



2020 ANNUAL REPORT



RESILIENCE

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RESILIENCE IN CHALLENGING TIMES

This past year has seen many unexpected changes. From the COVID-19 pandemic to the racial reckoning of our nation, we have faced many challenges. Throughout this time period, it has been humbling—but never surprising—to see the stakeholders in the Valley come together to support one another.

At a time when nothing was certain, the business leadership in the Valley donated medical equipment, used their production spaces for PPE, and supported workers through a very turbulent time.

Our green spaces were more active than ever, showing a 474% increase in use of Three Bridges Park! Although people could not gather, it is heartening to know that land once known as the state's largest brownfield is abundantly used by the community to enjoy nature.

As we move forward to a new year, we are excited to see how the Valley will continue to adapt, grow, and foster inclusion in all spaces. Thank you for being part of this ever evolving journey!



Mick Hatch
Board Chair



Bruce Keyes
Board President



Corey Zetts
Executive Director



WHAT WE DO


Menomonee Valley Partners (MVP) plays a key role in the public-private collaboration 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 economical, 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.

STRATEGIC PRIORITIES

- **Recruit and retain** high-yield, high-quality employers
- **Encourage and facilitate** high-quality redevelopment of vacant parcels and underutilized properties
- **Connect** employers to a regional, job-ready workforce and position local workers to be competitive for upcoming employment opportunities
- **Maintain** a thriving, sustainable, urban district, which is home to manufacturing, entertainment, and recreation
- **Provide** effective transportation access and other infrastructure

ENSURE ORGANIZATIONAL CAPACITY

STRATEGIC PRIORITY:

Ensure MVP has the organizational capacity to achieve its long-term goals



NIA SMITH
AmeriCorps
Public Ally

MVP'S EFFORTS TO ADVANCE TOWARD EQUITY

Our country has faced hundreds of years of struggle to accept each other's differences, and the Valley is no exception. The recent incidents of racial injustice for citizens like George Floyd, Breonna Taylor, and many others have reminded us how much work is left to do to achieve equity in all spaces. MVP is committed to improving our work in ways that matter. We strive to listen to all those we serve and deepen partnerships that support social justice in our work. We commit to recognize, personally and professionally, where we should lead and where we should support and hold ourselves accountable for working toward inclusivity and justice in the work we do.

Some first steps MVP has committed to:

- requiring annual racial justice training for all employees;
- evaluating all policies and procedures to ensure more inclusive workplace practices; and,
- providing social justice and workplace equity programming open to all Valley employees.

MVP's mission is to ensure the Menomonee River Valley advances economic, ecological, and social equity for the Milwaukee community. As we continue this work, we aim to keep learning and growing.

Trainings Offered to Valley Employees

MVP partnered with MRA to provide training opportunities for Valley leadership to manage the unexpected challenges of 2020.

What Leaders Need to Know, a five-part webinar series provided trainings on topics such as: building resilience, leading our team through change, and managing stress and uncertainty. Employees also participated in the MRA Diversity, Equity & Inclusion Leadership Conference to gain insights from industry leaders on how to improve workplace diversity.

YWCA Conversations on Race

We partnered with the YWCA Southeast Wisconsin to offer two courses on race: Conversations on Race and Unlearning Racism.

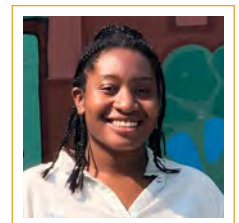
MVP Joins Racial Equity Coalition



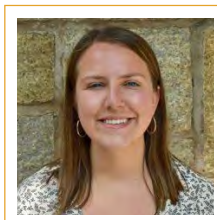
MVP joined a new national coalition to develop training programs that forge a more racially inclusive future for manufacturing. The coalition was launched by The Century Foundation (TCF), the Urban Manufacturing Alliance (UMA), and seven other urban workforce development organizations.

Partnership with Public Allies

Thanks to the Fund for Lake Michigan, MVP welcomed Nia Smith to our team through Public Allies Milwaukee. Public Allies is a social justice organization committed to changing the face and practice of leadership by recruiting and training talented young leaders, with a passion for social impact, to create meaningful change in our community. In her 10-month term, Nia will partner with other area Allies to connect the community to our waterways.



Partnership with Marquette University Trinity Fellows



MVP has had a long-standing partnership with the Marquette University Trinity Fellows program, a graduate fellowship program dedicated to developing urban leaders with a commitment to social and economic justice. In 2020, MVP welcomed Bri Dobiesz to the team as our Fellow. She will focus on communications and fundraising through May 2022.

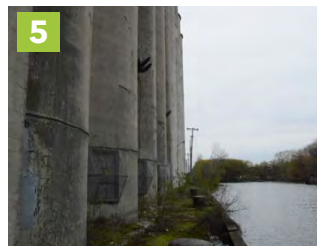
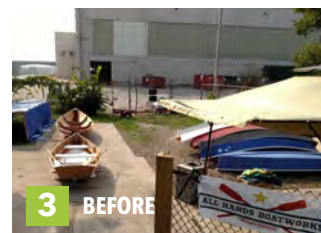
FACILITATE REDEVELOPMENT

STRATEGIC PRIORITY:

Encourage and facilitate high-quality redevelopment of vacant parcels and underutilized properties



COREY ZETTS
Executive Director



1. Rite-Hite Plans Global Headquarters

Rite-Hite, a world leader in the manufacture and sale of loading dock equipment, industrial doors, safety barriers and high-volume, low-speed industrial fans, is building its **new global headquarters** in the remaining 9.3 acres in Reed Street Yards and will bring more than 300 employees to the campus.

2. Wisconsin DNR Moving to the Valley

The Wisconsin Department of Natural Resources is relocating its southeast Wisconsin headquarters to a larger building at 1001 W. St. Paul Ave. Its service center sells hunting and fishing licenses and provides other services to about 5,500 people a year.

3. All Hands Boatworks Completes Renovation

All Hands Boatworks renovated the boatyard at the **Ember Lane Boat Launch**. The nonprofit

uses the boatyard to teach youth to work together to build wooden boats, gain valuable work experience, and row their boats on our rivers for recreation and education.

4. BrewCity CrossFit Expands

BrewCity CrossFit (1539 W. St. Paul Ave) expanded their 11,000-square-foot facility by 4,500-square-feet to add space for weightlifting, turf for pushing sleds, and a café for members. They also welcomed **Milwaukee Barbell**, an Olympic style weightlifting club, to their facility.

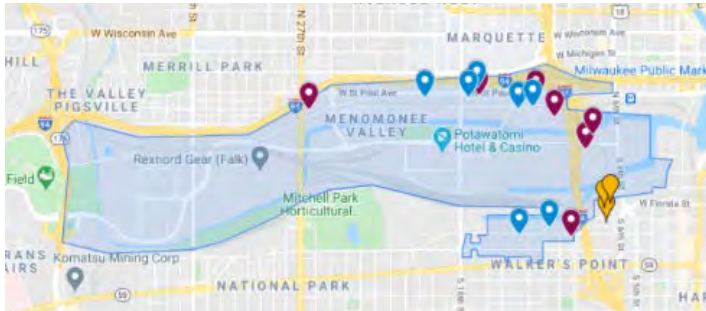
5. Silos to Become Marina

Jerry's Silo Marina is moving to the Valley, taking over the long vacant grain silos along the South Menomonee Canal. The Marina will use the vacant land by the grain silos to store boats and build many of the docks that line Milwaukee's rivers.

FACILITATE REDEVELOPMENT

New Map Shows Properties for Sale & For Lease in the Valley

To help you better find properties for lease and for sale in the Valley, see the [Valley's new property map](#).



Partners Celebrate Completion of Menomonee Valley - From the Ground Up

Once home to the state's largest brownfield, the Valley now supports wildlife and engages children in the wonders of nature as a result of a decade long effort dubbed **From the Ground Up**, which resulted in Three Bridges Park, an extension of the Hank Aaron State Trail, and Urban Ecology Center - Menomonee Valley branch.

The partnership that led this project is coming to an end with the last donations collected in a \$25 million public-private fundraising campaign. Thank you to everyone who made this community changing project possible!

See a list of generous donors [here](#).

FROM THIS:



TO THIS:

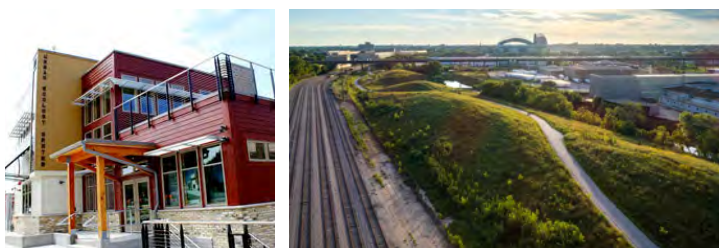


Photo: Eddee Daniel

State's Largest Brownfield Now Certified as Cleaned Up

The largest single site of industrial contamination in Wisconsin has been certified by the Department of Natural Resources (DNR) as cleaned up.

The 120-acre brownfield was home to the Milwaukee Road Shops, which manufactured and repaired rail cars and locomotives, and at its height was one of Milwaukee's largest employers. After the Milwaukee Road went bankrupt in 1986, the property sat vacant. A century of heavy industrial use by the railroad left the area laden with lead, asbestos, chlorinated solvents, and petroleum.

The massive cleanup that followed resulted in the transformation of the site into the **Menomonee Valley Industrial Center & Community Park** and is home to 14 businesses, 1,400+ employees, and 45 acres of parks and trails along the Menomonee River.

FROM THIS:



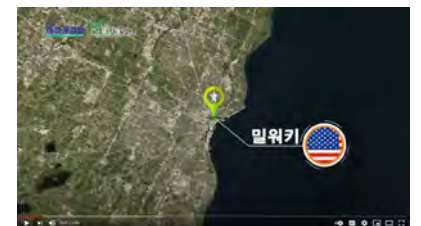
Photo: Eddee Daniel

TO THIS:



Korean Documentary Features Menomonee Valley Industrial Center (MVIC)

The Munha Broadcasting Agency in South Korea featured the **MVIC** in a documentary on eco-industrial parks. The MVIC is a model for sustainable development and has been visited and studied by people from around the world. View the interview with Dave Misky of the Redevelopment Authority of the City of Milwaukee [here](#).



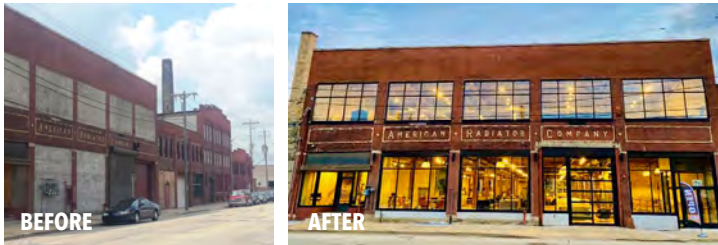
FACILITATE REDEVELOPMENT

DESIGN DISTRICT ON ST. PAUL AVENUE

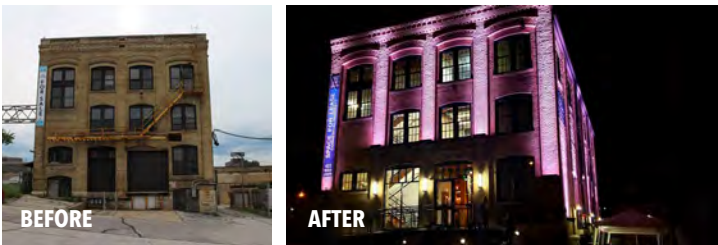
St. Paul Ave Businesses Receive Mayor's Design Awards

Two businesses on St. Paul Ave - Bachman Furniture and Christopher Kidd & Associates - received a Mayor's Design Award in the Old vs. New Category. This award recognizes their added value to the neighborhood by restoring and enhancing their properties in a way that both respects the urban fabric and contributes to the character of the neighborhood's surroundings.

Bachman Furniture



Christopher Kidd & Associates



Businesses Benefit from Synergies in Maturing Design District

Nearly a dozen locally owned design and decor businesses call Milwaukee's maturing St. Paul Ave Design District home - and offerings are expanding! House of Stone is working on a major renovation that will boast a new showroom, six full size kitchen displays, and a Designer Locker Room that designers can use for free to meet with clients. Other businesses within the Design District also support each other. Bachman Furniture has incorporated BBC Lighting products throughout its showroom to create a collaborative shopping experience.



Visit local businesses in the Design District for your next project!

Showrooms, Shops, and Art Museum:

- Bachman Furniture
- BBC Lighting
- Brass Light Gallery
- House of Stone
- INTEC
- ProStar Surfaces
- Riverview Antique Market
- The Warehouse

Contractors and Service Providers:

- Allied Insulation
- Christopher Kidd & Associates
- Guardian Fine Art Services
- LandWorks
- Selarom Construction

DESIGN DISTRICT

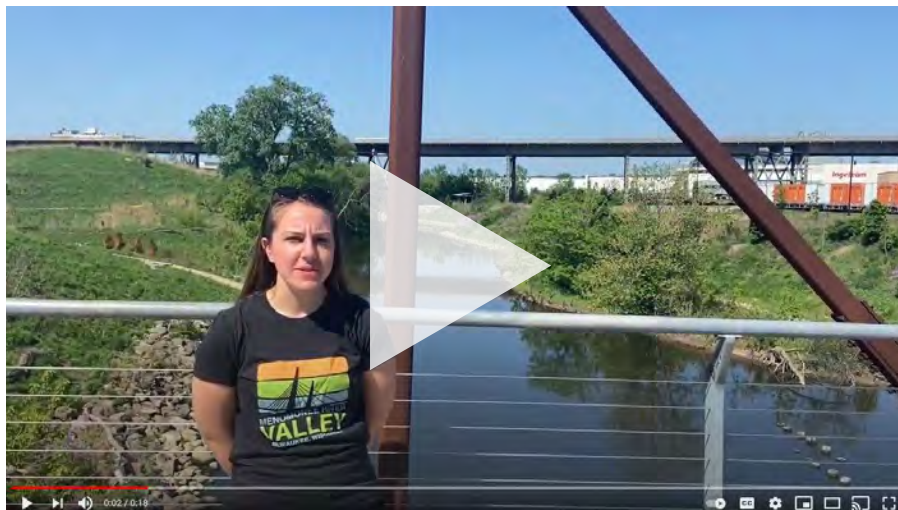
St. Paul Avenue

thevalleymke.org/design

- Antiques
- Art Services
- Cabinetry
- Flooring
- Furniture
- Lighting
- Stone
- And More!

STRATEGIC PRIORITY:

Provide effective transportation access and other infrastructure



Bri Dobiesz
Communications and Fundraising Coordinator

Green Infrastructure Protects Local Waters

The Milwaukee Metropolitan Sewerage District (MMSD), the City of Milwaukee, and the Wisconsin Department of Transportation collaborated on a green infrastructure project, with added community amenities, under I-794. This 16 acre site will have capacity to capture 293,000 gallons of stormwater runoff from the interstate that will ultimately protect water quality of the Menomonee River and Lake Michigan. It will also add connections and walking paths from the Valley to the street grid to the north.



Businesses Launch Lyft Pilot to Address Last Mile Challenge

As of January 2020, the Route 17 bus that ran along Canal Street serving Valley businesses was eliminated. MVP worked with employers to launch a Lyft pilot to help employees with emergency rides to help address workforce transportation issues. Prior to the pandemic, Potawatomi Hotel & Casino ran a test run of the Lyft program. City Lights also partnered with Lyft to help staff with late hours to access transportation. Kudos to these Valley businesses for going the extra mile to help their teams travel that last mile to work!

CONNECTING EMPLOYERS AND WORKFORCE

STRATEGIC PRIORITY:

Connect employers to a regional, job-ready workforce and position local workers to be competitive for upcoming employment opportunities



CATRINA CRANE
Director of
Workforce &
Business Solutions

Pipelines to Youth & Young Adult Employment Symposium

Although building a great connection to the local workforce is top priority for many businesses, the time it takes to learn about programs and resources can be difficult as a manager, business owner, or human resource professional - especially with day-to-day tasks to maintain their current workforce.



The Pipelines to Youth & Young Adult Employment Symposium gave businesses an overview of resources and programs within the local community with a focus on the 16-24 age demographic.

MVP Staff Complete Mission Fuel Accelerator Program

Catrina and Corey completed [Cardinal Stritch's Mission Fuel](#) program, a business accelerator program that helps nonprofit professionals lead more innovative and financially sustainable organizations. Listen to [MVP's radio spot](#) that aired on iHeartMedia's radio stations, just one outcome of our experience.



Mission
Fuel

Connecting Students to Careers

MVP partnered with Milwaukee Public Schools to host virtual career panels to teach students about a variety of career pathways that can be found in the Menomonee River Valley. Each panel focused on a different job sector and featured 4-6 panelists to discuss their roles with high school students.



Rexnord Recognized for Excellence in STEM Education

Congrats to Rexnord Corporation on winning a [Stemmy Award](#), an award by STEM Forward to recognize excellence in STEM education that better prepares graduates for STEM careers. Rexnord is a strong supporter of the Valley's Career Discovery Initiatives.

MAINTAINING A THRIVING DISTRICT

STRATEGIC PRIORITY:

Maintain a thriving, sustainable, urban district, which is home to manufacturing, entertainment, and recreation



Michelle Kramer
Director of Marketing & Business Development

Beautifying the Valley

A group of volunteers came together in late 2019 to form the Valley Beautification Committee. After brainstorming a number of ideas, these are just a few of the successes that resulted in 2020.

The area by the I-94 Interstate at 25th and St. Paul was planted with native plants that will bloom beautifully as they become established. The attention to this gateway is a great improvement for people entering the St. Paul Ave Design District and Valley.

An old sign was converted to a branded sign welcoming visitors to the Menomonee River Valley at W. St. Paul Ave and N 25th Street.



The City of Milwaukee added plantings and a pop of color to the 25th Street roundabout on W Canal St.



MAINTAINING A THRIVING DISTRICT

2020 Valley Week As Vibrant As Ever

Valley Week returned with a mix of socially-distanced, in-person events as well as virtual experiences from September 12 to 19. With a self-guided public art bike tour, blood drive, online cocktail class, sunset kayak tour, virtual luncheon with John Gurda, and more, Valley Week still highlighted the many reasons the Valley is a great place to visit and a great place to work!

See all events and the week's results [here](#). A huge thank you to our generous sponsors for sticking with us in a difficult year. More than 400 participants joined in on the fun!



Public Art by the Friends of Hank Aaron State Trail

People of the Road, completed in 2020, is a five sculpture landmark honoring the railroad workers who carried Milwaukee's name across the country on rails. Richard Taylor, a Milwaukee artist, designed the silhouettes using archived photos from the Milwaukee Road. This monument connects trail users and passers by with the history and culture of the area.

[Learn more about the sculptures](#). Click [here](#) to hear from the artist himself on the sculpture.



Tilted Channel by artist Arlene Shechet was part of Sculpture Milwaukee and became a permanent fixture in the Valley in August 2020. [Learn more](#) or [hear the artist herself](#) discussing this piece.



Photo: Eddee Daniel

Stew Crews Keep Cleaning During the Pandemic

While MVP did not ask Stew Crews to go out during the pandemic, many Valley businesses continued their dedication to keeping the Valley clean and green. We saw crews out from Charter Wire, Rexnord, Zimmerman Architectural Studios, Palermo's, and JM Brennan. We are always appreciative of all businesses who keep our community thriving.

We also would like to give a special thanks to Mike Krajewski, whose efforts to steward the Menomonee Valley Community Park from its earliest days have kept it a beautiful space for all. Congrats on your retirement, Mike!



The Rexnord Stew Crew in action (Mike Krajewski is second from the right)

MAINTAINING A THRIVING DISTRICT



Menomonee Valley Business Association (MVBA) is a Valuable Resource



This year's virtual MVBA meetings worked to strengthen business-to-business relationships, connect businesses with Valley neighbors, and promote economic growth. The meetings continue to serve as the conduit for strengthening business-to-business relationships and growing peer networks. They also offer updates on Valley developments and provide information about valuable resources for Valley businesses.

In addition to regular government and policy updates, topics in 2020 included: supporting remote workers, workforce morale, COVID updates, racial equity, and youth mentorship opportunities.

Community Science Report Documents Ecological Improvements

The Urban Ecology Center's 2018 Community Science Report documents the evolving ecosystem in Three Bridges Park. UEC's team of community scientists have been studying wildlife in the Valley since 2011, two years before Three Bridges Park opened and a year before the UEC's Valley branch opened. Among findings in this most recent report were an additional eight species on the list of 150 species in the park (including a Snowy Owl!) and one of only two sightings of a rare dragonfly in Wisconsin since 2015 (both sightings in Three Bridges Park!) View the 2018 Community Science Report [here](#).



Photos: Urban Ecology Center



MKE It Local Supports Local Businesses

MVP participated in a campaign to support local Milwaukee businesses. Directories of bars, restaurants and retailers in 10 Milwaukee neighborhoods can be found at www.MKEitlocal.com.

MVP STAFF AND BOARD

STAFF

Catrina Crane
Director of Workforce & Business Solutions

Bri Dobiesz
Communications & Fundraising Coordinator

Michelle Kramer
Director of Marketing & Business Development

Nia Smith
Public Allies AmeriCorps Apprentice

Corey Zetts
Executive Director

BOARD OF DIRECTORS

2020-2021

* Denotes members of the Management Committee

Chair

Michael Hatch*
*Partner
Foley & Lardner LLP*

President

Bruce Keyes*
*Partner
Foley & Lardner LLP*

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Jeff Morgan*
*Vice President
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We Energies*

Chytania Brown
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Employ Milwaukee*

Dave Cieslewicz*
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Lafayette Crump
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Milwaukee Department of City Development*

Bill Davidson*
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Karen Dettmer
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Milwaukee Water Works*

Ed Eberle
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Wisconsin State Senate*

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Potawatomi Hotel & Casino*

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Milwaukee Metropolitan Sewerage District*

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*Community Lending Manager
US Bank*

Julie Penman*
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Wisconsin Department of Transportation*

Tracy Wymelenberg
*Director of Government & Community Relations
Aurora Health Care*

Dashal Young
*Project Director, Community Building Milwaukee
Wisconsin Community Services*

We are grateful to Shelley Jurewicz of FaB Wisconsin, Peter Coffaro of Employ Milwaukee, Jon Spigel of Alter Trading Corporation, and Rocky Marcoux of the Milwaukee Department of City Development, all of whom completed their board term of service in 2020.



FINANCIALS AND FUNDERS

STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2020

REVENUE

Grants & Contributions	\$407,250
Interest Income	\$33,998
Donated Services & Facilities	\$94,542
Total Revenue	\$535,790

EXPENSES

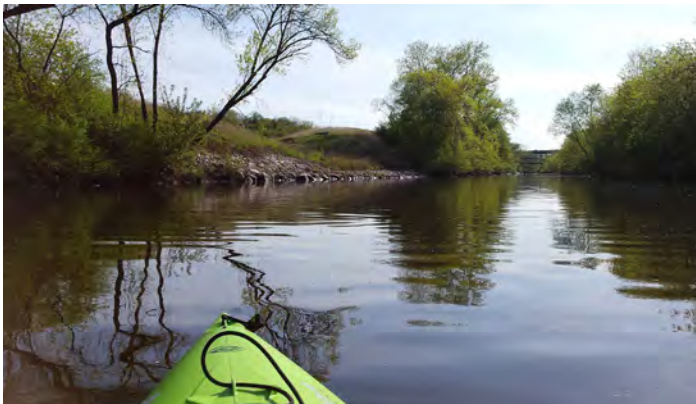
Program Services	\$398,435
From the Ground Up^	\$22,751
Administrative	\$41,240
Fundraising	\$25,020
Total Expenses	\$487,646

NET ASSETS

Operating Reserve*	\$184,771
Pre-development*	\$750,000
Temporarily Restricted	\$5,000
Unrestricted	\$443,170
Total Net Assets	\$1,382,941

^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



FUNDERS

Thank you to all of the organizations and individuals listed below who generously contributed to MVP from July 1, 2019 through June 30, 2020.

View a list of funders who supported Menomonee Valley - From the Ground Up [here](#).

VISIONING PARTNER (\$50,000+)



REVITALIZING PARTNERS (\$25,000-\$49,999)



THANK YOU DONORS



SUSTAINING PARTNER (\$10,000-\$24,999)

City of Milwaukee
Harley-Davidson Foundation
Herzfeld Foundation

SUPPORTING PARTNER (\$1,000-\$9,999)

Advocate Aurora Health
Badger Railing
Bence Build
BMO Harris Bank
Brewers Community Foundation
Cargill
City Lights Brewing Company
Bill Davidson
Dave & Pam Doerr
Greater Milwaukee Foundation
Greater Milwaukee Foundation's
Pat and Grace O'Brien Family
Fund
Harley-Davidson Museum
Mick & Lisa Hatch
Hatco Corporation
The Frieda & William Hunt
Memorial Trust
J.F. Ahern Co.
Dennis & Barb Klein
Komatsu Mining Corp.
Marquette University
Milwaukee Brewers Baseball
Club
Milwaukee Kayak Company
Jeff Morgan
Patrick O'Connor
Palermo Villa, Inc.
Jeff Bentoff & Julie Penman
Plum Media
The Sigma Group
Stamm Technologies
Wisconsin Coastal Management
Program

FRIENDS OF THE VALLEY (\$1-999)

Anonymous
Nora & Daniel Adams
Joe Bachman
Kelly Belot
Todd I & Betty J Berens
Jennifer Bognar Zierer
Mike & Donilynn Brady
Laura Bray
Dr. Michele Bria
Phyllis Brostoff
Robert Brumder
Becky Burton
Janet Carr
Mike Carter
Monique Charlier & Holly
Blomquist
Charter Wire
Pegi Christiansen
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Catrina Crane
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Jill Mengesha
Peter Ogden
James Parks
Paul Polewaczyk
Joann Powell
Professional Placement Services
Leo Ries & Marie Kingsbury
Riverwalk Boat Tours & Rentals*
Sherry Saiki
Paul Schlagenhauf
Robert Schmidt
Sheri Schmit
Stefan Schnitzer & Belle Bergner
Sobelman's Pub & Grill
Jon Spigel
Lora Strigens
Twisted Fisherman Crab Shack
Diane Wais
Michael Weiss
John Wierschem
Tracy Wymelenberg
Corey Zetts
Zimmerman Architectural
Studios

*In-kind donation

Every effort was made to ensure the accuracy of this list. If you notice an error, please accept our apology and contact Michelle Kramer at 414.221.5508 or Michelle@TheValleyMKE.org.



THE OUTDOORS IS ALWAYS OPEN

VIRTUAL, DIY, AND SOCIALLY DISTANCED EXPERIENCES

See the Wonders of Three Bridges Park

Click [here](#) for a tour by Jeff Veglahn, Land Steward at the Urban Ecology Center.

Urban Candlelight Hike

The Urban Candlelight Hike, hosted by the Friends of Hank Aaron State Trail and Urban Ecology Center, brought more than 2,500 winter explorers to Three Bridges Park in 2020.



Photo: Chris Maertz

Sunset Kayak Tours

We led four beautiful kayak tours with Milwaukee Kayak Company on the Menomonee River this summer.



Thank you for your support! We're looking forward to next year!

[CLICK HERE TO SUPPORT THE WORK AHEAD](#)

Signs Take You to the Menomonee River

In partnership with Milwaukee Riverkeeper, MVP put up Milwaukee Urban Water Trail signs that show the community how to get to the Menomonee River at [three points in the Valley](#): Emmer Lane Boat Launch, Valley Passage Boat Launch, and Three Bridges Park Boat Launch.



Significant Increase in Outdoor Recreation

When we all worked together to create 60+ acres of green space in the Valley, we had no idea just how much more important it would become in 2020 when the outdoors became the safest place to be. The Menomonee Valley Community Park and Three Bridges Park saw a **474% increase in use this year**, serving more than 174,000 people! The Urban Ecology Center moved all summer camps completely outdoors, providing support for children and families. Thank you to everyone who helped to create the precious resources for our community.



Hank Aaron State Trail Digital Trail Map

The new digital map is chock full of features you can find along the popular Hank Aaron State Trail: informational signs, entrance points, art, Fixit stations, popular destinations and more. View it [here](#)!