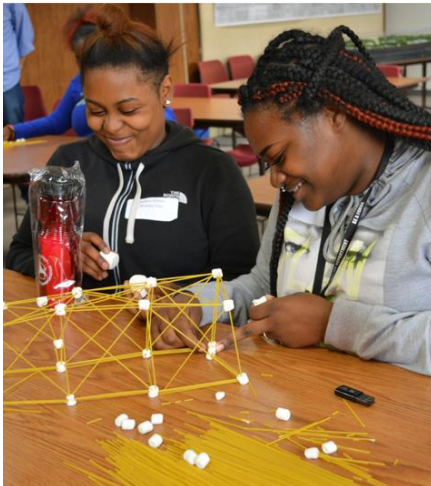
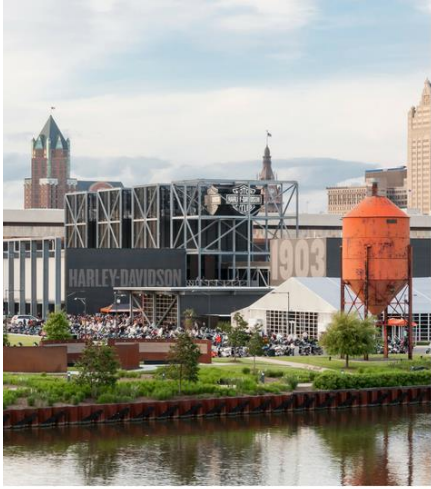




# MENOMONEE RIVER VALLEY

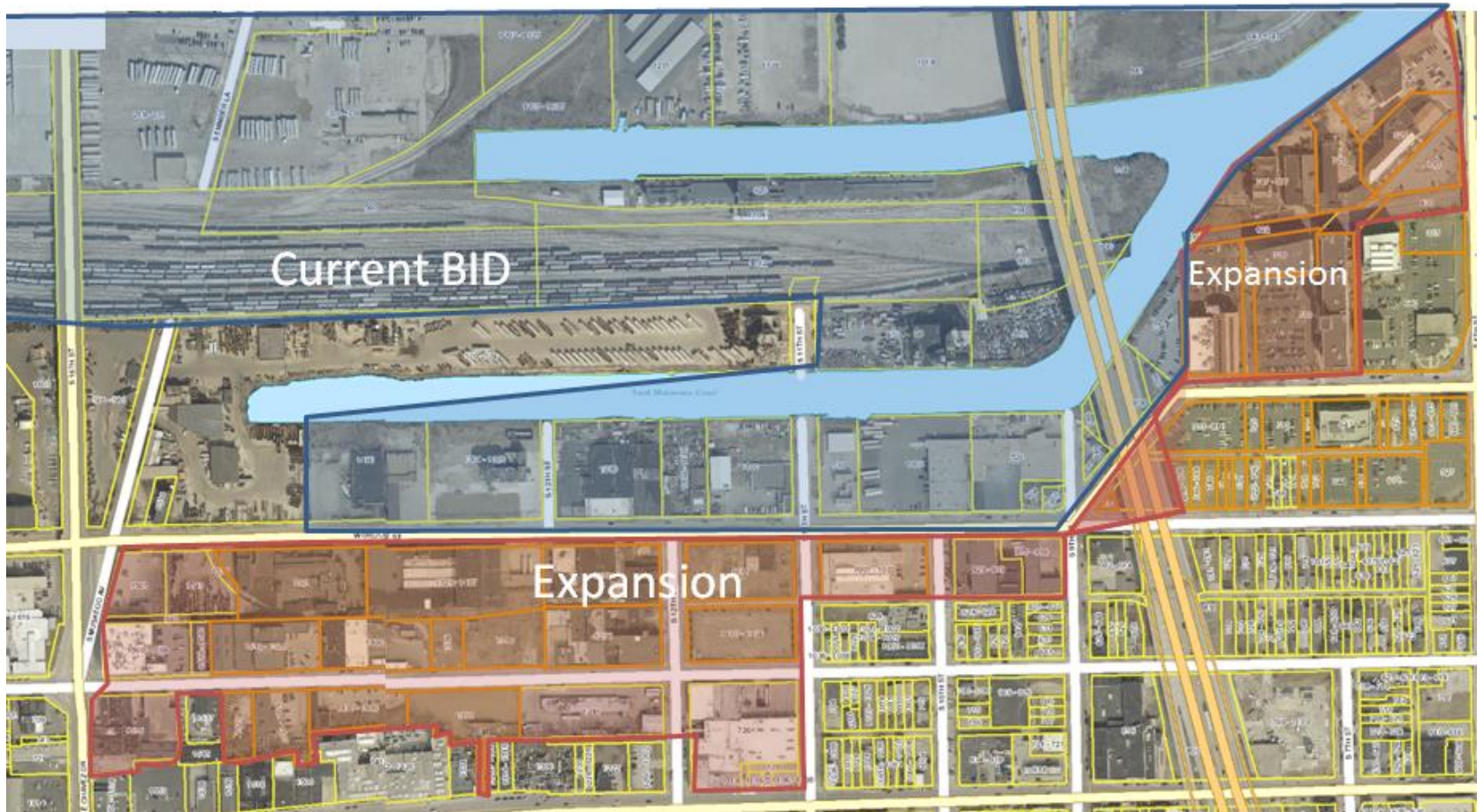
BUSINESS IMPROVEMENT DISTRICT #26



[TheValleyMKE.org](http://TheValleyMKE.org)



# Menomonee Valley BID #26 Expansion



# BID #26 Services

## Valley 2.0 Plan - A Vision for the Valley's Future

- The 2.0 Plan is a road map for development for the next decade, the community's vision for the Valley's future.

## Menomonee Valley Business Association (MVBA)

- Strengthens business-to-business relationships and connects businesses with Valley neighbors, meets up to five times per year with programming on topics that impact the region
- Quarterly newsletters

## Business Recruitment & Retention Services

- Concierge for Valley businesses – we'll help in any way we can
- Education on public policy issues important to the Valley community
- Connect businesses to financing tools to establish or expand operations
- Problem solve and troubleshoot (ie: parking, public safety, etc)
- Public safety initiatives

## Workforce Programs

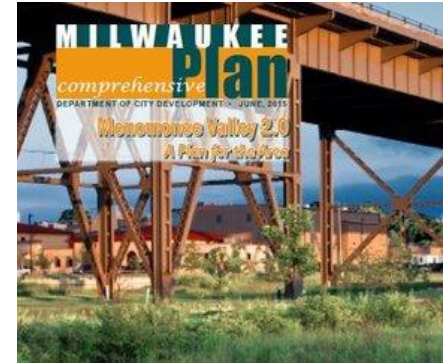
- Promote Valley jobs, build a pipeline of future workers, and provide peer-to-peer mentorship

### Career Discovery Initiative for Youth

Engineering Career Days  
Manufacturing Career Days  
Trades Career Days  
Young Women in STEM

### Professional Circles

IT Circle  
Marketing Circle  
HR Circle  
Facilities Circle  
Sales Circle



# BID #26 Services

## Infrastructure Planning & Transportation Improvements

- Extension of riverwalk throughout the Menomonee River Valley
- Coordinate design charrettes to envision the future redevelopment of vacant or underutilized land

## Beautification Programs

- Land Stewardship – Businesses and neighborhood organizations have the opportunity to create Stew Crews, teams of volunteers, who adopt a section of the Valley to keep it clean and green for all to enjoy.
- Graffiti Removal

## Marketing & Promotion of the District

- Listing of Valley companies on TheValleyMKE.org
- Media and public relations

## Community Events

Events engage employees, invite visitors, and foster positive perceptions

- Job Fairs
- Food Truck Wednesdays
- Valley Week
- Kayak, bike, and walking tours
- Community Blood Drive
- And more!



# Current/Future Work in BID Expansion Area

- Zoning Amendments
- Public Safety Meetings
- Business Retention/Expansion
- Planning around Vacant Properties
- Valley Circles
- Quarterly Newsletters & MVBA Luncheons
- Neighborhood Branding & Identity

## Streetpole Banners



## Menomonee Valley 2.0

## Executive Summary

### Major Recommendations

### Bruce & Pierce Industrial District

**Objective:** Maintain and Grow the Pierce and Bruce Street manufacturing district which serves as an employment anchor for Milwaukee's near south side Menomonee Valley.

#### Strategies & Recommendations:

- Retain the revised Industrial Mixed (IM) zoning classification in order to avoid future land-use conflicts that inhibit industrial growth. The recent zoning code text amendment changed the use classification for various residential land uses from permitted to a limited use, requiring that residential uses are not located within 150 feet of a parcel located in an Industrial Heavy (IH) zoning district that contains an intense or heavy manufacturing use.
- If necessary, add additional zoning protections to further protect and allow for industrial expansion and attraction.
- Added exposure from the creation of the FaB school will enhance the visibility of the area as a distinct area of manufacturing and light industrial uses in Milwaukee.
- Use the location of the FaB school to attract FaB manufacturers and FaB start-ups to this area.
- Gauge interest amongst businesses and property owners in order to examine the possibility of becoming a part of the Valley Business Improvement District, thereby gaining greater representation to achieve like interests.

- Clearly delineate bike and pedestrian routes to and from the decommissioned Burnham Canal wetland to ensure any new public access to this project does not interfere with the operations of the existing businesses abutting it or in the immediate vicinity.



Concept of a decommissioned Burnham Canal



Example of an industrial entry arch



# Outreach & Communications

- Businesses originally asked to join the BID during the Valley 2.0 planning process (2014)
- State law changed to allow BID expansion (2017)
- BID Board Member and Corey Zetts met individually with businesses (2018/2019)
- Catrina Crane went door-to-door on multiple occasions to explain the BID and answer any questions
- Held public meeting – March 1, 2019
- Certified Mailing in advance of CPC Meeting – June 2019



**David DeJesus – Vulcan Global Manufacturing**