

General Membership Meeting Provides Information on Available Incentives

Speakers at the January Corridor Membership Meeting provided information on finance programs and incentives available to Corridor businesses. Representatives from Franklin Energy discussed programs and financial incentives available to industrial, commercial and nonprofit businesses looking to make energy efficiency improvements to their facilities. For more information, contact Kelly Boettcher, Energy Advisor for Energy Incentives & Renewable Energy Programs from We Energies, at 262.786.1287 ext 116 or kboettcher@franklinenergy.com.

During the meeting, Tracy Lubber and Martha Morrison of the Milwaukee Economic Development Corporation (MEDC) discussed financing programs and tax credits, such as the federal Renewal Community Tax Credits and the New Market Tax Credit.

The Community Development Financial Institutions Fund of the U.S. Treasury Department announced in October 2008 that MEDC was selected to receive a \$50 million New Markets Tax Credit allocation (NMTC). Through the New Markets Tax Credit Program, MEDC becomes a Community Development Entity (CDE) conduit that invests the NMTC funds into businesses and developer projects located in low-income census tracts in the City of Milwaukee. Investors/Taxpayers that invest funds in businesses and development projects located in low-income census tracts through the MEDC CDE receive 39 percent of the cost of the investment in the form of federal tax credits. The tax credits are claimed by the taxpaying investor over a seven-year allowance period, with 5 percent annually claimed in each of the first three years and 6 percent annually claimed in each of the final four years. MEDC hopes to have the entire \$50 million invested into Milwaukee.

MEDC received its first NMTC allocation of \$18 million in 2006 and created a low interest rate, revolving loan fund. To date, this NMTC fund has provided funding for 30 below-market-interest-rate loans ranging in size from \$120,000 to \$6 million. One half of the loans were made to minority-owned businesses. MEDC continues to revolve the loan funds at the below-market rate of interest as the funds are repaid. For more information, contact MEDC at 414.286.5840 or info@medconline.com.

Business Spotlight: Amaranth Bakery & Café, 3329 W. Lisbon

According to literary sources an amaranth is an undying imaginary flower. To many, Amaranth Bakery & Café represents the undying commitment to the spirit of renewal for the Walnut Hill Neighborhood. That commitment is not imaginary, but very real and very welcomed.

In 2000, Dave Boucher and his wife, Stephanie Shipley, purchased the building that houses Amaranth as a fixer-upper with a long-term goal of opening a bakery. According to the couple, "We worked on creating product at home for 6 years before opening in 2006...nowhere in the community could you get healthy, affordable food."

Prior to opening, Boucher and Shipley spent a lot of time finding equipment that matched their needs for a commercial kitchen and met all of the required building and health codes.

As the local bakers settled into the rhythm of running a business, they developed plans to expand Café offerings to include prepared foods for customers to take home. They also furthered their outreach efforts to the community by working with aspiring bakers who had ideas they wanted to take to market.

As business owners and residents of the area, their vision for the Walnut Hill Neighborhood is hopeful and full of potential. "Our dream for Lisbon Avenue is for it to be a focal point and center for the community," said Boucher.

Amaranth is located on 3329 W. Lisbon and is open for business Tuesday through Saturday from 7am until 2pm with fresh & delicious soups, breads, pastries, and coffee that are made daily. Contact Amaranth at 414.934.0587 or amaranthbc@gmail.com.

UPCOMING EVENTS

Thursday, March 26, 6pm-8pm: Near North Plan Public Advisory Group Meeting, Eaton Corp., 4201 N 27th St. Questions? Contact Robert Harris of the Department of City Development at 414.286.5654.

Thursday, June 4, 5pm-7pm: Corridor Business Mixer Location to be determined. Interested in hosting and showcasing your business? Contact Brenna Holly at 414.444.4706.

Businesses Achieve Results through Pilot Training Program

Through a grant received from the City of Milwaukee, the 30th Street Industrial Corridor Corporation was able to provide assistance to three companies to develop customized training programs for their workforce in 2008. Master Lock, DRS Power & Control Technologies, Inc. and Capitol Stampings participated in the pilot program.

One of the programs Capitol Stampings invested in was leadership training. They transformed their shop floor from traditionally managed supervision to a leadership style culture, utilizing group leaders who basically run the entire manufacturing process with very little direct supervision. The training empowered their leaders on the floor to make quick decisions when necessary.

“It has been personally gratifying to see our people step up to the challenge and really achieve some very unbelievable results,” said Gary Wenzel, president of Capitol Stampings.

Capitol Stampings also invested in and continues to invest in a program called Operator Self Inspection (OSI). OSI operators will be able to make the necessary adjustment in machinery and welding operations on the fly without having to wait for the parts to be inspected because they are the inspectors.

Capitol Stampings training program also implemented Spanish for the Workplace training to improve communication and cross-cultural understanding between managers and employees whose primary language is Spanish. The training resulted in the creation of a more effective and productive work environment by shortening the learning curve for new employees and improving the ability of entry level employees to move into higher skilled and higher paying positions.

As part of the pilot, Master Lock developed a three part training program for their workforce. They provided a pay incentive to their employees who completed the Manufacturing Skills Standards Certification (MSSC) offered by Milwaukee Area Technical College. The course consists of four modules that focus on manufacturing operations (safety, quality, manufactur-

ing processes, and maintenance). Master Lock saw this training as an opportunity for the development of the future workforce for Master Lock while simultaneously providing an immediate impact and incentive to employees that take the time and initiative to improve their skill set as a manufacturing worker.

Safety in the workplace is of critical importance. Therefore, as part of this program, Master Lock required all Milwaukee Operations salaried personnel to complete the Safety module of the MSSC certification course.

The third area focused on Master Lock's skilled trade apprenticeship program. This long term program is a vitally important aspect of their workforce development program. It provides the company with the additional skilled trades people that will be needed in years to come while providing Master Lock employees the opportunity to grow into a more challenging and lucrative positions.

DRS Power & Control Technologies, Inc. implemented a Leadership Development Program (LDP), designed to enhance the skills of current leaders as well as to identify and develop future leaders by bringing new practices, new thinking and new understanding of the challenges of each day; with the ultimate goal of enhancing participants' leadership skills to increase their effectiveness within the organization.

Business Mixer Honors Tim Casey's Service to the Corridor

On March 5, The Corridor held its quarterly business mixer in honor of Tim Casey, former president and current past president of The Corridor Board of Directors. The event was held at the Miller Inn at Miller Brewing.

Tim has served on the organization's Board of Directors for over 12 years including five years as president. During his tenure, he has been instrumental in attracting new investments and grant funds for the area and leading planning and redevelopment activities. His dedication to the Corridor continues through his Board involvement and service on our Planning & Redevelopment Committee.

Lights on for Safety...

Is the theme for Spring 2009, according to the Milwaukee Police Department (MPD) District 7. With the help of area block watch clubs and community organizations like Sherman Park Community Association and Community Partners, MPD is lighting up the night as part of a new safety campaign for Corridor residents. In various neighborhoods near the Corridor, District 7 police will help residents install lighting on their garages or in their yards as a crime prevention measure. The residents are getting the light fixtures and installation at a 25-30% reduced cost.

As luck would have it, the Corridor Business Improvement District (BID #37) also has established a separate Safety and Security Grant program just to assist commercial/industrial property owners and businesses in BID #37 with safety improvements to their facilities. Examples of eligible projects include, but are not limited to: exterior lighting, security cameras, shatter resistant windows and other safety and security measures deemed appropriate. Grant awards can be up to 50% of the project cost with the maximum award not to exceed \$3000. Only work begun after the property owner or business receives approval from BID #37 is eligible for the grant program. For more information, please contact Maurice Williams, Jr. at 414.444.4706 or maurice@thecorridor-mke.org.

Businesses and Residents Working Together in the Corridor

It is that time of the year again where residents in the Corridor community get out their brooms, rakes, and revive their block watch groups. To help ensure block club success, Corridor businesses have donated to surrounding block watch groups in the following capacities:

- Donating printing for flyers
- Providing food donations for events or meetings
- Small monetary donations or items for picnics, clean-ups, etc.
- Featuring neighborhood groups in business newsletters
- Providing volunteers for community events
- Hosting meetings or providing meeting space
- Providing equipment and/or storage for community functions (tables, trash cans, chairs, etc.)

If your business is interested in partnering or contributing to a Corridor community block watch, please contact us at 414.444.4706.

Community Spotlight: LAND

Lisbon Avenue Neighborhood Development (LAND) has been many great things to the southern half of the Corridor community and has now added service learning as a tool to build public and private partnerships that will enhance the quality of life for residents in the Corridor community.

Located in Walnut Hill on 3701 W. Lisbon, LAND has partnered with local Urban Waldorf and Ralph Metcalfe Schools engaging more than 60 students in service learning opportunities that range from research on the natural environment of their neighborhood to attending a lecture by Archbishop Desmond Tutu in Minneapolis. Service learning students at Waldorf have produced an educational DVD aimed at expanding community awareness about the negative impacts of graffiti. Executive Director Toni Anderson and Program Coordinator Delores Green strongly believe service learning cultivates civic awareness, expands access to opportunities and prepares young people to be powerful change agents for the future of greater Milwaukee. LAND is funded by State Farm Insurance Company, Local Initiative Support Corporation, and the Helen Bader Foundation. For more information please contact LAND at 414.934.8540.

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Mission Statement:

The 30th Street Industrial Corridor Corporation (The Corridor) 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 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 if they have an interest in and support our mission of improving the economic vitality of the Corridor.

2009 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 Industrial Corridor Corporation, PO Box 16498, Milwaukee WI 53216