

# Corey J. Zetts

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## SUMMARY

Multi-discipline professional with a career in sustainable urban development focused on achieving economic development, environmental restoration, and community vitality. Skilled at building partnerships, engaging stakeholders, developing policy, leveraging funding, and aligning partners to accomplish shared goals. Passionate about making Milwaukee a stronger community for all residents.

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### Project Management Expertise

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| <ul style="list-style-type: none"><li>• Real Estate Development</li><li>• Business Development</li><li>• Workforce Development</li></ul> | <ul style="list-style-type: none"><li>• Infrastructure Planning</li><li>• Sustainable Design</li><li>• Habitat Restoration</li></ul> | <ul style="list-style-type: none"><li>• Greenspace and Recreational Planning</li><li>• Public Art</li><li>• Community Engagement</li></ul> |
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## EXPERIENCE

### MENOMONEE VALLEY PARTNERS

#### *Executive Director*

2014 – present

##### *Key Achievements*

- Directing MVP's development of workforce initiatives aimed at connecting employers in various industries with a job ready workforce and providing neighborhood residents with paths to family-supporting careers
- Directing MVP's transportation and infrastructure initiatives, including adoption of the Menomonee Riverwalk Design Standards, development of the Valley Workforce Transportation plan, Valley Passage bike/pedestrian connections
- Directing redevelopment initiatives, including the Valley Design Charette for 40 acres of vacant riverfront land, state and national historic register nomination for the Historic St. Paul Avenue Industrial District, development of new Industrial Commercial zoning category to support the Valley's development goals, business recruitment
- Managing community engagement and marketing, including the annual Valley Week events, Candlelight Hike, Stew Crew adopt a trail volunteer program, and rebranding of the Menomonee River Valley
- Guiding MVP Board and committees, Business Improvement District Board, fund development, and strategic vision for the Menomonee Valley

#### *Associate Director*

2007 – 2014

##### *Key Achievements*

- Managed the development of the Valley 2.0 Plan, focused on further creation of economic development, environmental restoration, and social equity in the Valley, and MVP Strategic Plan to guide programmatic implementation of these goals
- Worked as part of the complex team of MVP, WisDOT, WDNR, City of Milwaukee, and Urban Ecology Center to fund a \$25M capital campaign and implement a series of interconnected projects that extended the Hank Aaron State Trail, created Three Bridges Park, and developed the Urban Ecology Center's Menomonee Valley branch
- Led community engagement process for Valley infrastructure projects, including Valley Passage and Three Bridges Park

#### *Program Director*

2005 – 2007

##### *Key Achievements*

- Managed Menomonee Valley marketing to the business and real estate sectors as well as all outreach to neighborhood, environmental, and other stakeholder groups
- Managed redevelopment activities, including site design, stormwater management, sustainable design compliance, and financing for priority parcels, such as the redevelopment of the former Milwaukee Stockyards site as the Canal Street Commerce Center
- Managed special projects, such as design and installation of stormwater capture by rainbarrels beneath the 35<sup>th</sup> Street viaduct, Menomonee River trash boom and canoe launch, and public art installations

## UNIVERSITY OF WISCONSIN, CENTER FOR HEALTH SYSTEMS RESEARCH / NIATx

### *Communications Officer*

2003 - 2005

- Directed strategic communications for national organization improvement initiative and its 45 affiliated agencies
- Developed case studies, toolkits, and articles for publication in national academic research journals
- Evaluated proposals and made recommendations for grant funding

## EDUCATION

### UNIVERSITY OF WISCONSIN

*Master of Science in Urban and Regional Planning*

2005

### EMORY UNIVERSITY

*PhD coursework in Philosophy*

1999-2002

### JOHN CARROLL UNIVERSITY

*Bachelor of Arts in Philosophy, cum laude*

1997

## SELECT BOARD, COMMITTEE, AND VOLUNTEER EXPERIENCE

- **Regional Transit Leadership Council** 2016 – present
- **MetroGO!**  
Board member 2016 – present
- **Wisconsin Policy Forum**  
Economic Development Committee 2018 – present
- **Urban Manufacturing Alliance**  
Co-Chair, Workforce Development Community of Practice 2016 – 2017
- **Friends of the Hank Aaron State Trail**  
Board member, Executive Committee member 2014 – present
- **UEC-MVP, Inc.**  
Board member, Treasurer 2014 – present
- **Milwaukee Estuary Area of Concern**  
Community Advisory Committee 2012 – 2014  
AOC Sediments Workgroup 2018 - present
- **MKE United**  
Community Engagement Committee 2018 – present
- **Highland Community School**  
Chair, Fund Development Committee 2016 – present  
Social Justice Committee 2017 – present
- **YWCA of Southeast Wisconsin**  
Eliminating Racism Empowering Women Awards Selection Committee 2018
- **Layton Boulevard West Neighbors**  
Economic Restructuring Committee 2009 – 2012

## REPRESENTATIVE AWARDS

- **Chase Economic Development Award**, Milwaukee Awards for Neighborhood Development Innovation, 2018
- **Social Impact Award**, Three Bridges Park, National Redevelopment & Renewal Awards, 2015
- **Public-Private Cooperation Award**, Public Policy Forum Salute to Local Government Awards, 2014
- **Nonprofit Collaboration of the Year**, Menomonee Valley Partners and Urban Ecology Center, Biz Times 2014
- **Milwaukee Riverkeeper's River Hero Award** – Menomonee Valley Partners, 2013