

## DRS Breaks Ground for Facility Upgrade

On June 19th, DRS Technologies held a groundbreaking ceremony for a \$10.8 million investment in their facility on N. 30th Street. The project will include upgrades to existing infrastructure, installation of energy-efficient systems, and improved employee space. Both the State of Wisconsin and City of Milwaukee are providing assistance to partially offset the cost.

DRS is a leading supplier of integrated products, services and support to military forces, intelligence agencies and prime contractors worldwide. The company is headquartered in Parsippany, New Jersey. The Milwaukee facility employs over 300, of which more than half have engineering backgrounds.

DRS is very active in the 30th Street Industrial Corridor and surrounding neighborhoods. Staff participate on the ICC and BID #37 Board of Directors and on several ICC committees.



Dept. of Administration Secretary Michael Morgan speaks at the groundbreaking while Mayor Barrett looks on.

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## ICC Business Spotlight: M&I Bank

### **M&I – Banking on Their Commitment to the Community**

When Samuel Marshall arrived in Milwaukee in 1847 in a two-horse stagecoach there was no way he could have known the impact he was going to have on the Corridor community and the rest of Wisconsin.

On any given day you can walk into M&I Bank on 3536 W. Fond du Lac and you will see the M&I Commitment to the Community in action. “Whether your financial goals are business or personal in nature, M&I Bank makes a commitment to their customers,” says Holly Hortman, Vice President/ Branch Manager. “We are here to help you not only identify those financial goals, but review where you are today, explore sound financial solutions, establish financial services that are right for you, and be here as a financial resource to help you adjust your solutions as needed.” That commitment from M&I has always been there for the Corridor community even back in 1960s when the bank on 35<sup>th</sup> & Fond du Lac was *M&I Northern Bank*.



Daris Simmons, Customer Service Rep. Supervisor II, and Holly Hortman, VP/ Branch Manager at M&I Bank.

Hortman invites Corridor businesses to stop by and discuss the services M&I has to offer. For example, M&I provides services in wealth management, online banking, treasury management, business education, retirement planning, employee benefits, and payroll services. In her 3-year tenure at this location, Hortman states that none of it would be possible without her dedicated staff of 13. Every spring before the end of the school year, M&I staff visit local schools to educate kids on the value of saving. Also, school youth visit the 35<sup>th</sup> & Fond du Lac Branch and have the opportunity to “Job Shadow” Customer Service Representatives, tour the bank, and learn about the history of the bank. If that wasn’t enough, Hortman and other staff also do the same community sustaining work at other branches of M&I Bank. “The Golden Rule is the foundation of everything we do,” says Hortman. “We believe in treating our customers, employees, shareholders, and members of the community as we would like to be treated ourselves.”

## Neighborhood Involvement Important To Corridor's Future

By Rocky Marcoux, Commissioner Dept. of City Development

The City of Milwaukee continues to work with local, state and federal partners on a long-range initiative to bring more properties in the 30<sup>th</sup> Street Industrial Corridor back into use to grow businesses and attract jobs to the area. Many refer to the corridor as Milwaukee's next Menomonee Valley, a renewal project that after 10 years of planning, investment and marketing is yielding new jobs and businesses. But unlike the Valley, the 30<sup>th</sup> Street Industrial Corridor lies within residential neighborhoods, therefore our successes will depend on the strength of our partnerships with residents.

We believe the availability of a readied workforce in the immediate 30<sup>th</sup> Street Industrial Corridor can be a tremendous selling point with existing and future businesses. Our focus in preparing the corridor to better attract businesses includes initiatives to match job training of local residents to the needs of employers, creation of partnerships between businesses and residents to strengthen neighborhoods and citizen involvement in renewal efforts.

A few examples to share:

- This spring, residents in the corridor were invited to an open-house hosted by the Wisconsin Department of Natural Resources and the Department of City Development. The session offered information and solicited input on brownfield remediation work within the immediate neighborhoods. Residents who attended were able to view a map of existing sites and learn more about what it takes to tackle these challenging properties.
- On June 14, we marked the continuing partnership between Harley-Davidson and the residents who live in the immediate neighborhood of this corporate citizen with a dedication ceremony of 20 donated trees for a new Foundation Park at 3700 W. McKinley. Thirty additional trees will be distributed to area residents. Foundation Park represents the ongoing relationship between the residents of the Harley-Davidson neighborhood and both the Harley-Davidson Foundation and Greater Milwaukee Foundation to revitalize and improve the quality of life in the neighborhood. Work over the past three years has resulted in 16 rehabilitated homes available for first-time home-buyers, neighborhood collaboration on large improvement projects, increases in public safety and decreases in litter. The Harley-Davidson Foundation invested more than \$160,000 in the effort as part of the City of Milwaukee's Targeted Investment Neighborhood (TIN) program. TIN is a neighborhood revitalization strategy in which the City of Milwaukee, working with a neighborhood community partner, focuses resources in a relatively small area (6 to 12 city blocks) in an effort to stabilize and increase owner-occupancy, strengthen property values and improve the physical appearance of a neighborhood.
- The City of Milwaukee has also established additional Targeted Investment Neighborhoods (TINs) in the Corridor. Those TINs include: Bishop's Creek (33<sup>rd</sup> to 37<sup>th</sup> Streets from Congress to Hampton Ave); Eaton Neighborhood (Capitol Drive to Congress from 24<sup>th</sup> Pl to Soo Line Railroad); Metcalfe Park (27<sup>th</sup> to 38<sup>th</sup> from North Ave to Center); and Sherman Park (40<sup>th</sup> to 45<sup>th</sup> from Hadley to Burleigh).

Since 2007 \$3.1 million has been invested in housing revitalization in the 30<sup>th</sup> Street Industrial Corridor. We know that when people have affordable, attractive housing options in the neighborhood, there's a greater sense of ownership and pride in the area. We invite companies in the Corridor to discuss with us opportunities to create partnerships with area residents. In the near future, we look forward to providing an update on another 'match-making' initiative between area residents and employers: a job training pilot program that develops specific skills-based job training to match future workforce needs identified by three corridor companies.

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## Safety & Security Matching Grants Available to BID Businesses

Do you have a business within the boundaries of Business Improvement District (BID) #37? If so, many services are available to you including a matching grant for safety & security improvements at your facility such as exterior lighting, security cameras and other projects. The goal of the program is to have a positive impact on the safety and security of the business and the surrounding neighborhood. To date, BID #37 has awarded five grants to businesses in the district. Grant awards provide up to a 50% of the project cost or \$3000, whichever is less and only work begun after approval from BID #37 is eligible for reimbursement. Other guidelines and restrictions apply for the use of the funds. The guidelines and application are available at [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm) or by calling the BID #37 office at 414.444.4706.

## Important Opportunity for Minority Owned Businesses

By Wisconsin Department of Administration and Department of Commerce Staff

Wisconsin's Minority Business Enterprise Program (MBE) provides increased opportunities to minority-owned businesses to sell their products and services to the State of Wisconsin and its agencies. Minority businesses looking to expand and grow will benefit from the program's wide range of competitive opportunities.

Last year, the state and its agencies purchased over \$1.5 billion of goods and services from businesses in Wisconsin. Over \$62 million of these products and services were bought from MBE firms. Opportunities for businesses exist in general procurement of goods and services and professional services, ranging from IT consulting to construction.

To be eligible to participate in the MBE program a business must be certified by the Department of Commerce (Commerce) as a minority owned business.

### Benefits of the MBE Program

- Wisconsin law provides that state agencies may purchase supplies, equipment and contractual services from any certified minority vendor whose bid is no more than 5% higher than the bid of the lowest responsible bidder;
- Certified minority-owned firms are eligible for technical and marketing assistance, including participation in Marketplace, which is a statewide minority business marketing conference, sponsored by Commerce.
- Certified minority-owned firms are eligible to be listed in the State of Wisconsin's Directory of Minority-Owned Businesses which is provided to state agencies, procurement personnel, Wisconsin's corporate buyers and corporate buyers throughout the United States; and
- Certified MBEs will receive the assistance of the MBE office through the identification and notification of specific procurement opportunities;
- The MBE office acts as an advocate on behalf of certified minority businesses.

### Qualifications for Certification

- Minority owned businesses (sole proprietorship, partnership, corporation or joint venture) are eligible for certification if they meet the following criteria:
- Belong to a minority group under Wisconsin law (Native American, Black, Hispanic, Asian Indian, Asian Pacific, Aleut, Eskimo and Native Hawaiian);
- At least 51 percent owned, controlled and managed by a minority or minority group;
- Serve a useful business function (have customers other than the State of Wisconsin) and
- The business must have been under current ownership for at least one year.

### MORE INFORMATION

**For general information on certification and the MBE program:**

[MBD@commerce.state.wi.us](mailto:MBD@commerce.state.wi.us) or

Wisconsin Department of Commerce  
Bureau of Minority Business Development -  
5th Floor  
P.O. Box 7970  
Madison, WI 53707  
608.267.9550

**For a certification application please visit:**

<http://commerce.wi.gov/BDdocs/BD-MBE-and-WBE-Application.pdf>

**For more information on state procurement please contact:** Keith Broadnax at

[keith.broadnax@wisconsin.gov](mailto:keith.broadnax@wisconsin.gov)

**For more information on state construction contracting please contact:**

Godwin Amegashie at

[godwin.amegashie@wisconsin.gov](mailto:godwin.amegashie@wisconsin.gov)

\*\*\*\* The MBE program does not apply to the Department of Transportation – road construction projects (that utilize Federal Surface Transportation Act Funds) and the Department of Natural Resources (Environmental Protection Agency Funds.)

## ICC Increases Marketing Efforts

The 30th Street Industrial Corridor Corporation and its Marketing Committee has been working on developing new marketing initiatives for the area.

Most recently, the ICC hired 2-Story Creative to lead its rebranding initiative. The goal of this initiative is to create an identity for the area that helps to attract and retain businesses and jobs. The ICC plans to provide an update on the project at its next General Membership Meeting which is tentatively scheduled for August.

The ICC has also begun holding quarterly business mixers. The last mixer was held on June 5th at the Miller Inn and provided opportunities for businesses, community groups and others working in the area to meet, share ideas and make new contacts for their business. The next ICC Business Mixer will be on September 4th. More information on this event will be available in early August.



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**Mission Statement:**

*The 30<sup>th</sup> 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.*

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**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.

**2008 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: 30th Street ICC, PO Box 16498, Milwaukee WI 53216