



**BUILDING
THE FUTURE**
FROM THE GROUND UP

MENOMONEE
VALLEY
PARTNERS, INC.

2012 Annual Report

BUILDING THE FUTURE: FROM THE GROUND UP

Message from the Leadership

This year we made enormous strides in fulfilling the vision of the Valley. Many major milestones have been met throughout the Valley, especially through *Menomonee Valley – From the Ground Up*, by far the largest capital campaign Menomonee Valley Partners has led. We are just 10%—\$2.5 million—from reaching our goal to complete this effort.

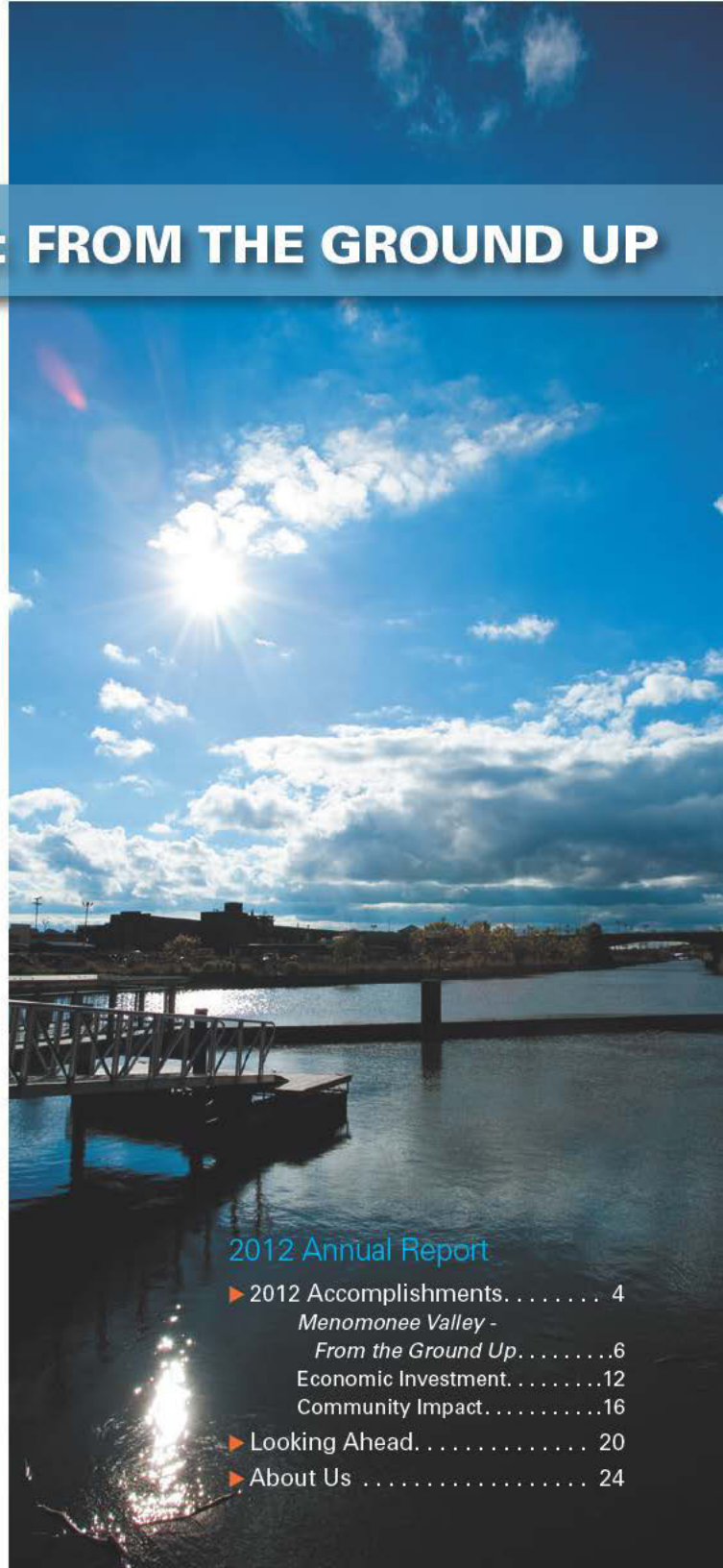
There is more work still to be done throughout the Valley. Nearly 15 years after the plan that created Menomonee Valley Partners and launched the Valley's revitalization, we are beginning a new process to envision the next 20 years. Read on about all that has been happening in the Valley and is being planned for its future.

Thank you for your support over the years.

Mick Hatch
President



Laura Bray
Executive Director



2012 Annual Report

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2012 ACCOMPLISHMENTS



Menomonee Valley – *From the Ground Up* is the largest capital project Menomonee Valley Partners has undertaken. In fact, the vision is so big that we partnered with the State, City, and Urban Ecology Center to implement it.

This \$25-million effort helps connect residents to jobs; provides thousands of kids with hands-on science education at a new outdoor classroom; creates a vibrant river corridor and reduces the threat of pollution in the Menomonee River; and sends a message throughout the country that Milwaukee is a city with a vision. It includes:

- Transforming a vacant lot into a 24-acre park and outdoor classroom
- Three new bike / pedestrian bridges and a six-mile extension of the Hank Aaron State Trail
- Establishing the Urban Ecology Center Menomonee Valley branch

Accomplishments in 2012 include:



Photo: Jeff McAvoy

► **Urban Ecology Center grand opening excites community**

In September the Urban Ecology Center Menomonee Valley branch opened its doors to the public with a festive celebration. More than 1,000 people came to see the new sustainably designed environmental community center, join nature walks, try water sampling, create arts and crafts, or just listen to music and eat ice cream. The building features a green roof, solar thermal, products made in the Valley and donated by Valley businesses, and many recycled pieces that tell a story. Stop in for a tour every first and third Wednesday at 10 am.

Photo: Milwaukee Department of City Development

► **Urban Ecology Center launches programming**

The Center launched its school programs in September, working with eight neighborhood schools to offer students hands-on, outdoor science education. Community programs began at the same time, with daily offerings open to people of all ages including morning bird walks, the Young Scientists Club, water safety, summer camps and more. Explore the Menomonee Valley branch calendar at UrbanEcologyCenter.org to find programs for you and everyone in your family.



Photo: Dave Schlabowske

► **Hank Aaron breaks ground for new park**

After nearly 10 years of planning and the input of hundreds of partners, the community

helped break ground on the transformation of a vacant rail yard into a 24-acre park and the outdoor science classroom of the Urban Ecology Center. Neighborhood kids, bikers, anglers, and residents joined Milwaukee baseball legend Hank Aaron to celebrate this milestone and shovel the gravel into place to create the new segment of the Hank Aaron State Trail. Through a public process, the park was named Three Bridges Park. It will open Saturday, July 20, 2013.

Photo: Troy Freund



► **New bridges installed**

Two new bridges were installed in 2012 and will open in July 2013. These two bridges join the Valley Passage bridge to create three entrances to Three Bridges Park and provide connections to Valley jobs. The bridge at S. 33rd Court crosses the Menomonee River and provides access for fishing, canoeing, and wildlife viewing.

The bridge behind the Mitchell Park Domes crosses a rail line to connect the Valley to the Domes and southside neighborhoods and provides panoramic views of the city.



Photo: Bill Zippel

► **Project management saves \$1 million**

Through careful planning, value engineering, and skilled project management, the *Menomonee Valley - From the Ground Up* team saved \$1 million in 2012, reducing the total budget for the effort from \$26 to \$25 million. A committed team of project managers, designers, and construction crews worked hard to find efficiencies and maximize funds raised for this effort.

► **With 10% to go, *From the Ground Up* launches public campaign**

We have raised \$22.5 million dollars through the generous support of many partners, leaving us only 10% to go to complete the campaign. Donating now will help expand the Urban Ecology Center's programs to double the number of children served. It will turn the new park into an outdoor science classroom. It will build community gardens and engage families in the planting of trees and shrubs, creating a sense of ownership and stewardship of the land for years to come. This transformation will help many discover a sense of wonder in this natural area in the heart of the city.

For a list of our generous donors, and to learn how you can join them in building this legacy from the ground up, please see page 30.



Photo: Kimberly Eckroth

Menomonee Valley Partners works to recruit businesses to the Menomonee Valley and support ongoing economic development and job creation throughout the Valley. Economic investments in 2012 include:



Photo: J.F. Ahern

▶ Valley welcomes J.F. Ahern

J.F. Ahern, a mechanical contracting firm with facilities around the midwest, opened a new facility in the Menomonee Valley in 2012. The 52,000-square-foot building features many green features, including solar panels, a green roof, and a rainwater harvesting system. Rainwater will support 50% of the building's water usage. The facility also showcases the building's mechanical room, the company's line of business, which is enclosed in glass and visible to all who pass. The growing firm brought approximately 70 jobs to the Valley in 2012.

▶ Menomonee Valley Industrial Center reaches jobs goal

Menomonee Valley Partners and the City of Milwaukee have implemented a business recruitment strategy aimed at recruiting 1300 family supporting jobs to the 60-acre Menomonee Valley Industrial Center. When JF Ahern opened this year, the eighth business to locate here, that job goal was attained. The Menomonee Valley Industrial Center still has parcels available for additional job creation.

▶ Twisted Fisherman creates a new Valley destination

A local restaurateur created a new reason for many to visit the Menomonee Valley, the Twisted Fisherman. The site, a former boat storage and repair yard, was renovated into a seafood restaurant with riverfront dining, which makes this section of the Menomonee River a new destination.





► Potawatomi Hotel construction begins

Potawatomi Bingo Casino broke ground on its \$150 million hotel in the Menomonee Valley in 2012. The hotel will feature 381 rooms, an exercise area, a casual-dining restaurant, a lobby bar/lounge and meeting space. The hotel will add about 230 permanent jobs to the 2,600 already existing at the Casino, and 995 jobs will be created during the project's construction. Construction is expected to last about two years with the hotel opening to the public in the summer of 2014.

► Potawatomi biodigester breaks ground

The Forest County Potawatomi broke ground on a new biogas facility in the Menomonee Valley. The anaerobic digester, the first of its kind in southeast Wisconsin, will use liquid food waste to generate power. It is expected to generate two megawatts of clean power that will then be sold back to the power grid.

► Water Accelerator to anchor Valley's east end

The Water Accelerator Building, which anchors Reed Street Yards at the Valley's east end, began renovations in 2012. The building already has tenants on board, including UWM School of Freshwater Science, AO Smith, Badger Meter, and other water-based industries, and will be a catalyst for the redevelopment of the Valley's east end.



Menomonee Valley Partners' programs help businesses and their employees thrive, enrich the surrounding community, demonstrate sustainability, and make the Valley a destination for the greater Milwaukee community and beyond. Highlights of 2012 include:



▶ **New Valley program introduces students to manufacturing careers**

Menomonee Valley Partners began a new program this year, introducing students at high schools near the Valley to manufacturing firms in the Valley, so they could see the types of jobs available and learn about the career paths to these good jobs in their own neighborhoods. With positive feedback from employers and students, this pilot program is planned to grow in coming years.

Photo: Dave Schlabowske



▶ **Valley businesses collaborate to make wellness a priority**

The Menomonee Valley Health and Wellness Committee combined the wellness resources of various businesses and industries throughout the Valley to leverage more benefits than any one business could on its own. In 2012, the committee hosted the Valley Employer Wellness Expo, healthy cooking classes for employees, and led the Valley employee Couch to 5K Program, where participants trained for the Hank Aaron State Trail 5K.

▶ **Valley builds strong community spirit**

Community highlights of 2012 include the Earth Day Clean-up, with more than



500 volunteers; Community Planting Day, where people helped plant flowers and grasses; the Valley's Stew Crews, who adopted sections of the Hank Aaron State Trail and regularly cleaned up, weeded,

and beautified the area; and the Beyond the Canvas event, hosted by Milwaukee Artist Resource Network in the Pedal Milwaukee Building, which showcased art made in and about the Menomonee Valley. The community pride in the Valley was clearly evident at these events. Special awards for community pride were given to Mike Krajewski of Falk/Rexnord, who was recognized as the Valley's Volunteer of the Year, and the Sigma Environmental Group, which was recognized for their landscape improvements along Canal Street and the Menomonee River.

► Milwaukee's largest rainbarrels make a statement

Two 1200 gallon cisterns began collecting water from the 35th Street viaduct in spring 2012. The cisterns, currently Milwaukee's largest rainbarrels, are designed to keep stormwater from entering the combined sewer system or the Menomonee River during storms. A large version of residential



rainbarrels, they demonstrate how much water falls during a rain event. Throughout the drought of 2012, water was used to keep trees alive.

► Not Missing Out campaign lures people to discover the Valley

Menomonee Valley Partners launched a multi-media campaign to celebrate that the Menomonee Valley is now a destination for outdoor recreation. Thanks to businesses around the Valley who posted banners, people discovered the website NotMissingOut.org with images of a dozen things you may not know you can do right in the Valley, from fishing over lunch to joining a weekly guided bird walk to borrowing snow shoes. Discover for yourself all the opportunities to explore in the Valley.



LOOKING AHEAD



► Next phase of Valley envisioned

While much of the Valley has been transformed in recent years, there is still much work ahead. This year marks the 15th anniversary of the Valley Plan, through which Menomonee Valley Partners was created and the revitalization vision shaped. It is now time to update that plan and develop a vision for the next 20 years. Throughout the Valley, 75 acres have been identified for future redevelopment. Given the job recruitment rates of the Valley to date, development of these properties could add hundreds of jobs in the coming years. The City of Milwaukee, Menomonee Valley Partners, and other stakeholders are working together to envision the future of the Valley and create a guiding plan.



Photo: John Weeks

► Trail ramp planned from 6th Street bridge

Designs were developed for a long-planned connection from the 6th Street Bridge's south span to the Reed Street Yards property below. The connection includes a ramp and

a staircase, which will land on Reed Street Yards. This property is slated to become part of Milwaukee's water campus, connecting the Valley and the Walker's Point and Third Ward neighborhoods.

► Reed Street Yards makes progress

Progress was made at the 15-acre parcel slated to become home to Milwaukee's water campus. Pittsburgh Street was renamed Freshwater Way through a public process where more than 600 people submitted suggestions. Plans for extending the street through the site were finalized and construction is slated to begin in mid-2013.

► Three Bridges Park to open July 20

After 10 years of planning, broad-reaching community design processes, investments from public agencies and private individuals, and even a public naming process, Three Bridges Park is set to open to the public on July 20. Mark your calendars and prepare to join us for this celebration of all that we have accomplished together, *from the ground up!*



Photo: John Suhrar

ABOUT US



Menomonee Valley Partners, Inc.

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.

► **Staff**

- Laura Bray, *Executive Director*
- Corey Zetts, *Associate Director*
- Catrina Crane, *Business Resource Manager*
- Anne Cauley, *Fund Development Manager*
- Lauryn Burkhalter, *Communications Coordinator*

► **Board of Directors**

Board of Directors President

Mick Hatch, *Foley & Lardner LLP*

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Julie Penman, *Penman Consulting*

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Treasurer

Jeff Morgan, *Allied Insulation Supply Company*

Members

- Todd A. Adams, *Rexnord Industries, LLC*
- Rana Altenburg, *Marquette University*
- John Brennan III, *J.M. Brennan, Inc.*



Photo: John Suhar

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Preston Cole, *Milwaukee Department of Public Works*

Bill Davidson, *Harley-Davidson Museum*

Angelo Fallucca, *Palermo Villa, Inc.*

Robert Garvin, *We Energies*

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Patrick Henderson, *Quad/Graphics*

Bruce Keyes, *Foley & Lardner LLP*

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Pat O'Brien, *Milwaukee 7*

Kip Ritchie, *Potawatomi Business Development Corporation*

Sheri Schmit, *Wisconsin Department of Transportation*

Kelly Skindzelewski, *Potawatomi Bingo Casino*

Jennifer Steiner, *United Community Center*

Statement of Activities for the Fiscal Year Ended June 30, 2012

Revenue

Grants and contributions	232,191
<i>From the Ground Up</i> contributions	496,469
Interest income	1,475
Donated facilities	17,987

Total Revenue **\$748,122**

Expenses

Program services	139,059
<i>From the Ground Up</i>	541,766
Administrative	23,243
Fundraising	5,348

Total Expenses **\$777,299**

Net Assets

Operating reserve*	438,449
Pre-development fund*	563,499
Temporarily restricted	4,500
Unrestricted	131,852

Total Net Assets **\$1,138,300**

*Board designated



Photo: Richard Bublitz

▶ Menomonee Valley Partners Donors

through June 30, 2012

Todd & Sheri Adams	Praveen Jeyarajah
Allied Insulation Supply Company	Joy Global
Rana Altenburg	Bruce & Diane Keyes
Helen Bader Foundation	Local Initiatives Support Corporation (LISC)
Baird Foundation, Inc.	Rocky Marcoux
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BMO Harris Bank	Milwaukee Economic Development Corporation
The Lynde and Harry Bradley Foundation	Menomonee Valley Business Improvement District
Brewers Community Foundation	Dave & Lisa Misky
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Forest County Potawatomi Foundation	Kip & Nancy Ritchie
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Kurt & Laura Goranson	Kelly Skindzelewski
Cecelia Gore	Jennifer Steiner
The Harley-Davidson Foundation	US Forest Service
Mick & Lisa Hatch	WHEDA
Healthier Wisconsin Partnership Program	Wisconsin Energy Foundation
The Herzfeld Foundation	

Thank you.

► **Menomonee Valley – From the Ground Up Donors**

Thank you to the more than 200 people who have donated to the *Menomonee Valley – From the Ground Up* effort. We have only 10% left to raise in order to complete this effort. Now is the time to get involved!

Your donations will help expand the Urban Ecology Center’s programming to double the number of children served. It will turn the new Three Bridges Park into an outdoor science classroom, create community

gardens and engage families in the planting of trees and shrubs. This transformation will help many discover a sense of wonder in this natural area in the heart of the city. Please join us today!

To join us in building a legacy, *from the ground up*, use the enclosed envelope, visit MenomoneeValley-FromTheGroundUp.org, or contact Anne Cauley, Anne@RenewTheValley.org or 414-274-4660.

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All donors (in-kind, cash and pledge) through 5/31/2013. Every effort was made to ensure the accuracy of this list. If you notice an error, please accept our apology and contact Anne Cauley at (414) 274-4660 or Anne@RenewTheValley.org.

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Walker & Donna Young
 Walker Young & Susan Lodl Young

Thank you.



Rendering: Wank Associates

THREE BRIDGES PARK OPENING JULY 20, 2013!



▶ **Mark your calendar**

- **Three Bridges Park Grand Opening:**
Saturday, July 20
- **Hank Aaron State Trail 5K Run/Walk:**
Saturday, August 10
- **Wild Space Dance Company performance in the new park:**
Thursday, September 19
Friday, September 20
Saturday, September 21
- **Doors Open Milwaukee:**
Saturday, September 21
Sunday, September 22

Photo: Troy Freund

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Milwaukee, WI 53203
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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.

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