

Work Crew Brings New Hope to Corridor Community

If the Corridor community is looking cleaner and greener, it is not your imagination – it really is!

A simple sharing of ideas one year ago at an ICC committee meeting has now germinated into a 5-man litter abatement machine. A 13-week transitional jobs pilot seeks to create pathways to employment opportunities for five former Department of Correction (DOC) inmates in the fields of construction, underground construction, demolition, watercourse maintenance, and manufacturing.

The project is a work crew model that incorporates classroom-based training at Milwaukee Community Service Corps and approximately 30 hours per week of field work at litter abatement project sites in the Corridor. The positions are paid and participants in this program will recover or acquire their driver license, receive Workplace Health and Safety Training, and gain certification in OSHA Hazardous Waste Operations and Emergency Response.

The response from the Corridor community has been overwhelming. “Folks have been showing their tremendous appreciation – people have been driving by telling us what a good a job we’ve done,” says Robert C. Quaderer, Project Supervisor for Milwaukee Community Service Corps, which provides supervision of the crew and vocational training. Project participants were selected through the New Hope Project, a non-profit that builds bridges to work for former DOC inmates.

The pilot is being funded in part by Milwaukee Metropolitan Sewer District and Milwaukee Workforce Investment Board. Business Improvement District #37 is providing equipment and support for the program as well.

Community Spotlight: The Corridor’s Next Door Neighbor

Founded in 1969, Next Door Foundation serves more than 2000 children, youth, and parents each year and draws 50% of clients from the Corridor community. Their child and family focused programs address pre-school readiness, language and literacy for youth and adults, health care services, adult education, after-care, and home-based services for parents and their children.

It is the intent of Next Door Foundation to equip the 650 families who participate in their programs everyday with the skills to achieve sustained success. The organization has been located at 2545 N. 29th St. since 1991 and its pre-school program, Educare, was added in 2005.

Recruitment Services Coordinator, Beverly Watkins, wants the community to get to know Next Door Foundation and all of its services. On any given day, residents can receive services ranging from GED and college courses through a partnership with Cardinal Stritch University to pediatric health services for infants and toddlers.

Recently, Next Door Foundation celebrated its success with a joyous neighborhood block party that included food, arts & crafts, and live music. The event was well attended by 600 guests comprised of community residents and other community stakeholders like Milwaukee Public Library, The City of Milwaukee, Children’s Hospital, and Common Council President, Willie Hines, Jr. who in his youth attended Next Door Foundation.

According to Watkins, “Next Door Foundation wants to invest in families make sure the community stays intact.”

UPCOMING EVENTS

December 4th Business Mixer, 5pm to 7pm, Vanguard Sculpture Services, 3374 W Hopkins Street
Please RSVP to Brenna Holly at 414.444.4706 or brenna_holly@30thstreeticc.org.

ICC Becomes The Corridor A new brand and identity for the 30th Street Industrial Corridor was recently presented to the Corridor community at the ICC General Membership meeting. The ICC will be known as The Corridor with the new tagline “Industrial Roots-Progressive Future”. The organization’s Membership & Marketing Committee worked with 2-Story Creative to develop the new identity and logo. Expect to see new promotional materials in the coming weeks



City Continues its Focus on Corridor and Surrounding Neighborhoods

By Mayor Tom Barrett

Together with the 30th Street Industrial Corridor Corporation, the City of Milwaukee has several projects underway to attract and grow businesses. From workforce development to visual enhancements, brownfield clean-up to neighborhood revitalization, our city team is working with residents, business owners and employees to bring positive change to the area. I'd like to provide you with a few updates on our progress:

- Several company owners in the Corridor believe their businesses are poised to grow, according to a survey of central city businesses released by the Greater Milwaukee Committee at the beginning of 2008. We continue an aggressive business outreach campaign to identify barriers to growth and ways in which public partners can assist. Much of our future job growth will come from existing companies in the region.
- We are working with a consulting team to develop specific economic development strategies that build on existing assets in the Corridor, such as land availability and location, and to identify emerging industries that would benefit from a central location near a cluster of similar industries.
- A pilot workforce development program launched in the Corridor is proving successful. The Department of City Development and the Milwaukee Area Workforce Investment Board worked with the Milwaukee Area Technical College to develop a training model. Three businesses were surveyed on training needs to replace several retiring employees. I authorized a \$100,000 grant to help Master Lock, DRS Technologies and Capitol Stampings develop customized workforce training programs. Stay tuned for more information following the completion of the pilot.
- This summer I announced the City of Milwaukee successfully secured \$1.3 million in federal brownfield funds, to assess and remediate contaminated sites in the Corridor. Money will also go into the Brownfields Revolving Loan Fund, which provides low-interest loans and grants for clean-up of brownfield sites. Our city brownfields team is aggressively working to put more sites back into business to create jobs and strengthen neighborhoods.
- We also secured funds from the State of Wisconsin to identify innovative ways to integrate stormwater management in the Corridor to allow for maximum footprints for business growth. I'm pleased to announce that we've hired Conservation Design Forum to assist in the project. This consulting group specializes in integrated water-based ecological design and has experience working with the City of Chicago, New York and Des Moines on similar efforts.
- Streetscaping plans for Capitol Drive are in the design stage. Work is expected to begin later this year in the vicinity of 27th & Capitol Drive. Special median and crosswalk work will be the first noticeable changes. This is part of a broader project to improve public safety and enhance the area's visual appeal.
- We've been able to increase the frequency of clean-ups along our commercial streets in the Corridor, thanks to a partnership with the Genesis Behavioral Services' Restorative Justice Program, a center that rehabilitates released corrections offenders. Genesis clients spent 237 hours of community service to reduce litter. Some earned reference letters for potential future employment.
- Finally, work in our Targeted Investment Neighborhoods continues, with a concerted effort to bring more rental property owners into the program.

Member Spotlight: Yaggy Colby Associates: Experts in Redevelopment

(262) 646-6855 www.yaggy.com

Yaggy Colby Associates has provided multidisciplinary services to both the municipal and private sectors for over 37 years. This dual perspective means the firm is uniquely positioned to provide services for redevelopment projects. Yaggy Colby's professionals are well versed in the concerns and issues facing both developers and municipalities, and they have the insight to bridge common communication gaps. YCA regularly helps municipalities establish measures to promote the redevelopment of existing buildings and improve the current urban fabric. The focus on infill and redevelopment in the public sector is matched by the private sector's burgeoning "green design" movement. Both those in the building industry and the general public are showing increased interest in buildings that are environmentally responsible, profitable, and healthy places to live, work, and play.

Yaggy Colby is a member of the U.S. Green Building Council (USGBC), and its professionals embrace the comprehensive LEED approach. One of the categories available for LEED certification is Sustainable Sites, a key component of which is to stress infill and brownfield development. YCA can perform preliminary site investigations to help determine if potential sites meet both the proposed project's needs and LEED criteria. The firm's multidisciplinary professionals will not only help design an environmentally responsible project, but they can manage coordination, research, and documentation needed to successfully redevelop brownfields and infill sites.

Yaggy Colby's approach to redevelopment projects mirrors its approach to client service on all projects; it is centered on effective and proactive communication. The firm's professionals pride themselves on conducting business in a manner that is socially, ethically, and environmentally responsible, while offering the highest level of professional service to both public and private clients.

Mark Augustine, Department Head - Environmental & Geotechnical Services for Yaggy Colby, has been on the Corridor's Board of Directors since 1998. He is also an active member of the Planning & Redevelopment Committee.

Made in Milwaukee Tour celebrates its 8th Year

The 8th annual Made in Milwaukee Tour, a motorcycle ride that stops for tours at various manufacturing facilities, was held on Saturday, September 13th. Despite the wet weather that day, we had a great turnout for the event! The event kicked-off at Harley-Davidson's headquarters in the Corridor before heading for tours of Master Lock, DRS Technologies, Cargill and the Harley-Davidson Museum. The event is also a fundraiser for The Corridor and as part of the event, a raffle was held. This year's grand prize was airfare for two on AirTran Airways along with over 20 additional great prizes!

Thank you to all the businesses who participated as a tour stop this year as well as the many companies and organizations that donated raffle prizes!

We would like to give a special thank you to Carol Knuth of DRS Technologies. As always, she went above and beyond our expectations to help with the event.

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Mission Statement:

The 30th Street Industrial Corridor Corporation is dedicated to restoring and maintaining the economic vitality of the Corridor by promoting the mutual interests of companies and stimulating economic growth in the community.

The Corridor extends from Hampton Avenue to Highland Boulevard between 27th and 35th Streets.

ICC Membership Form

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

2009 Annual Dues

<i>Business Size</i>	<i>Annual Dues</i>
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: 30th Street ICC, PO Box 16498, Milwaukee WI 53216