



30TH STREET
INDUSTRIAL CORRIDOR CORPORATION

Corridor Currents

A publication of the 30th Street Industrial Corridor Corporation

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Corridor Streetscape Project Expected to Begin in 2008

Conceptual streetscape designs have been completed for the 30th Street Industrial Corridor. Business Improvement District (BID) #37 hired Schreiber/ Anderson Associates for the design work.

Implementation of the streetscape improvements is expected to occur over the next ten years. BID #37 is in the process of securing funding for the first phase of implementation which will include improvements along Capitol Drive from 27th Street to 35th Street. BID #37 hopes to be the first phase in 2008.

Pictured at right are conceptual illustrations of Corridor streets after implementation of the streetscape improvements. Pictured below is the conceptual plan for Capitol Drive. These streetscape illustrations and others are posted on the ICC's website at www.30thstreeticc.org/BID37Streetscape.htm.



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Made in Milwaukee Tour Set for September 22nd

The seventh annual Made in Milwaukee Tour will be held on Saturday, September 22nd. The event includes a motorcycle ride (non-motorcycle riders are also welcome to attend) with stops at various manufacturing facilities in Milwaukee.

The ride will kick off from the Harley-Davidson Motor Company headquarters at 37th & Highland. This year's stops include tours of Vanguard Sculpture Services, Glenn Rieder, P&H Mining Equipment and Miller Park. More information is included on the ICC's website at www.30thstreeticc.org.

Advanced registration is encouraged. Please visit www.30thstreeticc.org or contact Brenna Holly at (414) 444-4706 or brenna_holly@30thstreeticc.org for registration materials.

Upcoming Events in the 30th Street Industrial Corridor

September 22nd: Seventh Annual Made in Milwaukee Tour

October 12th: 30th Street Industrial Corridor Media Tour

November 15th: ICC Business Mixer at Perpendicular, 5000 W. Vliet.

ICC Business Spotlight

Community Care

3220 W. Vliet Street

(414) 231-4000

Community Care Converts Warehouse into Carehouse

A local adult health center is providing comprehensive services to central Milwaukee seniors in what was once a factory-warehouse.

Today the new Community Care facility on 3220 W. Vliet not only provides services to 100 community participants per day but does it in 95,000 square-feet of renovated manufacturing space. In its old life, Industries for the Blind used the building to manufacture pencils, brushes and pens.



To the residents of Midtown Neighborhood and beyond, Community Care provides integrated health and home adult day services that result in a comprehensive one-stop-shop for the frail and elderly. To the neighboring businesses in the corridor, Community Care embodies the true spirit of industrial transformation that is encouraged throughout the corridor:

- Locating or relocating new or existing business in the industrial corridor
- Finding use for underutilized existing properties
- As a local business, serving the immediate community as well as larger markets in the form of products, services, and jobs

The Midtown Community Care has 140 employees that provide everything from medical needs to programmed recreation all between the hours of 8am – 4:30pm. Emphasis is placed on maintaining the home life of program participants. Community Care has 9 sites in southeastern Wisconsin and is celebrating its 30th anniversary of providing a real alternative to nursing home care for at-risk adults.

Northstar Manufacturing, Inc.

3285 N 32nd Street

(414) 445-1525

Northstar Manufacturing, Inc. was founded in 1992 by Steve Zima, Joe DiNardo and Neal Wegner and has been located in the 30th Street Industrial Corridor since 1999. The company specializes in precision tool-making, stamping, grinding, powder coating, ceramic coating and sandblasting. Northstar primarily serves metal fabricators but has also found success designing oil pans and other products for the automotive industry, including performance racing.

Northstar's 20,000 square foot facility is located at 3285 N. 32nd Street. Currently, they employ seven but are also in a growth mode and plan to add new jobs in the near future. Their future plans include expanding their powder and ceramic coating operations.



Pictured above is Northstar's 40 foot long oven which can hold a weight of 3 tons.

As much as possible, Northstar strives to use local Corridor businesses for paint stripping and other work. They also are looking to the local labor force in the surrounding neighborhoods to fill future jobs.

For more information on Northstar and their products and services, contact Joe DiNardo at (414) 445-1525 or visit their website at www.northstar-mfg.com.

Harley-Davidson Recognized

Harley-Davidson Motor Company, whose headquarters is located in the 30th Street Industrial Corridor, was one of nine companies in Wisconsin recently recognized by the Wisconsin Manufacturers and Commerce and the Wisconsin Environmental Working Group.

The awards recognize companies for their achievements in the areas of pollution prevention, environmental innovation, and environmental stewardship. Harley-Davidson's award was for its environmental stewardship.

Congratulations Harley-Davidson!

Business Spotlight

If you have a story to share about your business, please contact the ICC at (414) 444-4706 or send an email to brenna_holly@30thstreeticc.org.

BID #37 Awards Safety & Security Project Grants

To date, two businesses in Business Improvement District (BID) #37 have applied for and received matching funds from BID #37 to make safety and security improvements at their facilities.

B83 Testing & Engineering replaced broken windows with new glass and a shatter resistant coating along their front entrance. BID #37 paid for 50% of the cost of the shatter resistant coating which will prevent the entrance from potential damage caused by vandals. "The matching grant we received from BID #37 was a great assistance in restoring the facade of our building," said Steve Yokosh, President of B83 Testing & Engineering. "We had the glass front entrance boarded up due to vandals breaking the glass repeatedly. Now our customers don't drive by thinking that we are closed or that the building is abandoned."



B83 Testing & Engineering installed shatter resistant coating on the glass of their façade.

Capitol Stampings implemented a new security system to enhance protection for their facility, employees and the surrounding area. BID #37 contributed to the costs of installing nine exterior security cameras on the Capitol Stampings grounds.

The funds awarded by BID #37 are reimbursable funds for the lesser of 50% of the total cost of the project or \$3000. For a copy of the complete guidelines and the application for BID #37's Safety & Security Project Grant program, please visit www.30thstreeticc.org/bid37.htm or call (414) 444-4706.

City News

By Bob Trimmier, Economic Development Specialist for the City of Milwaukee

In a demonstration of its ongoing commitment to revitalization and new development in the 30th Street Corridor, the City has significantly expanded its corridor team. Benji Timm has been spearheading DCD initiatives in the corridor since late last year, including the establishment of a "field office" at Eaton Corporation. Given Benji's deep involvement with real estate and brownfield development (including the former Tower Automotive site) and other issues, and the expanding nature of other City activities, DCD has also assigned Kein Burton and Bob Trimmier to work full-time in the corridor as well.

Ms. Burton brings a broad-based background in community banking, housing and neighborhood development, historic preservation, and urban advocacy to the team. As neighborhood planning, business attraction and retention, safety and security, and other priorities emerge, Kein will provide overall coordination and leadership for City involvement throughout the corridor. Bob Trimmier, a member of the ICC Board of Directors for several years, will focus on community relations, partnership development, and communications. Bob's historical perspective and experience with business groups city-wide are expected to be of particular value. This expanded City focus, along with the strategic plan developed by the ICC and the foundation work Benji has done, should position the corridor for a significant ramp-up of activity in the near future.

In other news...

- The Eaton TIN (Targeted Investment Neighborhood), established in February, is off to a flying start. To date, 6 owners have been approved for home improvement funding, and an additional 17 have applications in the pipeline. Typically, TINs take considerably longer to generate such a high level of response, so this activity bodes well for the coming year.
- Gorman & Company broke ground in August on the first of 30 scattered-site houses they're building in Metcalfe Park in partnership with the City. The homes will be sold through an innovative lease-to-buy plan that is designed to increase home ownership in the neighborhood. The City is supporting the program in part through a tax increment district created in the area from Meinecke to Center, and 27th to 35th Streets.
- The City, through the Department of Neighborhood Services and the Police Department, is working to establish a Landlord Compact in the area around 27th & Atkinson. This initiative would help train investors in all aspects of rental property ownership, from screening tenants to property maintenance. It's a model that's been successfully employed in other parts of Milwaukee, including the Avenues West area.
- Astronautics Corporation, 4115 N. Teutonia Avenue, has been awarded \$500,000 in Technology Zone Tax Credits by the Department of Commerce. The credits were awarded on the basis of the creation of 91 high-paying jobs and significant facility investment.

Clearly, the City recognizes that the 30th Street Corridor's attractiveness as a place to invest and do business is inextricably linked to the health and well-being of its neighborhoods. As a result, any successful redevelopment strategy must incorporate projects and programs that address quality of life as well as the needs of our businesses.



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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.

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.

2007 Annual Dues

Business Size/ Type	Annual Dues
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