

THE SHERMAN PHOENIX

is a model for healing our city by generating positive economic and social returns in communities of color. As the unrest in the Sherman Park neighborhood demonstrated last year, we must invest in inclusive pathways to economic opportunity for our neighborhoods and families to thrive.

GOALS

TRANSFORM VACANT PROPERTIES

The project will transform the fire-damaged BMO Harris Bank building into high quality commercial space that strengthens the neighborhood's main street. Plans are also underway to renovate adjacent parcels for a total of 30,000 sq. ft.

SUPPORT ENTREPRENEURSHIP

The project creates an entrepreneurial hub for 12 small businesses and provides support through mentorship, skill-building, shared work space, and access to financial networks. In turn, we will build a new generation of business leaders in the Central City and generate wealth and job opportunities.

STRENGTHEN COMMUNITIES

The project will demonstrate that socially just, environmentally sustainable, and culturally rich real estate projects can be successful, even in disinvested areas. Through innovation, the project strengthens the local economy, provides opportunities for direct neighbor investment and provides mentorship in rebuilding places and spaces.

A SAMPLE OF ENTREPRENEURIAL TENANTS

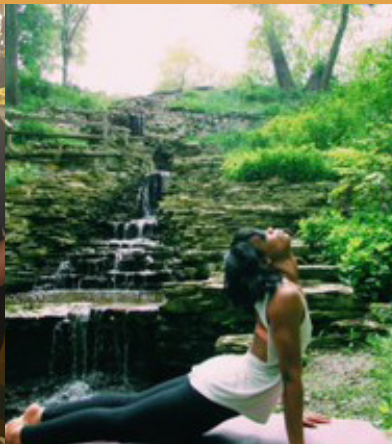
The Sherman Phoenix will provide space for up to 12 small business owners with a focus on prepared foods, wellness services, and arts & culture. The space also includes an indoor food hall and outdoor patio to eat and gather.



Juice Kitchen



Hello Beautiful



Embody Yoga



Funky Fresh Spring Rolls

Experienced lead tenants have committed and others are currently in negotiation. These entrepreneurs share a common vision for hiring locally, providing mentorship and training opportunities, and strengthening local communities.

\$2.3 MILLION
Campaign Goal

- WHY DONATE? -

The Sherman Phoenix has partnered with the Wisconsin Preservation Fund to enable charitable contributions that help level the economic playing field. **With your generous support, the Sherman Phoenix will:**

- Promote healing and growth in Sherman Park by creating an inclusive and healthy community space
- Restore an important main street to a vibrant commercial center that offers restaurants, services and cultural opportunities for families
- Strengthen entrepreneurship by supporting diverse small business owners and providing mentorship and support
- Create 45+ jobs that provide opportunities for residents and young people to gain work experience
- Provide inclusive pathways to community wealth and opportunities for neighbors to directly invest in the project



PROJECT TEAM

Joanne Sabir, Co-Owner of Juice Kitchen,



owns and operates The Juice Kitchen, a fresh juice cafe in the Lindsay Heights neighborhood. The successful business has sparked pride, transformed a vacant corridor, and become a remarkable gathering space. Her efforts were recently highlighted on the New York Times front page.

Juli Kaufmann, President of Fix Development,



is the founder of an award-winning commercial real estate company that has developed over \$25 million in Milwaukee-area projects, including the Clock Shadow Building,

The Innovations & Wellness Commons, and the Wally Schmidt Building, home to The Tandem Restaurant. Juli is also co-founder of Fund Milwaukee, a local investment group that has raised over \$1 million in capital by matching unaccredited local investors with local entrepreneurs.

SHERMAN PHOENIX is located in the eastern gateway to the Sherman Park neighborhood. The project harnesses the spirit and assets of the neighborhood as a catalyst for unity. It also leverages other investments including a new BMO Harris bank branch, a revitalized Triangle Park, and redevelopment of adjacent properties.

FOR MORE INFORMATION:

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