

Business Improvement District #26  
2008-09 Annual Report

The Menomonee Valley Business Improvement District (BID #26) Board of Directors adopted its 2008-09 Operating Plan in July 2008. In this program year the following administrative actions occurred:

**Board of Directors**

There were no new appointees to BID #26 in the 2008-09 year. The term of Ms. Cindy Coakley of Milwaukee Hydraulic has expired, and the Board will elect a new director to fill this position in the 2009-10 year.

**Finances**

The BID contracted with Komisar Brady to provide an audit. The BID assessment for 2008 totaled \$112,181.00. Per its Operating Plan, the BID paid \$80,000 to Menomonee Valley Partners, Inc. for staffing BID programs; \$10,000 to the operation of the #17 Canal Street bus route; \$1,000 for river skimming services; \$186 for graffiti removal services; \$1,750.00 for audit expenses; and has earmarked \$1,500 to reimburse MVP for payment of the BID Directors and Officers Insurance. The Board voted to make a contribution of \$2,000 to the Friends of the Hank Aaron State Trail in support of the 9<sup>th</sup> Annual Hank Aaron State Trail Run/Walk. In 2008, the Menomonee Valley Business Association dissolved as a separate entity and became a committee of the BID, transferring the MVBA account balance of \$5,758.48 to the BID account. The BID completed its 2008-09 fiscal year with \$63,426.03 in its account.

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

In June 2008, 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 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:

**Graffiti Removal Program**

The Board entered into an agreement in 2008 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. Graffiti costs in 2008 far exceeded the amount budgeted by the City and the BID. The City provided relief to the Valley by increasing the BID's contract amount at the end of the fiscal year to cover the costs. In early 2009 the BID created a not-to-exceed limit on each property to help provide funding resources throughout the year.

### **Milwaukee City-wide BID Council**

The District Board has continued to participate in the Milwaukee Business Improvement District Council. BID staff Ms. Corey Zetts serves in a leadership role on the Council's Executive Committee as the Vice-President. The Council is working to educate all BID Districts on important issues and advocate on behalf of the BIDs in resolving issues that impact multiple BIDs, such as assessment issues with the City and expediting the nomination process for BID Board members.

### **Business Recruitment**

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

- In 2008, the BID welcomed the following businesses to the Valley: Derse, Prolitec, PGW Auto Glass, Sign-A-Rama, Engineers & Scientists of Milwaukee and Paoledex. Charter Wire broke ground for their new facility in the Menomonee Valley Industrial Center
- MVP hosted the third annual Menomonee Valley Real Estate Open House to showcase the progress of the Valley and highlight additional development opportunities within and surrounding the Valley
- MVP met regularly with brokers, real estate advisors, business owners, and others to direct interested parties toward development opportunities within the Menomonee Valley

### **Business Services**

MVP provides services that help district businesses in various ways:

- Facilitated the programming updates to the Canal Street bus route (#17) to ensure Valley businesses are more accessible to the surrounding workforce
- Successfully sought additional funding from the Milwaukee County and Job Access and Reverse Commute program to continue the Route 17 bus through the entire 2009 year
- Organized the second and third Menomonee Valley Workforce Forum, bringing the spotlight to Valley businesses as they discussed strategic solutions for workforce recruitment and retention strategies
- Assisted Valley employers in developing new and improving existing workforce linkages through the Business Resource Committee
- Increased the capacity of the Safety Committee to not only focus on improving security throughout the Valley but to also provide training opportunities for Occupational Safety to all businesses
- Completed the 2<sup>nd</sup> Menomonee Valley Employee Resource Calendar, full of resources for Valley employees, from nearby housing and restaurant options to ways to get involved in Valley events
- Organized the bi-monthly Menomonee Valley Business Association luncheons, providing district businesses with updates on Valley happenings as well as networking opportunities

## **Park Planning**

MVP facilitating 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.

- Sponsored the annual Hank Aaron State Trail 5K event, which brings over 1000 people to the Valley
- Leading the planning and fundraising for additional park construction
- Progressed the design of the Valley Passage, which will connect the Valley to the neighborhoods to the south
- Facilitated the 2<sup>nd</sup> 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; two additional business/community partners joined the program this year
- Progress continues with the Seeds for the Future program through which six neighborhood schools learn about the Valley in their school then spend a day planting in their new community park.

## **Outreach and Marketing**

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

- Distributes a business eNewsletter every other month, containing information that markets resources in and surrounding the Valley to Valley businesses
- Distributes a Valley eNewsletter to over 2500 individuals, promoting the developments of the District to the entire Milwaukee community
- Conducts outreach and promotion regarding redevelopment of the District, including presentations to legislators, professional associations, local civic groups, and national conferences.
- Promoted the Valley’s green space with an original site specific art installation by Wild Space Dance Company whose performance engaged the chimneys and the 35<sup>th</sup> St. viaduct stairway with exciting dance and movement, drawing new audiences to the Valley, as well as the Milwaukee River Challenge, which used the Menomonee River for the first time this past year
- Installation of environmental art using natural materials found in the Valley to create an archway to the park that was completed by youth in the Walker’s Point Center for the Arts Summer Program
- Maintenance of the [www.RenewtheValley.org](http://www.RenewtheValley.org) website as a resource for interested partners and businesses

## **Improvement Projects within the District**

- Implemented 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, Department of Natural Resources, and district businesses
- Facilitated the development at 3700 W. Pierce Street by assisting the Urban Ecology Center in identifying the location for their Valley branch, scheduled to open in 2012

- Facilitated and formed a Community Advisory Committee to guide the community needs and concerns in the planning, design, and construction of the Valley Passage project
- Brokered the relationships to create a master agreement between eight parties (Dept. of Natural Resources, Dept of Transportation, Dept of Administration, City of Milwaukee, Redevelopment Authority, Stadium District, Miller Park, and Canadian Pacific Railway) involved in the land transactions, easements, and maintenance responsibilities for the Valley Passage project, scheduled to open in 2010
- Lead an RFP process to identify a design and engineering consultant team to work on behalf of the DOT on the Airline Yards and pedestrian bridges project, which will create 24 acres of park and two additional pedestrian bridges.

**Administrative activities**

- Securing an independent certified audit and securing insurance for the activities of the District Board
- Providing general staffing services to the work of the BID Board