 2014 will be a great place to learn about health and wellness programs for your employees.

### **CAREER DAYS INTRODUCE STUDENTS TO CAREER PATHS IN THE VALLEY**

Menomonee Valley Partners' Career Days program provides tours twice a year that focus on careers in the manufacturing and engineering industries. Through a partnership with Milwaukee Public Schools, students toured Charter Wire, Ingeteam, Zimmerman Architectural Studios, Harwood Engineering Consultants, Rexnord Industries, Taylor Dynamometer, Harley-Davidson Museum, Joy Global, Palermo's Pizza, JF Ahern and the We Energies Power Plant. Students take a tour, learn about Made-in-Milwaukee products, meet with workers in fields that the students are studying and learn about the career paths to jobs at participating companies.



### **WILD SPACE DANCE INAUGURATES NEW VALLEY PARK**

Wild Space Dance

Matt Schwenke

Company introduced the city to Three Bridges Park through their performance *Acts of Wilderness*. As part of Wild Space's new Neighborhood Sites initiative, designed to engage residents and businesses in developing site-specific events that enhance their neighborhood's image and role in the city, Wild Space's choreographers used the natural shapes and vistas to present a meandering walk through Three Bridges Park, capturing the juxtaposition of nature and industry, secluded spots and open vistas.

Potawatomi Bingo Casino



### COMMUNITY PARTICIPATES IN VALLEY BEAUTIFICATION

This year, hundreds of people participated in beautification events throughout the Valley, such as the annual Earth Day Clean-Up and Community Planting Day. Efforts also included Stew Crews, companies, schools and businesses that adopted and cared for sections of the Hank Aaron State Trail that they clean-up, plant and weed. School groups, Eagle Scouts, neighbors and many more people also participated in special plantings at Three Bridges Park.



### EDDEE DANIEL FEATURED AS ARTIST-IN-RESIDENCE FOR 2014

Photographer Eddee Daniel is serving as the Valley's artist-in-residence in 2014. Daniel's work focuses on the Menomonee Valley's integration of economic and community development with the natural environment. He is working out of the offices of Zimmerman Architectural Studios, 2122 W. Mount Vernon Ave., which will be displaying his work on Gallery Nights and during weekday business hours.

### HANK AARON STATE TRAIL RUN/WALK DRAWS A CROWD

The Friends of the Hank Aaron State Trail's 14th annual Hank Aaron State Trail 5K Run/Walk drew more than 1,700 participants. Funds raised through the event help support programs along the trail, including bike camps for kids. Mark your calendars for the 2014 event on Saturday, August 9th.



# LOOKING AHEAD



**BEFORE**

The Sigma Group



**PUBLIC POLICY FORUM TO STUDY WHAT WORKED IN THE VALLEY**

In the last 15 years, the Menomonee Valley has undergone a remarkable transformation. What was once known as Wisconsin’s worst eyesore has become a model of sustainable redevelopment. Forty companies moved here, thousands of jobs have been created, 1 million square feet of sustainably designed buildings have been constructed, 60 acres of new parks and trails were built, and Valley destinations now attract 10 million visitors annually. The Public Policy Forum was selected to study the decisions and policies that made these successes possible and to identify the lessons learned that could be transferrable to other areas. The report is expected to be published in fall 2014.

**VALLEY 2.0 PLAN ENVISIONS FUTURE OF THE MEMOMONEE VALLEY**

The Valley still has more than 70 acres of vacant or underdeveloped land with impediments that stand in the way of revitalization. To keep the redevelopment momentum going, the City of Milwaukee and Menomonee Valley Partners have launched a master planning process to understand current market conditions, put forth solutions to

**AFTER**

The Sigma Group



overcome development obstacles and prioritize efforts for the next phase of revitalization. This planning effort will last through 2014, starting with market research, stakeholder interviews, public meetings, and surveys. The plan will set a vision for St. Paul Avenue, riverfront redevelopment and priority properties – with a continued focus on sustainability.

We have made it easy to get involved! Share your vision at [PlanTheValley.org](http://PlanTheValley.org).

*“The Valley still holds incredible potential for additional redevelopment. We have seen amazing transformations in recent years, so we know what is possible.”*

—Mick Hatch, Foley & Lardner LLP

Photo:



### VALLEY A STAKEHOLDER IN THE I-94 CORRIDOR STUDY

The Wisconsin Department of Transportation is in the midst of the study phase of rebuilding the I-94 East-West Freeway Corridor from 16th to 70th streets. As reconstruction of this corridor will greatly impact the Valley, Menomonee Valley Partners is dedicating resources to engage Valley stakeholders, review designs, and promote priorities important to Valley businesses, workers, and visitors.

### HANK AARON STATE TRAIL 6TH STREET RAMP TO OPEN

In summer 2014, Hank Aaron State Trail visitors will have a direct link from the Valley to the Global Water Center, Walker's Point and Third Ward neighborhoods. Thanks to a partnership among the State of Wisconsin, City of Milwaukee and Reed Street Yards, the long-awaited connection from the 6th Street Bridge to the Reed Street Yards property is scheduled to open in June of 2014.

The project includes a ramp from the west side of the 6th Street Bridge and a staircase from the east side of the bridge to property below. This connection will be part of the Hank Aaron State Trail that will meet with the riverwalk being constructed along the South Menomonee Canal.

### COMMUNITY GARDENS TO BE BUILT IN THREE BRIDGES PARK

In summer 2014, Menomonee Valley Partners and Urban Ecology Center will construct new features in Three Bridges Park, including community gardens, learning pavilions, picnic tables and a native plant nursery to support the park's land stewardship for years to come. Located just east of the 35th Street viaduct, the community garden area will become a hub of community activity and a launch point for outdoor educational programs. Students at Bradley Tech will help construct the raised beds in time for the 2014 growing season.



Urban Ecology Center





**ABOUT MEMOMONEE VALLEY PARTNERS, INC.**

Peter Flanary

The mission of Menomonee Valley Partners is to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community. We envision 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.

Eddie Daniel



## Staff

Laura Bray, *Executive Director*

Lauryn Burkhalter, *Communications Coordinator*

Anne Cauley, *Fund Development Manager*

Catrina Crane, *Business Resource Manager*

Corey Zetts, *Associate Director*

## Officers

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Mick Hatch, *Foley & Lardner LLP*

### Vice-President

Julie Penman, *Penman Consulting*

### Secretary

Bruce Keyes, *Foley & Lardner LLP*

### Treasurer

Jeff Morgan, *Allied Insulation Supply Company*

Menomonee Valley Partners is grateful to the following Board members who completed their terms of service in 2013: Todd A. Adams, *Rexnord Industries*; Preston Cole, *Milwaukee Department of Public Works*; and Kip Ritchie, *Potawatomi Business Development Corporation*.

## Directors

Rana Altenburg, *Marquette University*

John Brennan III, *J.M. Brennan, Inc.*

Michele Bria, Ph.D., *Journey House*

Bill Davidson, *Harley-Davidson Museum*

Angelo Fallucca, *Palermo Villa, Inc.*

Robert Garvin, *We Energies*

Laura Goranson, *gmoxie*

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Rocky Marcoux, *Milwaukee Department of City Development*

Pat O'Brien, *Milwaukee 7*

Patrick O'Connor, *BMO Harris Bank*

Sheri Schmit, *Wisconsin Department of Transportation*

Kelly Skindzelewski, *Potawatomi Bingo Casino*

Jennifer Steiner, *United Community Center*

## Menomonee Valley Partners Donors

through July 1, 2012

### Visioning Partner (\$50,000+)

Menomonee Valley Business Improvement District  
Potawatomi Bingo Casino

### Revitalizing Partner (\$25,000-\$49,999)

Foley & Lardner LLP\*  
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WHEDA

### Sustaining Partner (\$10,000-\$24,999)

The Lynde and Harry Bradley Foundation  
Mick and Lisa Hatch  
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Richard Abdo  
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Rana Albenburg  
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Brewers Community Foundation  
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Eddee Daniel\*  
Bill Davidson  
Roman Draba  
The Harley-Davidson Foundation  
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Mary Hintz  
Joy Global  
Bruce and Diane Keyes  
Barry Mainwood  
Ha Nguyen\*  
Pat and Grace O'Brien  
Corey Zetts and Benji Timm

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\*In-kind donations



## Statement of Activities for the Fiscal Year Ended June 30, 2013

### Revenue

Grants and contributions	\$230,247
<i>From the Ground Up</i> <sup>^</sup>	438,118
Interest income	1,146
Donated services and facilities	70,623

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**Total Revenue** **\$740,134**

### Expenses

Program services	\$179,550
<i>From the Ground Up</i> <sup>^</sup>	482,375
Administrative	25,998
Fundraising	8,384

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**Total Expenses** **\$696,307**

### Net Assets

Operating reserve*	\$497,795
Pre-development fund*	563,499
Temporarily restricted	32,950
Unrestricted	87,883

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**Total Net Assets** **\$1,182,187**

<sup>^</sup> *From the Ground Up* is a 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

