

Business Improvement District #26  
2009-10 Annual Report

The Menomonee Valley Business Improvement District (BID #26) Board of Directors adopted its 2009-10 Operating Plan in August 2009. In this program year the following administrative actions occurred:

**Board of Directors**

In the 2009-10 year, we reappointed Jeff Morgan and John Brennan to the board for another term. We also welcomed a new member Art Downey, Co-President of Taylor Dynamometer. Art is a business owner from the Valley's west end and 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, and Art Downey – Member at Large.

**Finances**

The BID contracted with Scribner Cohen to provide an audit. The BID assessment for 2010 totaled \$116,073. Per its Operating Plan, the BID paid \$80,000 to Menomonee Valley Partners, Inc. for staffing the BID programs; \$1,850 in audit expenses; \$8,990 (slightly higher than budgeted) for The Menomonee Valley Resource Calendar; \$1000 for the River Skimmer; and \$509.69 for graffiti removal services. The BID held a strategic planning session and it was decided to think through opportunities to build community amongst businesses and therefore we conducted the following activities; \$3953.22 for the Milwaukee Brewer Outing; \$928 for Annual BID Member Meeting; \$2000 as a sponsor for the 10<sup>th</sup> Anniversary Event for MVP; and \$94 for the St. Paul Ave. development meeting. Dues collected from the Menomonee Valley Business Association totaled \$923.75. The Board voted to make a contribution of \$2,000 to the Friends of the Hank Aaron State Trail in support of the 10<sup>th</sup> Annual Hank Aaron State Trail Run/Walk. The BID completed its 2009-10 fiscal year with \$88,545.14 in its account.

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

In June 2009, 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:

**Graffiti Removal Program**

The Board entered into an agreement in 2009 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, however this year graffiti costs were significantly lower at \$509.69.

Many businesses took care of graffiti incidents by themselves due to lack of knowledge of the graffiti program. The Public Safety Committee is working to make sure that all businesses are educated on the use and availability of the Graffiti Removal Program.

### **Business Recruitment**

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

- In 2009-10, the following tenants opened their doors: Charter Wire, Sign-a-Rama, Alfred Benesch & Company, Engineers and Scientist of Milwaukee, PGW Auto Glass, and Instrumentarium Dental, bringing 150 new jobs to the Valley. Three groundbreaking ceremonies were held to announce the location of Helios-USA, a solar panel manufacturer that will be located in the Canal Street Commerce Center; Ingeteam, a Spanish wind turbine manufacturing company, which will be located in the Menomonee Valley Industrial Center; and Palermo Villa, which is expanding its headquarters and production facility. These companies are expected to bring over 300 additional jobs to the Valley next year.
- MVP hosted the third Annual Menomonee Valley Real Estate Open House to display the progress of the Valley and highlight additional development opportunities within and surrounding the Valley. The event, hosted at new Valley company Derse, drew more than 100 real estate professionals.
- 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 tax incremental financing for two areas in the Valley, the Milwaukee Light complex on N.25<sup>th</sup> St. and Reed Street Yards property on the Valley's east end. Zimmerman Architectural Studios is renovating and will lease one building in the Milwaukee Light complex next year. 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:

- Completed the third Menomonee Valley Employee Calendar and Resource Guide, full of resources for Valley employees, from nearby housing and restaurant options to ways to get involved in Valley events.
- Supported Milwaukee County Transit in successfully continuing the Canal Street bus route (#17) to ensure Valley businesses are more accessible to the surrounding workforce.
- MVP entered into contract with Journey House, a local neighborhood organization that provides community infrastructure improvements that increased the ability to provide educational and recreational programming to local residents. This contract provides networking opportunities for Menomonee Valley businesses to establish long-term connections between the Clarke Square and Menomonee Valley neighborhoods.
- Held the third Menomonee Valley Workforce Forum, *Employer Strategies for Uncertain Times*, geared specifically towards employers seeking workforce solutions in a challenging economy.

- Increased the capacity of the Business Resource Committee by engaging new representatives from several businesses in developing new and improving existing structure.
- Created and adopted the Menomonee Valley Policing Plan which highlights many areas of the Valley's redevelopment for the City of Milwaukee Police Dept., and provides resources that are available for Valley businesses in a emergency situation
- Adopted a policing procedure, the Menomonee Valley Safety Alert, which captures all reported and non-reported criminal activity to better communicate developing trends to MPD and Valley businesses.
- 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 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:

- Sponsored the 10<sup>th</sup> Annual Hank Aaron State Trail 5K event, which brought over 700 people to the Valley, despite the torrential downpour of rain it was a great success.
- Conducted the groundbreaking for the Valley Passage, the first of the three bridges that will reconnect the Menomonee Valley to Silver City and southern communities. The project is slated to be completed in the fall of 2010.
- Led the design competition to design a mural on the Valley Passage, which will connect the Valley to the neighborhoods to the south.
- Coordinated the Earth Day and the Community Planting Day events, which drew more than 500 volunteers into the Valley. Participants, removed litter and invasive species and participated in planting native plants.
- Led the planning and fundraising for additional park construction.
- Facilitated the third 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; an additional community partner 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

- Sponsored the 10<sup>th</sup> Anniversary of Menomonee Valley Partners, *A Decade of Transformation*, an event held to recognize the hundreds of people who have given their time, expertise and support to the Menomonee Valley's revitalization

- Launched the new [www.RenewTheValley.org](http://www.RenewTheValley.org) website, the new design allows staff freedom to update the site as needed, its functionality better serves our partners, Valley businesses, and neighbors.
- 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**

- 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
- 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 open in 2012
- Facilitate meetings with St. Paul Ave. business owners to begin to think through redevelopment opportunities
- 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 Valley Passage 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
- Collaborated with Layton Blvd. West Neighborhoods, and the Friends of the Hank Aaron State Trail to gain public input on the Valley Passage Mural Project.
- Progress continues on the partnership between the Wisconsin Department of Transportation (WisDOT), Wisconsin Department of Natural Resources (WDNR), the City of Milwaukee, Menomonee Valley Partners (MVP), and Urban Ecology Center (UEC) in the development of the Valley Passage. When completed in October 2010, this connection will serve as a trailhead for the Hank Aaron State Trail.

### **Administrative activities**

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