

Business Improvement District #26
2010-11 Annual Report

The Menomonee Valley Business Improvement District (BID #26) Board of Directors adopted its 2010-11 Operating Plan in August of 2010. In this program year the following administrative actions occurred:

Board of Directors

In the 2010-11 year, we reappointed John Jennings to the board for another term. We also developed a component to meetings that includes all board committee chairs to share directly with BID directors on results and progress to help best meet business needs. The leadership for the BID #26 is as follows; John Brennan – President, Larry Stern – Vice-President, John Jennings – Treasurer, Pat Fitzgibbons – Secretary, David Brien – Member at Large, Art Downey – Member at Large and Jeffery Morgan – Member at Large .

Finances

The BID contracted with Scribner Cohen to provide an audit. The BID assessment for 2010 totaled \$114,016. Per its Operating Plan, the BID paid \$80,000 to Menomonee Valley Partners, Inc. for staffing the BID programs; \$4,401.54 in audit expenses; \$7,245 The Menomonee Valley Resource Calendar; \$156.20 for graffiti removal services; \$2,377.51 for the Milwaukee Brewer Outing; \$928 for Annual BID Member Meeting; and \$1,817.20 for the Menomonee Valley Health and Wellness Expo. Dues collected from the Menomonee Valley Business Association totaled \$1000.00. The Board voted to make a contribution of \$2,000 to the Friends of the Hank Aaron State Trail in support of the 10th Annual Hank Aaron State Trail Run/Walk. The BID completed its 2010-11 fiscal year with \$82008.06 in its account.

ACTIVITIES OF MENOMONEE VALLEY PARTNERS, INC. AS STAFF TO THE BID

In June 2010, BID #26 renewed its ongoing partnership with Menomonee Valley Partners, Inc. (MVP) through entering into a one-year agreement, through which the BID will contribute \$80,000 in funding towards MVP's programmatic activities benefitting the BID. MVP facilitated various programs to improve the district in key areas, including safety, hospitality and maintenance, economic development, transportation, physical improvements and marketing and special events. The accomplishments and highlights of the past year include:

Business Recruitment

MVP works to recruit to the district new businesses that provide family supporting jobs and contribute to the Milwaukee economy.

- In 2010-11, the following tenants opened their doors: Helios USA, LLC, Zimmerman Architectural Studios, Harwood Engineering Consultants, LTD, Aurora Healthcare, the Bridge Health Clinics & Research and Ingeteam Inc.

Palermo Villa completed its 135,000 sq. ft. expansion of its headquarters which nearly doubled its size. These companies have brought over 900 additional jobs to the Valley. Recently announced moves include Suzy's Cream Cheesecakes Inc. which will move into a new 50,000 sq. ft. facility, and J.F. Ahern, which plans to construct a 67,000 sq. ft. facility, both in the Menomonee Valley Industrial Center. Both of these companies also plan to pursue LEED certification. With these two announcements, there is only 7.8 acres remaining in the Industrial Center, which has nearly hit the 1280 targeted job count for the entire site.

- MVP hosted the 4th Annual Menomonee Valley Real Estate Open House in partnership with Chase Bank at the Tannery office complex. The event drew more than 100 real estate professionals that attended to network and learn about the Valley development opportunities.
- MVP staff met regularly with brokers, real estate advisors, business owners, and others to direct interested parties toward development opportunities within the Menomonee Valley.
- The City approved the 17-acre Reed Street Yards project TID. The site is slated to become part of the M7 Water Campus and serve as a water technology R&D hub and serve as the new home of the University of Wisconsin – Milwaukee School of Freshwater Science headquarters and conference center. Construction is slated to begin on the site later this fall.
- The City of Milwaukee has approved a pilot program for St. Paul Avenue businesses to receive grant dollars to aid in their façade and landscaping improvement projects. The St. Paul Enhancement Grant is a program design to help business owners with exterior infrastructure updates that will improve the look and overall appearance of the St. Paul area.
- The City approved tax incremental financing for two areas in the Valley, the Milwaukee Light complex on N.25th St. and Reed Street Yards property on the Valley's east end. Zimmerman Architectural Studios has renovated and will lease a key building in the Milwaukee Light complex. Reed Street Yards is slated to become an anchor in the M7 Water Campus.

Business Services

MVP provides services that help district businesses in various ways:

- The Menomonee Valley Employee Calendar was revised to make a sleeker yet more appealing calendar. The Resource Guide was pulled out and given to businesses to use as needed so that it was easier to update. Both resources provide Valley employees and employers with information such as Brewer game dates to connections on nearby housing to restaurant options along with ways to get involved in Valley events.
- For the second year Milwaukee County has maintained the Canal Street bus route (#17), without financial assistance from the BID. Valley businesses continue to be more accessible to the surrounding workforce. The BID continues to provide support to MCTS as needed with updates on worker use, scheduling and services.
- MVP partnered with Discovery World Museum and Journey House Urban Careers Institute, to develop the Discover the Valley Workplace Fair. This fair allowed students and their parents the opportunity to learn about the various jobs

in the Menomonee Valley and speak directly with 11 Valley business owners or hiring managers about the opportunities or schooling needed to get employed at their facilities. Nearly 200 residents attended the fair.

- The BID increased capacity of the Business Resource Committee by creating a sub-committee, which focuses on Workplace Wellness. This committee has members that work together to promote and network with one another to develop programs, training events, and activities for the entire Menomonee Valley. This helps to support small businesses without budgets who want to explore health and wellness offerings. Together the Valley is creating healthier workplaces and reductions in healthcare costs.
- Hosted the first Menomonee Valley Workplace Wellness Expo at the Potawatomi Bingo Casino, with over 20 vendors participating. This event was designed to connect business representatives with minimal knowledge of workplace wellness or those seeking to learn what has been successful at other local businesses the opportunity to network and learn about local wellness service providers.
- A new program that has been developed and offered to Valley companies is the Menomonee Valley Business-to-Business Connector. This Connector provides Businesses the opportunity to develop relationships within local Valley businesses to buy and sell products.
- Increased the capacity of the Business Resource Committee by engaging new representatives from several businesses in developing new and improving existing structure.
- Created cluster neighborhoods in coordination with the Milwaukee Police Department District 3 in order to provide more timely and accurate information on policing efforts. It has been a slow start getting them totally functional but we have had several incidents that were easily communicated to local businesses as a result of the cluster groups.
- Organized the bi-monthly Menomonee Valley Business Association luncheons, providing district businesses with updates on Valley happenings as well as networking opportunities.
- Organized bi-monthly Menomonee Valley Business Improvement District meetings that the Chairpersons of each committee can come in to speak with the BID Board about objectives, plans and goals and develop new strategies together.

Park Planning

MVP facilitates the planning of the Menomonee Valley Community Park to provide community greenspace, biking and walking trails, access to the Menomonee River, and make these amenities available to Valley employees, their families, and community members. This year, MVP:

- In November of 2010, construction was completed on the Valley Passage, the bike / pedestrian bridge that reconnects the Menomonee Valley to Silver City neighborhood. This new bike and pedestrian connection rejoins the Valley and south side neighborhoods at 37th and Pierce St. On the walls of the Valley Passage is a mural that reflects the Valley's past and the history of surrounding neighborhoods.

- In November of 2010, construction was completed Hank Aaron State Trail extension. Now you can take the Trail from Lake Michigan to 94th place to visit some of Wisconsin's biggest tourist destinations.
- Coordinated the Earth Day and the Community Planting Day events, which drew more than 500 volunteers into the Valley. Participants gathered more than 4000 pounds of litter, removed invasive species, performed maintenance on structures in the park, and planted hundreds of trees and native plants.
- Led the planning and fundraising for additional park construction.
- Facilitated the fourth year of programming of the Stewardship Program through which business "Stew Crews" adopt a section of the Valley, committing three hours per month to removing trash or planting along the Trail. Three additional teams were recruited this year, bringing the total number of Stew Crews to 12.
- Redesigned and executed the Seeds for the Future program, through which more than 100 students from neighborhood schools were educated on the history of the Valley and its redevelopment, and then participated in a planting activity.

Outreach and Marketing

MVP provides education, outreach and marketing regarding the needs and accomplishments of the District

- Sponsored the 11th Annual Hank Aaron State Trail 5K event, which brought over 1500 people to the Valley to have their annual tour of the Menomonee Valley along the Hank Aaron State Trail. This was a record setting year for attendance.
- The redevelopment of the Menomonee Valley is breathtaking and was captured in various art forms in fall of 2010 with the Beyond the Canvas event held in the Valley. Local artists spent two weeks in the Menomonee Valley creating works for art and using the Valley as its canvas. The culminating event featured the completed works and was open to the public.
- Distributed a business eNewsletter every other month, containing information that markets resources in and surrounding the Valley to Valley businesses.
- Distributed a Valley eNewsletter to over 2500 individuals, promoting the developments of the District to the entire Milwaukee community.
- Conducted outreach and promotion regarding redevelopment of the District, including presentations to legislators, professional associations, local civic groups, and national conferences.

Improvement Projects within the District

- Completed a River Improvement Project for a long term solution to problems of debris collection and access to the Menomonee River at Emmer Lane, in partnership with Milwaukee Riverkeeper, City of Milwaukee, Wisconsin Coastal Management Program, and district businesses.
- MVP and the Urban Ecology Center are currently planning and fundraising to open an Urban Ecology Center branch just south of the Valley, which would use the Menomonee River and Hank Aaron State Trail as a learning laboratory, this site is scheduled to start construction in the spring of 2012.
- In partnership with the City of Milwaukee, the MV BID designed a program for St. Paul Ave. businesses to improve their buildings and bring additional green

space along the corridor. The program, St. Paul Enhancement Grant provides financial resources to those businesses to help provide exterior infrastructure improvements.

- Manage the contracts for the landscape restoration of the 24-acre project, including a landscape installation process for the Airline Yards area.
- Begin to facilitate two public land agreements that are associated with the Airline Yards project; (1) will facilitate the development of the ownership and maintenance agreement and shepherd it through city, county, and state legislative processes and (2) to transfer the easement rights and responsibilities from the Redevelopment Authority to the WDNR and City for public lands north of the river, and assisting the city in developing a financing and long-term maintenance plan for this land.

Administrative activities

- Providing general staffing services to the work of the BID Board and its committees

Graffiti Removal Program

- The Board entered into an agreement in 2010 with the City of Milwaukee Department of Neighborhood Services, through which the City and the BID would each pay for half of the cost for removing graffiti from private parcels throughout the district. The BID budgeted \$2,000 for graffiti related expenses, for the second year graffiti costs were significantly lower at \$156.20. Although the cost spent on graffiti removal from businesses was minimal, we were tagged frequently near 37th/Pierce St., the Valley Passage, which is just outside of the BID. The Department of Neighborhood Services and Menomonee Valley Partners, Inc. took on the majority of the costs to repaint the area; however, the graffiti removal needs were quite extensive.