

## BID #37 Wraps Up Second Year of Operation & Highlights Successes

Created at the end of 2005, Business Improvement District (BID) #37 ended its second year of operation in December 2007. Since its inception, a number of programs and projects are underway thanks to the dedication of the BID #37 Board of Directors and area business and property owners committed to the revitalization of the district. Rich Reynolds of DRS Technologies said, "It's been an honor to be the Chair of BID #37 working with the outstanding Board Members of both the BID and the 30th Street ICC. Brenna Holly and Maurice Williams, full time staff of the ICC, are providing invaluable support to help advance the causes of the business community. A dedicated group of folks have been relentless and passionate in taking action, as is evidenced in the accomplishments over the last two years."



Here are a few highlights of BID #37's first two years:

- Awarded five Safety & Security Project Matching Grants totaling over \$10,000.
- Removed graffiti from over 40 properties at no charge to business owners.
- Held over 10 litter clean ups in the district.
- Worked with residents and businesses to form the beginnings of two new neighborhood block watches.
- Completed streetscape design guidelines for the major thoroughfares in the district.
- Secured \$1 million in financing from the City of Milwaukee for the implementation of streetscape improvements along Capitol Drive.

"The City has demonstrated its commitment to this cause, and I'd like to recognize their efforts to find ways to enhance the overall objectives of the business community," added Reynolds. "I look forward to advancing the 30th Street Industrial Corridor by growing jobs, integrating the community into that job growth and creating a better environment for businesses—retaining existing and recruiting new. We recognize this is a journey and it will take time to make sustained improvement, but we are committed to that journey."

## ICC Undertakes Branding Effort for Corridor

In February, the ICC issued a Request for Qualifications to find a consultant to lead a branding effort for the 30th Street Industrial Corridor. The ICC is in the process of selecting a consultant to lead the project.

The ICC's Membership & Marketing Committee, comprised of representatives of 30th Street Industrial Corridor businesses and ICC members, will oversee the branding project with the assistance of ICC Board members and staff. We expect the project to begin in late spring. The selected consultant will be asked to create a community engagement component as part of the project to ensure input from Corridor businesses, community groups, residents and other stakeholders. Please watch for future announcements on this project via email or mail and on our website at [www.30thstreeticc.org](http://www.30thstreeticc.org).

### ICC BOARD OF DIRECTORS

**Tim Casey**, President  
Equity Commercial Real Estate

**Sarah Slack**, Vice President  
Foley & Lardner LLP

**Dan Carey**, Secretary  
Master Lock Company

**Linda A. Swift, CPA**, Treasurer  
United Tax Service

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**Héctor Colón**  
Department of Workforce Development

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**Richard Reynolds**  
DRS Technologies

**Tony Shields**  
Harley-Davidson Motor Company

**Robert Trimmier**  
Dept. of City Development

**Gary Wenzel**  
Capitol Stampings

### STAFF

**Brenna Holly**  
Executive Director

**Maurice Williams, Jr.**  
Program Coordinator

### **Upcoming Events**

April ICC Membership Meeting:  
Date to be determined

April 30th: Corridor Job Fair at  
UMOS, 4030 N. 29th Street

## ICC Business Spotlight

### Southeastern Youth & Family Services

4050 N. 34th Street  
414-464-1800  
[www.syfs.org](http://www.syfs.org)



#### **Southeastern Education Center: Serving Youth and Serving the Community**

The Industrial Corridor community is home to many types of businesses and organizations including services for youth. The Southeastern Education Center (A program of Southeastern Youth & Family Services) is located on the north end of the Corridor on 4050 N. 34<sup>th</sup> Street. The mission of the Center is to assist at-risk children and their families in strengthening life skills through a program of interactive services. The Center recently completed initial renovations of its second floor to better serve its students. These renovations were funded by grants from the Wisconsin Energy Corporation Foundation, Jane Bradley Pettit Foundation and Elizabeth Elser Doolittle Charitable Trust.

On any given school day a maximum of 90 MPS behavior reassignment students are engaged in opportunities to improve their academic deficiencies through classroom instructions, educational projects, motivational speakers, and focused educational field trips. There are a maximum of twenty (20) students to a class and there are two teachers per class. According to Program Director Michael Schlumpf, "Our experience has shown that without behavioral intervention, a good proportionate of at-risk youth demonstrate greater potential for academic failure and delinquency." To this end, the Southeastern Education Center has adopted an integrated curriculum designed for students who have been identified as at-risk. This includes the core academics, art, health, physical education and specific quality time given to addressing and changing behavior that is impeding their learning.

Thanks to a number of public and private funding sources the Center is also able to provide free breakfast, lunch, afternoon snacks, and after school programming to students. After school services involve tutoring, computer time, sports, even bicycle repair and safety instruction taught by a retired teacher. Goals of the after school program are to teach new recreation skills, improve academic skills and to help discourage delinquent behavior choices. "As much as possible, learning at Southeastern Educational Center is tied to real life circumstances so that students will see the relationship between academics and their past, present, potential experiences," says Schlumpf. "With rolling enrollment, we have the students for about a semester at best then they move back into their regular MPS setting or they are referred for further services. So we have to make a positive impact in a short period of time."

## Corridor Job Fair to be held on April 30th, 2008

The ICC Workforce Development Committee has been busy planning several initiatives geared toward increasing workforce development efforts in the Corridor for both employers and job seekers.

The committee is in the midst of planning the ICC's first Corridor Job Fair. This job fair will be held the morning of April 30th, 2008 and is being held in conjunction with two of the ICC's workforce development partners—UMOS and YWCA. The event will be held at the UMOS facility in the Corridor at 4030 N. 29th Street.

This job fair is geared specifically toward Corridor businesses and connecting them with local job seekers. Therefore, the job fair will only be open to companies located within the 30th Street Industrial Corridor.

If you are interested in being a part of this job fair, please contact Maurice Williams, Jr. at 414.444.4706 or [maurice@30thstreeticc.org](mailto:maurice@30thstreeticc.org). Companies interested in participating are requested to sign up as soon as possible.

## ICC Welcomes New Board Member & Elects Officers

At the ICC's annual meeting at the end of November 2007, the Board of Directors elected Héctor Colón to a two year term on the Board. Mr. Colón is the Executive Assistant in the Secretary's Office of the Department of Workforce Development (DWD). As the Executive Assistant, Colón fills one of the top three leadership roles in the Department and is responsible for external relations in the Secretary's office, including communications, legislative, and congressional relations, as well as interactions with DWD partner agencies and organizations.

"We are very pleased to have Héctor join our Board of Directors," said Tim Casey, ICC President. "The Board is one of the strengths of our organization, along with our staff, and Héctor's expertise will be invaluable as we expand on our Workforce Development efforts."

In addition, the ICC Board also elected officers for 2008 at the annual meeting. Tim Casey, Equity Commercial Real Estate, was re-elected President; Sarah Slack, Foley & Lardner LLP, was elected Vice President; Dan Carey, Master Lock, was elected Secretary; and Linda Swift, CPA, United Tax Service, was re-elected Treasurer. Congratulations!

# The Role of Community Liaison Officers

By Shellee Lubus, Community Liaison Officer, Milwaukee Police Department

The 30<sup>th</sup> Street Industrial Corridor's area has not one but two police districts within its boundaries. If your company is located south of Center Street you are part of District Three, located on 49<sup>th</sup> and Lisbon Avenue. If your business is located north of Center Street, you are part of District Seven, which is on 36<sup>th</sup> and Fond Du Lac Ave.

Police District Three has two officers trained to be Community Liaison Officers. They are Thomas Kupsik and Derrick Lemmie. In District Seven, it is Shellee Lubus.

These are special assignments that are far removed from traditional police work. Community Liaison Officers (CLO) are not assigned to any type of patrol duty, unless in times of extreme emergency, which is rare. Their primary responsibility is to work with the community, whether that is the business or resident community, in their districts. For residents, that generally means developing and maintaining block watches in their area and for businesses it means either working with a business on an individual basis to solve a particular crime issue, or working in a larger group setting, like the 30<sup>th</sup> Street ICC.

The CLO is usually the direct link between businesses and the district captain. Many times the CLO will attend meetings, representing the captain, to hear the concerns and report back to their captains.

In addition to attending the meetings, each CLO is very well trained in evaluating your business to reduce criminal activity. These surveys are free and range from evaluating the physical layout to procedural recommendations for your employees. It is always better to work with us before a problem arises, rather than after a situation has occurred.

Each district also has a monthly crime analysis meeting where current crime problems are discussed as well as recent arrests, locations of nuisance properties, etc. District Seven meets every third Monday of each month starting at 6:30 P.M. District Three meets every last Thursday of each month, starting at 6 P.M. The locations of the meetings change, so it is best to contact these officers via email, to get on the mailing list for meeting notification. To reach Officer Kupsik the email is tkupsi@milwaukee.gov and to reach Officer Lubus, the email is slubus@milwaukee.gov.



Capt. Patrick Mitchell, District Seven, and Capt. James Harpole, District Three, address Corridor businesses and community groups at an ICC meeting.

## Capitol Stampings hosts ICC Mixer

On March 6th, Capitol Stampings hosted and sponsored the ICC Business Mixer.

Our thanks to Gary Wenzel, President of Capitol Stampings, and his staff for their generous hospitality!



We are always looking for hosts and sponsors for business mixers. This is a great opportunity for you to promote your business among ICC members and Corridor businesses. Involvement can range from hosting the mixer at your company to providing financial assistance to sponsor refreshments at your venue or another. If you are interested in hosting or sponsoring an upcoming event, please contact Brenna Holly at 444.4706 or brenna\_holly@30thsteeticc.org.

## City Brownfield Grant Awarded

By Benji Timm, 30th Street Industrial Corridor Project Manager for the City of Milwaukee

In January, Metal Processing Company was awarded the first 30<sup>th</sup> Street Industrial Corridor Brownfield Grant. Metal Processing will use their award to conduct groundwater testing on environmentally challenged properties adjacent to their main facility. Metal Processing is located at 3257 North 32<sup>nd</sup> Street and has been an active business in the Corridor for over 50 years.

This grant program is one of the newest incentive programs offered by the City to encourage investment and environmental stewardship in the Corridor. The City wants to encourage the investigation and (re)development of industrial and commercial properties in the 30<sup>th</sup> Street Industrial Corridor that may be affected by environmental conditions.

The grant can be used for soil testing, groundwater sampling, and in certain cases underground storage tank removal. Awards will not exceed \$25,000 and require a match. To find out more about this program, please contact Benji Timm, City of Milwaukee, at 414.286.5756.



Metal Processing Company processes metal parts that come from the foundry before they are sent off to their final destination as hydraulic or engine parts.



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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