

## Century City Triangle Creates New Neighborhood Association

There is a new community neighborhood association being created on the north end of the Corridor community.

The Century City Triangle Neighborhood Association is a community group formed through the outreach efforts of the Northwest Side Community Development Corporation, the Milwaukee Police Department, Safe and Sound, the Department of City Development, and The Corridor.

The boundaries are W. Hopkins St., W. Capitol Dr., and N.27th St. According to the group's coordinator, Yvonne McCaskill, "We would like to help improve the quality of life for residents and those who work in our community, strengthen our relationship with the Department of City Development, and address public safety issues in our neighborhood and nearby community park."

MAXIMUS, a local service provider for W-2 recipients, has graciously provided meeting space for the neighborhood group which meets every third Saturday of the month at 11am. A smaller planning committee meets at Wendy's once a month during the week to schedule and organize special events.

This neighborhood group is located within the newly expanded Target Investment Neighborhood (TIN) area. The City of Milwaukee and other community based groups are planning a meeting to discuss the new boundaries of the TIN and other city programs for Century City TIN residents. The meeting will take place on Saturday, February 12 from 9am to noon at the DPW facility on 3850 N. 35th Street.

For more information about the Century City Triangle Neighborhood Association or the upcoming meeting, please call The Corridor office at 414-444-4706.

## Corridor Businesses Receive Workforce Training Grants

In December 2010, The Corridor awarded four grant awards through its Corridor Workforce Training Program to area businesses seeking to train their workforce and create jobs.

We are pleased to announce that Integrated Mail Industries, Scotty's Construction, Most Precious Possessions Childcare III and AB Data, Ltd. were awarded grants.

We look forward to the implementation of these training programs that will provide training to the companies' workforce and create additional jobs in the 30th Street Industrial Corridor. These are matching grants and funding for this program is provided through the City of Milwaukee.

The Corridor also recently announced another application round for the Corridor Workforce Training Program. Grant applications are due by 5pm Wednesday, February 23rd, 2011.

If your business is located in the 30th Street Industrial Corridor and you are looking to train your incumbent workers and create jobs, we hope you will consider applying for these funds.

An application and the complete guidelines for the program are available on our website at [www.thecorridor-mke.org](http://www.thecorridor-mke.org) or by contacting The Corridor office at 414.444.4706 or [info@thecorridor-mke.org](mailto:info@thecorridor-mke.org). We strongly encourage you to review the guidelines before beginning your application.

## UPCOMING EVENTS

**Corridor Real Estate Open House & Business Mixer:** Thursday, March 24th from 5pm-7pm at Quorum Architects, 3112 W Highland Boulevard.

**Corridor Public Art Project Opening Reception:** Saturday, June 25th. Mark your calendars now to join us for this celebration. More details will be available in spring.

## Corridor Spotlight: Corridor's South End Sees Surge

If you have noticed a surge of activity throughout the southern portion of the Corridor within the past year, you are not imagining things.

Washington Park Partners held their visioning sessions at Washington High School this past year where they discussed plans for reducing blight, access to affordable housing, improving public health & safety, and access to employment. Over the past year, there have been many news stories and billboards promoting their efforts.

United Methodist Children's Services has had much praise and support from the larger Milwaukee community for their newly built 24-unit transitional housing apartments located at 3940 W. Lisbon.

Milwaukee based Community Advocates Inc. recently located one of their offices within the Corridor at 3410 W. Lisbon. The social service agency received \$174,000 for a transitional housing project for persons who are homeless.

Amaranth Bakery, located at 3329 W. Lisbon, unveiled their community garden for Earth Day 2010. Home to seven growers from the Corridor neighborhood, the garden was created in the adjacent vacant lot next to the bakery. Also, the past year brought the café a quaint and charming roadside fruit & vegetable stand which shares space in the garden. The local growers can use the stand to sell their produce.

Finally, Garfield Park Development is under new ownership. Sari & Company and the Landmark Group, based in North Carolina, are planning to redevelop the structure at 2200 N.31st Street into affordable apartment units. As the building is currently designed, there will be (34) one-bedroom units, (17) two-bedroom units and (18) three-bedroom units. Rents will range from \$525 to \$700 and will be available to residents earning 50% and 60% of the area median income. There will also be 25 interior parking spaces available for an additional rental fee.

According to Jim Sari of Sari & Company, "We expect to complete construction in September 2011 and begin renting units soon thereafter."



2009 photograph of the Garfield Park site located at N. 31st & Garfield.

For further information on the anticipated Garfield apartments or any of the other projects, contact the Corridor office 414-444-4706.

## Corridor Public Art Project Continues in 2011

The Corridor and Business Improvement District #37 are continuing the temporary public art project in the Corridor, which began with several projects in 2010, with a second round of installations this summer.

IN:SITE, the coordinator of the project, is now in the process of planning installations for 2011. The focus of the 2011 project will include environmental issues and initiatives occurring in the area. The majority of the installations will again be located near Century City and in the surrounding area. Eight lead artists plus artists from the community will be featured this year. The opening reception for the 2011 installations will be on Saturday, June 25th, 2011.

This project provides a great opportunity to bring people into the 30th Street Industrial Corridor to see the positive changes occurring in the area. For more information on this project, please contact The Corridor office at 414-444-4706 or [info@thecorridor-mke.org](mailto:info@thecorridor-mke.org).

## The Corridor Elects New Officers, Board Members for 2011

The Corridor recently held its annual Board of Directors meeting where it elected officers for 2011 and welcomed a new Board member. Sarah Slack of Foley & Lardner LLP and Michael Floyd of Glenn Rieder, Inc. have been elected to serve as Co-Presidents; Ted Matkom of Gorman & Company, Inc. was elected Vice President; David Misky of the Redevelopment Authority was elected Secretary; and Linda Swift, CPA, of United Tax Service was elected Treasurer. The Corridor Board also elected Pat O'Brien of the Milwaukee Development Corporation to a two year term on its Board of Directors.

Completing their terms of service on our Board of Directors were Tim Casey and Ruben Anthony, Jr. Both provided exceptional leadership, experience and expertise to the organization during their tenures and we wish them well in their future endeavors.

## Corridor Real Estate Open House on March 24th

The Corridor will be holding its first Real Estate Open House on Thursday, March 24th, 2011 from 5pm-7pm at Quorum Architects at 3112 W. Highland Boulevard. This event will feature information on development and real estate projects and opportunities throughout the 30th Street Industrial Corridor as well as in several of our neighboring districts. This will be a great opportunity to network with Corridor businesses, real estate professionals and others with an interest in revitalizing the Corridor while learning about real estate opportunities.

For more information on the event or to register, please contact Brenna Holly at 414.444.4706 or [bholly@thecorridor-mke.org](mailto:bholly@thecorridor-mke.org). This is a free event sponsored by The Corridor, Quorum Architects and M&I Bank. If you have a project, development opportunity or available space located in the Corridor that you would like included in this event, please contact Brenna Holly as soon as possible.

## 2011 Corridor Membership

We would like to thank all of our past and current members for supporting our organization. Many of our projects would not be possible without the valuable support and service members give to our organization and the 30th Street Industrial Corridor and surrounding neighborhoods. A listing of our members can be found on our website at [www.thecorridor-mke.org](http://www.thecorridor-mke.org).

2011 Corridor membership information is now available on our website or by completing the membership form on the back of this newsletter.

We always welcome new members who share in our goal of revitalizing the 30th Street Industrial Corridor through the attraction and retention of businesses and jobs.

If you would like more information on membership, please contact us at 414.444.4706 or [info@thecorridor-mke.org](mailto:info@thecorridor-mke.org).

### THE CORRIDOR BOARD OF DIRECTORS

**SARAH SLACK**, Co-President, *Foley & Lardner LLP*

**MICHAEL FLOYD**, Co-President, *Glenn Rieder, Inc.*

**TED MATKOM**, Vice President, *Gorman & Company, Inc.*

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**PAT O'BRIEN**, *Milwaukee Development Corporation*

**TODD PARK**, *Eaton Corporation*

**GARY WENZEL**, *Capitol Stampings*

### STAFF

**BRENNA HOLLY**, Executive Director

**MAURICE WILLIAMS, JR.**, Outreach Manager



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**Mission Statement:**

The 30th Street Industrial Corridor Corporation (The Corridor) is driving the economic revitalization of the area by promoting the mutual interests of companies in ways that attract and retain businesses.

**The 30th Street Industrial Corridor extends from Hampton Avenue to Highland Boulevard between 27th and 35th Streets in Milwaukee.**

**The Corridor Membership Form**

Any company, organization, or individual may become a member of the 30th Street Industrial Corridor Corporation (The Corridor) if they have an interest in and support our mission of improving the economic vitality of the Corridor.

2011 Annual Dues

<b>Business Size/ Type</b>	<b>Annual Dues</b>
Employers of up to 25 employees.....	\$150.00
Employers of 26-100 employees.....	\$200.00
Employers of 101-500 employees.....	\$600.00
Employers of 500+ employees.....	\$1500.00
Individual Members.....	\$75.00
Nonprofit Organizations .....	\$30.00
Government Agencies.....	\$250.00

Name: \_\_\_\_\_

Company/ Title: \_\_\_\_\_

Address/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please return to: The Corridor, PO Box 16498, Milwaukee WI 53216