

Business Improvement District #26
2012-13 Annual Report

The Menomonee Valley Business Improvement District (BID #26) Board of Directors adopted its 2012-13 Operating Plan in August of 2012. In this program year the following administrative actions occurred:

Board of Directors

In the 2012-13 year, Business Improvement District #26 reappointed John Jennings to the board for another term. The leadership of the BID #26 is as follows; John Brennan – President, Larry Stern – Vice-President, John Jennings – Treasurer, N/A – Secretary, David Brien – Member at Large, Art Downey – Member at Large, Matt Leu – Member at Large and Jeffery Morgan – Member at Large.

Finances

- a. The BID contracted with Scribner Cohen to provide an audit. The BID assessment for 2012 totaled \$123,219.00. Per its Operating Plan, the BID paid \$80,000 to Menomonee Valley Partners, Inc. for staffing the BID programs; \$ 2,100.00 in audit expenses; \$7,604.30 The Menomonee Valley Resource Calendar; \$151.86 for graffiti removal services; \$2,300.00 for the Milwaukee Brewer Outing; \$426.26 for Annual BID Member Meeting; the second disbursement of \$10,000 towards its 10-year \$100,000 pledge to UEC/MVP Project Inc.; \$2,586.00 for the Menomonee Valley Health and Wellness Expo and \$1,227.98 Directors & officers Insurance. Dues collected from the Menomonee Valley Business Association totaled \$900.00. The Board voted to make a contribution of \$2,000 to the Friends of the Hank Aaron State Trail in support of the 13th Annual Hank Aaron State Trail Run/Walk. The BID completed its 2012-13 fiscal year with \$127,779.30 in its account. **The total amount of expenses were \$108,964.40.**
- b. In the FY2012, the BID approved two façade improvements through the St. Paul Exterior Enhancement Grant Program. The BID share of these projects is \$11,250 and these funds are encumbered toward these two projects. There are still funds available through the façade improvement program. No new projects were completed in FY2013 however two inquiries were made.

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

In June 2012, 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 and its members. 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 2012, we welcomed two new businesses to the Valley. J. F. Ahern, a mechanical contracting firm opened a new facility in the Menomonee Valley. The design of the building has many green features and stands as a showcase to the products it sells. The firm brought approximately 70 new jobs to the Valley. A former boat yard was renovated into a beautiful seafood restaurant with riverfront dining. The Twisted Fisherman has become a destination for many visitors for a great dining experience.
- Within the next fiscal year two companies are planned to make the Valley their home. Solaris Inc., a maker of medical compression garments has plans to acquire a site to develop a 67,200 sq. ft. building. Rishi Tea also has announced plans to develop in the Valley. Once those plans are solidified less than 2.5 acres of land will be left for development in the Menomonee Valley Industrial Center.
- The Potawatomi Bingo Casino broke ground on two projects this year. The Potawatomi Hotel began the construction of 381-room hotel that will feature a restaurant, bar/lounge and meeting space. The hotel will add about 230 jobs to the 2,600 already existing at the Casino. They also broke ground on the new biogas facility. This facility is an anaerobic digester and the first of its kind in southeast Wisconsin that will use liquid food waste to generate power.
- 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 Water Accelerator building located within Reed Street Yards already has tenants on board prior to completion. Tenants include UWM School of Freshwater Science, AO Smith, Badger Meter and other water-based industries.

Business Services

MVP provides services that help district businesses in various ways:

- The 2013 Menomonee Valley Employee Calendar was designed to work as a companion to piece to the, “Don’t Miss Out” campaign created by the Marketing Committee and the newly designed Menomonee Valley website. With the use of any smart phone and a QR code scanner, visitors can learn about destinations in the Valley in seconds by simply scanning it. The integration of print and web provides information instantly to your fingertips.
- The Health & Wellness Committee continues its commitment to making the Valley employees healthy by developing effective programs that help business combat escalating healthcare costs. The Committee was awarded the Community Engagement Award by their peers in the Menomonee Valley Business Association Awards Ceremony. They also were presented with the Spirit Award in the 2012 Hank Aaron State Trail 5k Run/Walk.

- The Menomonee Valley worked with the Milwaukee Public Schools to develop a program that introduced area high school students to the many fabulous careers that can be found in our district. In October students from Bradley Tech were able to tour and learn about fascinating careers in Manufacturing. In May students from Hamilton and Riverside visited businesses to learn about careers in Engineering. Businesses that participated in those events were Joy Global, Rexnord Industries, Taylor Dynamometer, Harley-Davidson Museum, Palermo Villa, Inc., Charter Wire, Ingeteam, Harwood Architectural Studios and Zimmerman Architects.
- The Canal Street bus route (#17) still remains a useful transit option for Valley employees and visitors. The route is largely funded through Job Access and Reverse Commute Funds (JARC). The BID assists Valley Businesses and the Milwaukee County Transit with assistance by connecting them to provide discounted services for riders, transition of route schedules to best fit the need of workers as well as communication of relocation of stops during construction.
- The 3rd Menomonee Valley Workplace Wellness Expo was hosted by Potawatomi Bingo Casino. The Milwaukee Business Journal served as a media sponsor. Vendor and attendee reaction to this event shows that this is still a very useful event to connect decision makers at local businesses to programming and services their employees could benefit from. 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.
- The Menomonee Valley Business Association held its first Awards Program on December 11, 2012 and The Ambassador Hotel was the host. It was a great night of fun and networking. The event honored businesses, organizations, and individuals who have made considerable contributions to the development of the Menomonee Valley.
- The goal of the Menomonee Valley Public Safety Committee for the 2012-13 year was to connect with the District 2 Police Department. For many years the two organizations have been disconnected. In preparation of the redevelopment efforts taking place in Airline Yards it was crucial to develop a better relationship. There are over 20 businesses along the southern boundary of the Valley that are also in this district; each having a difficult time developing a connection as well. We have been successful at developing new contacts and will continue to work on building a strong trusting relationship.
- Organized and conducted monthly meetings and activities to engage Valley businesses and its employees in additional Health & Wellness opportunities in partnership with the 9 businesses that make up the Health & Wellness Committee.
- 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:

- Facilitated and coordinated a multi-year comprehensive effort titled, *Menomonee Valley – From the Ground Up*. This effort has reached a major milestone in development and is now just 10% - \$2.5 million from reaching the completion goal.
- Celebrated the grant opening of the Urban Ecology Center – Menomonee Valley in September of 2012. The huge celebration brought over 1,000 visitors to explore the new environmental community center. In the fall, the center began working with 8 neighborhood schools and offering community programming. Visitors are able to take tours of the Valley, join summer camps, participate in bird walks and many more exciting events.
- After 10 years of planning the transformation of the vacant rail yard into a 24-acre park and outdoor classroom, we now see the fruits of our labor. River cuts were completed providing an amazing view from the Valley to the bluffs. Bridges were installed at 33rd Court crossing the Menomonee River and behind Mitchell Park Domes to build neighborhood connections. The gravel was laid to create a new segment of the Hank Aaron State Trail. All final pieces of the park were put into place. The grand opening took place on July 2013.
- Conducted a great marketing process for the public to choose the name of the new 24-acre park. We received over 700 submissions. A team of dedicated volunteers along with MVP, UEC, DNR, RACM, Potawatomi meet to review these names and select the final name. After the process was complete the name chosen for the park is, Three Bridges Park.
- Coordinated Earth Day and Community Planting Day which drew more than 500 volunteers into the Valley. Participants gathered litter, removed invasive species, performed maintenance on structures in the park, and planted trees and native plants.
- The Valley now has Milwaukee’s largest rainbarrels collecting water underneath the 35th St. viaduct. They are designed to keep Stormwater from entering the combined sewer system or the Menomonee River during storms.
- Led the planning and fundraising for additional park construction.
- Facilitated the sixth year of “Stew Crew” programming. The Stewardship Program through which business voluntarily adopt a section of the Valley. Each group commits three hours per month to removing trash or planting along the Trail. There were lots of changes this year not only team leader but the amount of time crews were able to spend. Also the Stew Crew programming has expanded to areas outside of the Valley but along the trail to ensure that the trail is maintained throughout its route.

Outreach and Marketing

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

- Launched a multi-media campaign titled, Not Missing Out, to lure visitors to the great destination for outdoor recreation the Menomonee Valley is becoming. The Marketing Committee helped to develop the strategy that included businesses posting banners and the launching of the website, NotMissingOut.org.
- Developed a case statement that will serve as a tool for Board members to use with colleagues, friends and associates that may have interest in getting involved in the project.
- Sponsored the 13th Annual HAST Run/Walk held on August 11, 2012. Runners were able to catch a sneak peek of the developing 24-Acre Park. There were over 35 teams/ 1040 team members, 1744 total runners and walkers plus about 80 volunteers exploring the Valley. Menomonee Valley teams represented were P&H Mining, Cargill, Rexnord, Central Bark, Palermo's, We Energies, MV BID, EMCS, Benesch, Standard Electric and Sigma. Ted Perry (Fox 6) and Trenni Kusnierek (WTMJ 620) served as the Masters of Ceremony. The funds raised by the event are used for urban youth bike education programs, trail signage, restoration of historic transportation shelters, promotional materials, and outreach.
- Collaborated on the second year the Menomonee Valley is hosting *Beyond the Canvas: A Plein Air Event*, organized by the [Milwaukee Artists' Resource Network](#). This is an event in which artists will be seeking inspiration from the natural landscapes, built structures, community stories and rich history associated with the Valley.
- Distributed emails and newsletters to Valley businesses containing information that markets resources in and surrounding 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

- Facilitating the planning of and fundraising for the *Menomonee Valley - From the Ground Up* effort, a collaboration of the City of Milwaukee, State of Wisconsin, Menomonee Valley Partners, Inc., and the Urban Ecology Center. The component projects of *From the Ground Up* include transforming a 24-acre remnant brownfield parcel into a natural area of the Hank Aaron State Trail and converting an abandoned building into a third Urban Ecology Center branch that will serve neighborhood schools and residents, as well as Valley employers and their employees. The BID has made its 2nd \$100,000 multi-year pledge toward this project.
- Collaborating with the Department of City Development staff on "Valley 2.0", which is an update to the City of Milwaukee's Menomonee Valley Land Use Plan. City staff drafted a timeline and began to prepare the scope of the effort. The Contract Management Team has been assembled to assist with the planning

process to update the land use plan. The role MVP is proposing to play in the Valley 2.0 process includes:

- Supporting the public outreach and engagement required in the Valley 2.0 Plan.
 - Implementing a pilot project to use social media and online tools to increase public engagement in the process.
 - Contracting a third party to produce a *Menomonee Valley – What Worked and Why* policy document to guide the next steps of implementation in the Valley and other areas of the city.
 - Submitting a request for \$25,000 to Greater Milwaukee Foundation and then approaching WHEDA and others for matching funds. MVP will then contribute these efforts in-kind to decrease the amount that DCD needs to contract in their scope of work with a land use consultant. The cost for the work listed above is anticipated at \$54,000.
- Formed a project team to monitor the I-94 North-South Connector Study. In order for the Menomonee Valley revitalization to continue, accessibility, safety and redevelopment must continue to be priorities. The potential redesign of I-94 will have a considerable impact on the Valley. This project will remove several businesses and possibly create a dead zone in a highly visible area. The project team will monitor the steps being taken.
 - Due to the strong public and private partnerships behind the *From the Ground Up* effort, major financial milestones were met. In fiscal year 2012-13 over \$4 million dollars was raised including monetary donations and donated products. The Inc. is working diligently on raising the final \$2.5 million needed to complete the project.
 - Meet with DPW staff to take inventory the amount of traffic taking place along Canal St. To date 2 traffic studies have been conducted and a list of concerns was presented to DPW staff. The information collected will also assist in future planning and traffic calming efforts for the Menomonee Valley.
 - MVP and the Urban Ecology Center are currently planning and fundraising to raise the remaining money to complete the project in 2014.
 - Manage the contracts for the landscape restoration of the 24-acre project, including a landscape installation process for the Airline Yards area.
 - Collaborated on the development of designs for the long-planned connection from 6th St. bridge to the Reed Street Yards property below.

Administrative activities

- Hired a new Trinity Fellow through our partnership with Marquette University. Lauryn Burkhalter is our new Communications Coordinator and began in August.
- Hired a new Fund Development Manager. Anne Cauley began in the position in December and has had great experience with individual giving and training volunteers, boards, and committee members in fundraising.
- Providing general staffing services to the work of the BID Board and its committees

Graffiti Removal Program

- The Board entered into an agreement in 2012 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, half of those dollars is part of a matching grant with DNS, the remainder is for outstanding graffiti removal projects.
- Graffiti costs were low again this year. Most of the tagging that took place this year was concentrated to the viaducts and bridges of which is maintained by The Department of Neighborhood Services.