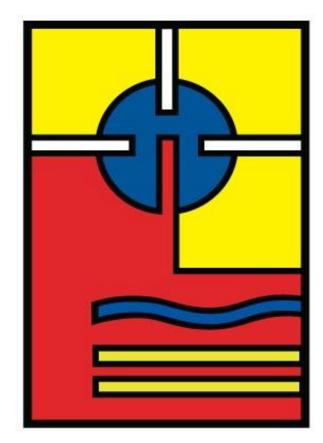
CENTER

RIVERWORKS





• 1992 — Riverworks Development Corporation

2000 — Riverworks Business
 Improvement District 25

• 2005 — Riverworks Business Improvement District II 36

Riverworks Center Area



Markes Massie

American Motors 1954 - 1987

AMC PRODUCTS



American Motors Corporation











MARKET 33 ACRES & AREA as an URBAN INDUSTRIAL PARK

- Create Tax Increment District (TID)
 - More Lights for the area
 - Area Identification Markers
 - Install Trees & Trash Receptacles
- Engage Experienced Industrial Park Developer as Partner
- Close Down Problem Bars
- Clear & Assemble Tax Delinquent Properties
- Attract Manufacturing Businesses
- Create "Family Supporting Jobs"

RIVERWORKS CENTER Surrounding Area

- HIGHEST UNEMPLOYMENT RATE 35+%
- LARGE UNSKILLED WORKFORCE
- VERY HIGH PUBLIC ASSISTANCE
- LOWEST INCOME POPULATION 24.77% UNDER POVERTY LEVEL

Private/Public PARTNERSHIP

RIVERWEST Industrial Council (RIC)	City of Milwaukee	WISPARK Development
University of Wisconsin - Milwaukee (UW-M)	Greater Milwaukee Foundation's Neighborhood & Family Initiative	Milwaukee Area Technical College (MATC)
East Side Housing Action Comm. (ESHAC)	State of WISCONSIN	HARAMBEE Ombudsman Project, Inc.

FORMER AMERICAN MOTORS CORPORATION PROPERTIES



NEW BLDG – In Place Machining Company



Johnson Brothers Beverage



New PRODUCTION STAMPINGS PLANT

Johnson Controls to TRAMONT



Developing a Retail Corridor along Capitol Drive

RE SALES & DEVELOPMENT. NEW BUILDERS SQUARE







CHECKER AUTO PARTS



Goodwill Retail Outlet Store



RIVERWORKS BUSINESS IMPROVEMENT DISTRICT

- FAÇADE GRANTS
- SIDEWALK SWEEPING & AREA WIDE LITTER REMOVAL
- GRAFFITI REMOVAL
- STREETSCAPING \$1.6 Million

 Capitol Drive and Holton
 Street
- AREA PROMOTIONS

Outpost Natural Food Co-Op -Before



RBID FACADE GRANTS



Capitol Drive Gateway Sign



RBID STREETSCAPING -GATEWAYS



RBID GATEWAY at TMJ4

RBID STREETSCAPING SIDEWALKS

RBID KIOSK & BUS SHELTER

RBID STREETSCAPING -CROSSROADS & CORNERS



RBID STREET-SCAPING



RBID – PAVERS / Planters / Racks

WORKS

Over 70 Real Estate Transactions Since 1992

- -18 New Buildings - New Buildings Planned -32 Reuses - Existing Buildings
- -30 Façades -6 Public Clearance & Acquisitions

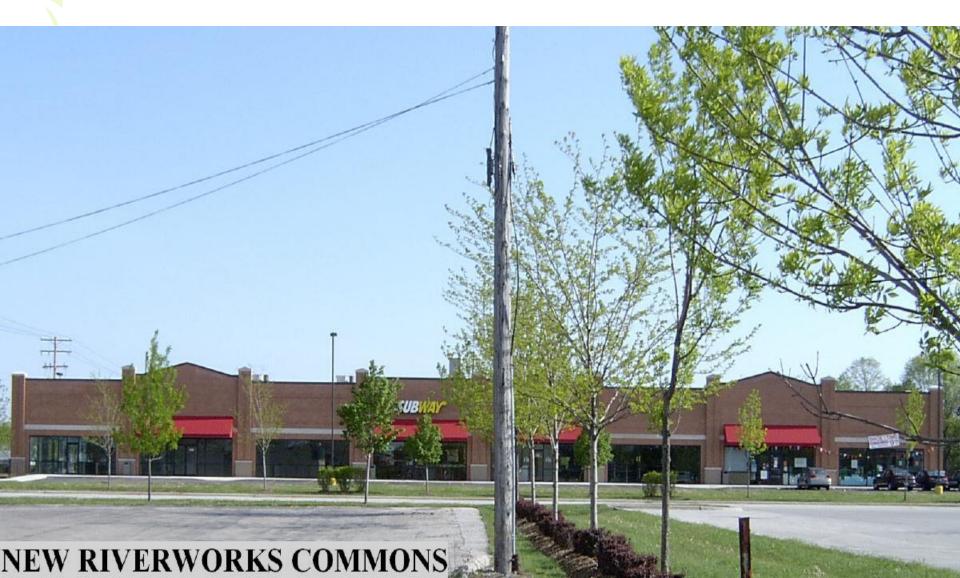
RESULTS since '92

OVER \$60 MILLION REINVESTED:

\$30 Million in NEW Construction

- New Buildings
 - Additions
 - Landscaping
- **\$25 Million in Purchases of Existing Buildings**
- **\$ 4 Million in Rehabilitations**
- **\$ 1 Million in Public Acquisitions &** Clearance

RIVERWORKS COMMONS



Safeway Industry



Riverworks Lofts



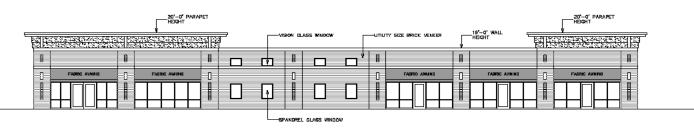




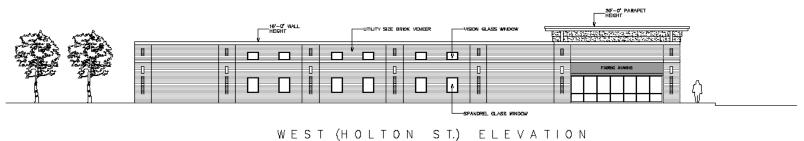




Riverworks City Center



SOUTH ELEVATION



(12.5% GLAZING AS SHOWN)

PROPOSED RETAIL BUILDING (at Holton Street & Concordia Avenue)



Milwaukee, WI

Beerline Recreational Trail -Burleigh to Auer



Beerline Recreational Trail-Booth to Holton





HOW DO YOU SPELL SUCCESS?



