

FROM *WHAT IF*

TO **WHAT'S NEXT**

As we look back at the history of the Valley—especially where the Valley was 20 years ago—it reminds us of the deep challenges the Menomonee River Valley faced. Many of those challenges existed throughout Milwaukee and our region. At times, it seemed insurmountable.

But 20 years ago, a group of people dreamed of “what if?” What if an area that once served as the engine of Milwaukee’s economy again became a powerhouse of production? What if this place in the heart of the city provided good, family-supporting jobs to the surrounding neighborhoods? What if the Valley became a sustainable neighborhood where people could come to connect with nature and each other?

Those people believed that with hard work, meaningful partnerships, and intentional planning, the Menomonee River Valley could become a great place to work and a great place to visit. We count you as one of those daring partners who invested in the “what ifs” for the Valley.

Twenty years later, we look back on incredible progress—thousands of jobs, more businesses and expansions, and deeper connections to nature and the community along the acres and miles of trails and parks. This year’s annual report celebrates how many

of those “what ifs” have become a reality—thanks to the support of friends like you.

In 2020, we are still dreaming of “what’s next.” The work in the Valley is not done, and we look forward to forging stronger connections between residents and Valley job opportunities, developing the remaining parcels along with public Riverwalk access, and ensuring the Valley continues to connect people to jobs, nature, and each other. Thanks to the many funders, partners and friends—like you—the Valley’s future is bright and full of opportunity.



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 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.

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

RECRUIT AND RETAIN

GROWING PRODUCTION

JM Brennan expands on St. Paul Avenue

JM Brennan is growing yet again with the addition of a 13,000-square-foot building to be used for pre-fabrication. Their most recent expansion was in 2016 with a remodel and 35,000-square-foot expansion used for a sheet metal shop, pipe and plumbing fabrication shops, and office space.

Palermo Villa plans expansion, additional jobs

Palermo's Pizza is planning a \$13 million expansion that would allow them to produce 50 million pizza crusts in the Valley each year. The expansion would also add 25 jobs.

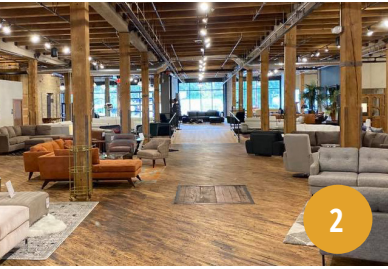
Third Space Brewing expands for the third time

Third Space Brewing just completed their third expansion in less than three years, increasing capacity to more than 10,000 barrels per year. They recently ranked 34th on the Brewers Association list of the fastest growing breweries in the country.

MVP co-hosted the Urban Manufacturing Alliance National Gathering • 1

MVP partnered with the Urban Manufacturing Alliance to co-host the 2019 National Gathering in Milwaukee. The theme, *Building New Narratives for Manufacturing*, showcased how practitioners in Milwaukee and beyond can use stories to break down the stigmas surrounding manufacturing and build a strong maker/manufacturer ecosystem.





The Warehouse is a one-of-a-kind art space in Milwaukee • 4

John Shannon and Jan Serr opened The Warehouse, an art gallery, on the first floor at Guardian Fine Art Services, their new facility that uses state-of-the-art technologies, including museum-level environmental controls, certified security and fire-suppression systems, and highly trained staff. Throughout various shows during the year, the couple exhibits pieces from their private collection and nationally-renowned artists.

THE SAINT PAUL AVENUE DESIGN DISTRICT IS BOOMING!

Bachman Furniture opens on St. Paul Avenue • 2

Bachman Furniture, a 100 year-old, third-generation family business, opened their 60,000-square-foot showroom at 1741 W. St. Paul Avenue. A St. Paul Avenue Exterior Enhancements Grant, supported by the City and Valley Business Improvement District, helped them improve their street presence by transforming the vacant building's exterior.

Family-owned businesses partner to enhance St. Paul Avenue Design District

Bachman Furniture and BBC Lighting, neighboring family-owned businesses, partnered to enhance the growing St. Paul Avenue Design District by creating a one stop shop for furnishings and design. BBC Lighting expanded their offerings into Bachman's showroom.

Christopher Kidd & Associates opens a new office and event venue • 3

Christopher Kidd & Associates recently renovated the historic building at 422 N. 15th Street and opened offices there. MVP worked with Christopher Kidd and the City of Milwaukee to adjust the zoning code to allow them to lease event space as a secondary use in the building—now open as the River Valley Historic Venue, a 3,300-square-foot venue for weddings, businesses, and community and social events.

THE LONG TERM VIEW

Menomonee Valley Riverwalk Design Standards adopted • 5

The Common Council adopted the Menomonee Valley Riverwalk Design Standards for riverfront properties downstream of 25th Street. The Design Standards outline the overall design concept with accompanying features including native plantings, stormwater treatment, materials, and lighting. MVP continues predevelopment work to advance the riverwalk.

Planning continues for the Kneeland Properties

Work continues in partnership with the City of Milwaukee on surveys of the floodplain and dockwall on the Kneeland Properties, a 9.8 acre vacant parcel adjacent to the downtown post office and Milwaukee Intermodal Station. This will lay the groundwork for infrastructure improvements and other steps needed to develop this parcel.

GROWING COLLABORATION

BID welcomes more properties

The Valley Business Improvement District (BID) welcomed properties on Bruce, Pierce, and Virginia Streets—an area of industry aligned with the Valley. District businesses and property owners will work together to plan for the future of this area while leveraging the BID to achieve their vision.



6



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11

CAREER DISCOVERY INITIATIVE

Students explore opportunities in MVP's Career Discovery Initiative • 6-12

More than 300 students from over 10 local high schools and middle schools toured Valley businesses, spoke with professionals, and learned how their current interests connect to meaningful careers right here in the Valley. Thank you to all the companies who participated this year in everything from *Manufacturing Career Days* to *Engineering Career Days* to *Careers in the Trades*:

- Automation Arts
- Cargill
- Charter Wire
- Harley-Davidson Museum
- Ingeteam
- JM Brennan
- Komatsu Mining Corp.
- Materion
- Milsco Manufacturing
- National Plating Company
- Potawatomi Hotel & Casino
- Plum Media
- Rexnord Industries
- Stamm Technologies
- Taylor Dynamometer
- Third Space Brewing
- We Energies
- Wisconsin Department of Transportation
- Zimmerman Architectural Studios

YOUNG WOMEN IN STEM

MVP hosts first Young Women in Real Estate career event • 9, 10

MVP partnered with Wisconsin Commercial Real Estate Women (WCREW) on the first ever Young Women in Real Estate event, which invited women in the industry to speak to young women from Milwaukee high schools. Participants learned about the process of real estate development, visited Bachman Furniture to see a renovation in progress, and learned about the various jobs that touch a real estate deal.

Career Days focus on connecting Young Women to Women Professionals • 11,12

The Young Women in STEM program brought more than 50 students to meet with Valley employees in the trades, engineering, manufacturing, and other careers with low female representation. Students saw a day in the life of women in these fields and spent time asking about career paths and their next steps after school.



12

NEIGHBORS CONNECTING

Connecting nearby residents to Valley jobs • 13

MVP collaborated with Near West Side Partners and Layton Boulevard West Neighbors on Neighborhood Job Recruitment events in each neighborhood. By bringing the job recruitment event and opportunities directly to the neighborhoods, the organizations helped to connect Valley companies and residents in a new model of job fair. Attendees filled out applications at the event and received on-site preliminary interviews for entry-level positions ranging from manufacturing to the service industry. Charter Wire, Ingeteam, Potawatomi Hotel & Casino, PPS, Materion, and QPS/Rishi Tea built new connections in the surrounding neighborhoods through this event.



Neighborhood Housing Tour connects Valley employees to nearby neighborhoods • 14

MVP coordinated a bus tour for Valley employees to learn about nearby neighborhoods, available housing and amenities, and home buying resources. This tour was presented in partnership with Clarke Square Neighborhood Initiative, Layton Boulevard West Neighbors, Near West Side Partners, and US Bank to strengthen the live/work relationship between the Valley and surrounding neighborhoods.



IMPROVE WORKFORCE TRANSPORTATION

Potawatomi tests Lyft program to solve employee transportation issues • 15

MVP worked with Lyft and Potawatomi Hotel & Casino to establish a pilot program to address employees' transportation challenges. Potawatomi is providing employees with free or low-cost rides in certain conditions. While Potawatomi already subsidized bus passes, this program helps in emergency situations or outside of the bus' operating hours. A few other employers including City Lights Brewing Company and Badger Truck are piloting versions of this program as well.



FROM WHAT IF...



MENOMONEE VALLEY
PARTNERS, INC.

Market Study, Engineering, and
Land Use Plan for the
Menomonee Valley

Prepared by
City of Milwaukee

City of Milwaukee
Milwaukee Department of Economic Development
Menomonee Valley Business Association

City of Milwaukee
Milwaukee Department of Economic Development
Menomonee Valley Business Association

1998
MENOMONEE VALLEY
LAND USE PLAN
COMPLETED

1999
MENOMONEE
VALLEY BUSINESS
IMPROVEMENT
DISTRICT FORMED

**NOV
1999**
MENOMONEE VALLEY
PARTNERS WAS
ESTABLISHED

2000
THE FIRST FOUR
MILES OF THE HANK
AARON STATE TRAIL
IS CONSTRUCTED

**JUNE
2002**
NATIONAL DESIGN
COMPETITION FOR
THE MILWAUKEE
ROAD SITE

**SEPT
2002**
6TH STREET VIADUCT
BECAME ICONIC 6TH
STREET BRIDGES

2003
THE CITY OF
MILWAUKEE
ACQUIRED THE
FORMER MILWAUKEE
ROAD SHOPS
PROPERTY

2003
FIRST GREEN
BUILDING—THE SIGMA
GROUP—OPENED

2004
SUSTAINABLE
DESIGN GUIDELINES
CREATED

**MARCH
2006**
CANAL STREET
RECONSTRUCTED

HOW WE CELEBRATED 20 YEARS OF TRANSFORMATION

Play | Explore | Work | Celebrate • 16-19

Learn more about the Valley's history and all it has to offer by viewing the videos below at TheValleyMKE.org.



TO WHAT'S NEXT



SEPT 2006
PALERMO'S PIZZA WAS FIRST TO OPEN IN MENOMONEE VALLEY INDUSTRIAL CENTER



2008
CANAL STREET COMMERCE CENTER COMPLETED

JULY 2008
HARLEY-DAVIDSON MUSEUM OPENED

2010
NEW RIVER ACCESS CREATED AT EMMER LANE BOAT LAUNCH

NOV 2010
VALLEY PASSAGE OPENED



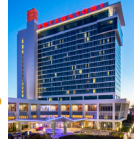
2012
URBAN ECOLOGY CENTER - MEMOMONEE VALLEY BRANCH OPENED



2012
CAREER DISCOVERY INITIATIVE LAUNCHED



2013
THREE BRIDGES PARK OPENED



2014
POTAWATOMI HOTEL GRAND OPENING



2019
VISION FOR RIVERFRONT DEVELOPED

Valley Bingo encouraged people to explore • 20

From July through September, more than 2,000 bingo cards were distributed to encourage people to explore and experience the Valley's many changes over the last two decades. Participants visited businesses, public art, and natural landmarks in the Valley. Many people learned about the Valley's art and nature and visited many businesses for the first time.



20

Urban Escape on tap • 21

The Menomonee River Valley Urban Escape, a collaboration brew by City Lights Brewing Company and Third Space Brewing in honor of their neighborhood, toasted the Valley's 20 years of transformation. This limited edition pilsner was brewed after Valley employees gathered to help brainstorm ideas for a beer that would represent the Valley's history and vibrancy. The beer includes wild rice in honor of the Algonquin word for wild rice, "manomin," which gave the Valley its name. Proceeds were donated to Menomonee Valley Partners.



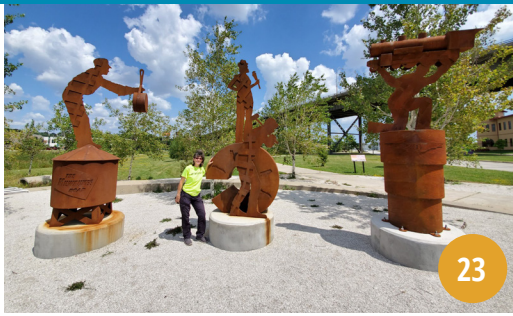
21

20th Anniversary Luncheon • 22

More than 200 partners of the Valley joined us for MVP's 20th anniversary luncheon. We celebrated the Valley's successful transformation over the past 20 years and noted the work ahead, especially connecting residents to Valley jobs.



22



23



25



26



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Photo: Kristine Hinrichs



24

Photo: Kim Forbeck



27

Photo: Eddee Daniel



29

Housing First helped Jeff and Robert move from the street to their own apartments.

Three sculptures unveiled in the Menomonee Valley Community Park • 23

Three sculptures in the new, five-sculpture artistic landmark, *People of the Road*, were installed. The monument honors the thousands of workers who built the locomotives and rail cars that carried Milwaukee's name across the country. The sculptures were installed in the Menomonee Valley Industrial Center, where the Milwaukee Road railroad shops once stood, and reestablish a powerful connection to the site's history.

Second prescribed burn in Three Bridges Park • 24

The Urban Ecology Center conducted the second prescribed burn of an 8.2 acre area of Three Bridges Park. Prescribed burns promote native vegetation growth, kill unwanted woody vegetation in the prairie, and also burn off old plant growth to make way for new growth.

More than 150 volunteer for the Earth Day Cleanup in the Valley • 25, 28

More than 150 volunteers came out to clean up throughout the Menomonee River Valley. Thank you to these amazing volunteers and the many Valley businesses and employees who came out! With support from MVP, the City of Milwaukee NIDC, and the We Energies Foundation, Young Scientists from the Urban Ecology Center also unveiled murals they helped to design along with Artists Working in Education (AWE) on the rain barrels under the 35th Street Viaduct.

Soccer league returned • 26

The Milwaukee Torrent Community Foundation (MTCF) and the Boys & Girls Clubs again partnered to provide youth from clubs north and south of the Valley with free soccer programming in the Menomonee Valley Community Park. The Valley Business League also returned and included 11 teams from Valley companies.

Investment in Milwaukee's waterways is paying off • 27

Smithsonian Magazine recognized the results of investment in Milwaukee's waterways in its article "Milwaukee's Secret Salmon Runs." Since 1993, the city has spent more than \$417 million on continuing water treatment as well as cleanup infrastructure and programs. Now, Milwaukee has some of the cleanest water in the country—both in the taps and in the rivers. One great result for anglers and nature lovers: watching huge salmon fly up the Milwaukee and Menomonee Rivers to spawn, with the city as a backdrop. Great places to watch the spring and fall salmon run include Miller Park along the Hank Aaron State Trail and Three Bridges Park.

Valley businesses supported Housing First • 29

Valley businesses, led by We Energies, donated to the Housing First program and Key to Change to help those who are facing homelessness move to safe, stable housing. More than \$50,000 was contributed through the We Energies Foundation, Derse, Inc., Third Space Brewing's *Give 20* fundraising effort, and funds pooled from Valley companies through the Valley Business Improvement District.

Thank you for the biggest Valley Week yet!

With thirteen events, a commemorative Valley beer to celebrate 20 years of transformation, Valley bingo, and all the Valley's new streetpole banners, Valley Week brought people to explore rivers, learn about job opportunities, and hear stories of transformation! More than 700 people participated throughout the week. Thank you to Valley Week's sponsors, the Planning Committee, and MVP's many partners who helped to spread the word!



Valley Week

MENOMONEE VALLEY PARTNERS, INC.

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Director of Workforce & Business Solutions

Ben Hoekstra
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Corey Zetts
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Julie Penman
Penman Consulting

Sheri Schmit
Wisconsin Department of Transportation

Jon Spigel
Alter Trading Corporation

Lora Strigens
Marquette University

Dashal Young
Wisconsin Community Services

We are grateful to Pat O'Brien of Milwaukee 7, who completed his board term of service in 2019.



STATEMENT OF ACTIVITIES

For the fiscal year ended June 30, 2019

REVENUE

Grants & Contributions	\$482,182
Interest Income	\$33,465
Donated Services & Facilities	\$48,109

Total Revenue \$563,756

EXPENSES

Program Services	\$415,242
Administrative	\$31,222
Fundraising	\$16,207

Total Expenses \$462,671

NET ASSETS

Operating Reserve	\$196,075
Pre-development Fund	\$750,000
Temporarily Restricted	\$104,527
Unrestricted	\$284,013

Total Net Assets \$1,334,615

Fiscal Year 2019
July 1, 2018 – June 30, 2019

VISIONING PARTNERS
(\$50,000+)



REVITALIZING PARTNERS

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



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



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

- Advocate Aurora Health
- Badger Railing
- Bence Build
- BMO Harris Bank
- Brewers Community Foundation
- Cargill
- City Lights Brewing Company
- Bill Davidson
- Pam & Dave Doerr
- Greater Milwaukee Foundation
- Greater Milwaukee Foundation's Pat & 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
(UP TO \$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
- Peter Coffaro
- Catrina Crane
- The Dickman Company, Inc.
- Karen Dettmer
- Ed Eberle
- Angelo Fallucca
- Rodney Ferguson
- Jerome Flogel
- Laura Goranson
- Dennis Grzezinski & Jane Porath
- David Hetzel
- Kristine Hinrichs
- Andrew Holman
- Ingeteam
- Larri Jacquart

THANK YOU!

Shelley Jurewicz
Juli Kaufmann
Bruce Keyes
Herb Kohl Charities
Mike Krajewski
Judy Krause & Susan Winans
Gail Kursel
Katherine Lazarski
Barry Mainwood
Rocky Marcoux
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Jill Mengesha
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James Parks
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Joann Powell
Professional Placement
Services, LLC
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

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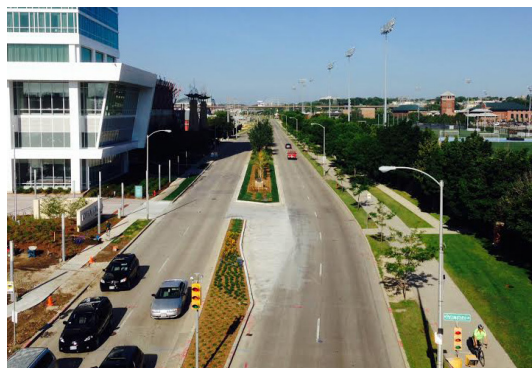


Photo: Eddie Daniel



MENOMONEE VALLEY
PARTNERS
2019 ANNUAL REPORT

FROM *WHAT IF...*
TO **WHAT'S NEXT**

Find out more at thevalleymke.org