

## 30th St. Corridor Brownfields Work–We’re Looking for Your Input!

By Andrew Savagian, Wisconsin Department of Natural Resources

The City of Milwaukee, the Wisconsin Department of Natural Resources (DNR) and the ICC are seeking your input on cleaning up environmental contamination in the 30th Street Corridor.

Through state and federal funding, these partners are focusing on the cleanup and redevelopment of brownfields, which are abandoned or underused commercial properties with real or perceived contamination. To date they have already assessed more than 30 properties in the Corridor.

The ICC, City and DNR staff hope that through this effort they can help spur the positive re-use of these properties for the 30th Street community. If you have ideas on how we can utilize this funding, where the state and city can most help the corridor with their environmental resources, or any other thoughts about how we can help clean up environmental contamination in the Corridor, please contact the following:



Andrew Savagian speaks at the September ICC Membership Meeting

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Many of you know Benji from his work in the 30th Street Industrial Corridor, and Andrew spoke during the September ICC General Membership meeting. Thanks for your input!

## ICC & UMOS to partner for a Spring Corridor Job Fair

On November 7<sup>th</sup>, five-hundred job seekers descended upon United Migrant Opportunity Services (UMOS) for the fall job fair. Along with the host of applicants, Integrated Mail and Master Lock represented businesses from the 30th Street Industrial Corridor. Unlike most other job fairs, this event was specifically tailored for employers to fill entry level positions. Sybil Bennett of Master Lock said, “I felt the job fair was a great way to interact with potential candidates (there sure were plenty of them) and was very well organized. The staff was excellent and should be rewarded for their hard work and dedication. Master Lock would participate again in any job fairs in the future. Definitely worth our time!”

UMOS has two offices including one in the Corridor at 4030 N. 29<sup>th</sup> Street that provides services to the Industrial Corridor community .

The ICC has been taking steps to enhance its workforce development efforts. To this end, the ICC has been working with UMOS to plan a 30th Street Industrial Corridor Job Fair for spring 2008. The invaluable feedback gathered at the November job fair has aided the ICC and UMOS in their planning efforts by providing information that helps meet specific employment needs of the Corridor community.

For more information about the upcoming 30th Street Industrial Corridor Job Fair, please contact Maurice Williams at 414.444.4706 or maurice@30thstreeticc.org.

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**Brenna Holly**  
Executive Director

**Maurice Williams, Jr.**  
Program Coordinator

### Upcoming Events

**Jan. 16th:** ICC Membership Meeting, 8am, Eaton Corp.

**Jan. 17th:** Near North Side Plan Kick-off, 6pm to 8pm, Eaton Corp, 4201 N 27th Street

# ICC Business Spotlight

**WCGV/ WVTV**

4041 N. 35th Street

## CW 18, My24 & MyCommunity

What do sister stations WVTV (Ch. 18) & WCGV (Ch. 24) have in common with the 30<sup>th</sup> Street Industrial Corridor Corporation? They are both working to serve the same community. Station manager David Ford envisions using local television media to create special collaborative partnerships with local community groups to help address community issues. To this end, Ford has graciously allowed the recently formed *North of Capitol* community-watch meetings to take place every fourth Thursday of the month at the Corridor based television station. "I want us to do more for the community with the resources that we have," states Ford.

The programming on CW 18 & My24 reaches 882,990 households daily; mostly adults between the ages 18-49 with a diverse viewing audience. The entertainment stations offer popular syndicated programs like Two and a Half Men, Family Guy, The Simpsons, Friends, King of Queens, Scrubs and quality films that air during evening hours and on weekends. In addition, the stations feature popular network programming like America's Next Top Model, WWE Smackdown, IFL, Everybody Hates Chris, Girlfriends, The Game, and many more.

With 65 employees and their facility at 4041 N. 35<sup>th</sup>, the Industrial Corridor is the perfect home for the sister stations. "We aren't going anywhere; there are many benefits to being located here including the midtown commuting convenience for many employees," states Ford. "We want to actively support the development occurring in and around our community."

CW 18 was formed in 2006 by merging CBS owned UPN with Warner Bros. Once merged, they formed CW 18. My24 was formed in 2006 as an affiliate of My Network TV owned by News Corporation. Ford also oversees Fox 47, the Madison based affiliate with similar programming. "The biggest difference in the two markets is in the makeup of the marketplace," said Ford. "Madison is a terrific market for us, but Milwaukee offers a more diverse population base that is well suited for our Milwaukee stations. This gives us an opportunity to develop partnerships and programs that are able to make a difference in the communities that we serve."



### 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 [info@30thstreeticc.org](mailto:info@30thstreeticc.org).

### ICC Mixes it up at Perpendicular

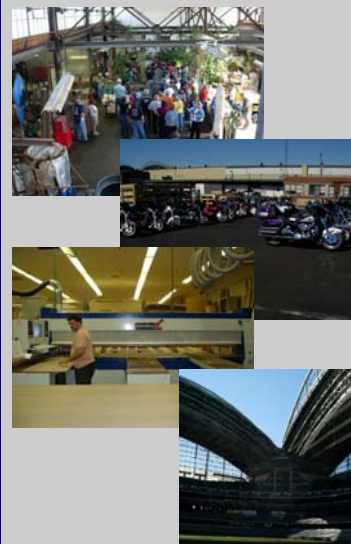
The 30th Street Industrial Corridor Corporation hosted its first business mixer on November 15th at Perpendicular Wine Bar and Art Gallery, 5000 W. Vliet. We had a great turnout for this networking event with over 50 people in attendance.

We would like to thank M&I Bank for sponsoring the event. The ICC plans to hold business mixers three to four times per year. Please watch for announcements regarding upcoming events.

The ICC would like to extend a special thank you to the members of its Membership & Marketing Committee. The committee focuses on developing services and planning events to assist Corridor businesses and promote the area. Committee members include Dawn Davis, M&I Bank; Holly Hortman, M&I Bank; Bob Dennik, Milwaukee County; Tory Kress, City of Milwaukee; Linda Swift, United Tax Services; and Brenna Holly, 30th Street ICC. The committee planned the business mixer as well as the Corridor Media Tour held in October.

### Made in Milwaukee Tour Promotes Corridor Businesses

The seventh annual Made in Milwaukee Tour was held on September 22nd and was a great success! Approximately 60 participants joined the ride for behind the scenes tours of Vanguard Sculpture Services, Glenn Rieder, P&H Mining and Miller Park. The event concluded with a raffle drawing for over 20 fantastic prizes. Thank you to all of our sponsors!



#### 2007 Sponsors

- Amaranth Bakery & Café
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- Eaton Corporation
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- Glenn Rieder, Inc
- Harley-Davidson Motor Company
- House of Harley-Davidson
- Master Lock
- M&I Bank
- P&H Mining Equipment
- United Landscape & Snow Plowing
- Vanguard Sculpture Services

## Employer-Assisted Homeownership Ideas for Corridor Businesses

At the September ICC General Membership meeting, several speakers discussed programs available for employers to assist with the homeownership goals of their employees. Diane Schobert of the Wisconsin Housing & Economic Development Authority (WHEDA) spoke about the services they can provide to employers such as surveying employees to help design a program; Ray Schmidt of Select Milwaukee spoke about their employer-assisted homeownership program that they administer for employers as well as their homebuyer counseling services; and Trena Bond of Housing Resources Inc. shared with the group about the counseling services they provide and their tool loan rental program located in the Corridor.

The ICC is interested in pursuing a Corridor-wide Employer-Assisted Homeownership program which could include employers providing an incentive to their employees to purchase homes in the area and hosting homebuyer counseling and information seminars for workers in the 30th Street Industrial Corridor. Such a program would provide an additional benefit for employee recruitment and retention efforts. If you are interested in learning more, please contact Brenna Holly at 414.444.4706 or [brenna\\_holly@30thstreeticc.org](mailto:brenna_holly@30thstreeticc.org).

### Workforce Development Survey

Corridor businesses will soon receive a Workforce Development Survey from the ICC. The responses from the survey will help guide future programming and initiatives of the ICC and BID #37. We value your input so we encourage you to complete the survey and return it to us at your convenience. Electronic copies of the survey are also available.

Please contact Maurice Williams at 414.444.4706 or [maurice@30thstreeticc.org](mailto:maurice@30thstreeticc.org) with any questions.

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

As the year comes to an end, one tendency is to try to measure success in terms of dollars. The ICC and Department of City Development (DCD) have had a bountiful year in terms of beginning to attract resources to the Corridor, which we will document in full in the coming issue of this newsletter. For now, however, I'd like to acknowledge some lesser-known but exceedingly important factors that have brought great credibility and visibility to the ICC and its businesses.

What is it about a five-mile long stretch of largely underutilized old railroad corridor, slicing through diverse neighborhoods, that distinguishes it from any number of other mature urban features? Why is the 30th Street Corridor suddenly such a hot commodity, with developers, government officials, neighborhood advocates and others seeking a role in its redevelopment? The answer lies in the nature of great cities themselves. Cities are always undergoing change, with market forces and other factors rippling through local economies, and social realities stretching the fabric of our residential, commercial, and industrial underpinnings. Unchecked, these changes can be chaotic. It's where such change is recognized and managed that redevelopment and even renaissance become possible. This is the unfolding story of the new 30th Street Corridor, and the ICC.

Not long ago, one would have been hard-pressed to say what businesses at 27th and Capitol had in common with those at 30th and Center, and in turn, 37th and Highland. The answers now seem obvious and a bit trite: workforce development, safety and security, marketing, physical enhancements and more. However, after decades of inward focus, and concern about product development, production, and other issues specific to individual companies, they were asked begin thinking in a broader and more strategic way. Thanks to the talents and insights of the ICC board, that's exactly what the ICC began to encourage companies to do. The ICC spearheaded the creation of a Business Improvement District, establishing a baseline of financial stability. The BID is about to undertake a \$1 million streetscape project that will physically manifest the changes taking place in the corridor. The ICC has also partnered with DCD on an innovative workforce training program, and is deeply involved in business retention and recruitment activity, not to mention safety and security and marketing committees looking at long-term solutions that benefit all the companies in the area.

The ICC and its board have understood and embraced the idea of bringing a sense of management and coordination to the 30th Street Corridor. As a result, the area is poised to help focus the inevitable changes and challenges that come its way. The wisdom of the board has been in its understanding that companies cannot sit by in isolation, and that cities need partners to help them direct their limited resources in the most meaningful way. The story of the year in the 30th Street Corridor is that the ICC has become a partner that the city would be hard-pressed to do without.

### ICC Membership Meeting

The next 30th Street Industrial Corridor Corporation General Membership Meeting will be on Wednesday, January 16th at 8am at Eaton Corporation, 4201 N 27th Street. Captain Patrick Mitchell, the new 7th district police captain and Captain James Harpole, 3rd district captain, will be our guest speakers.

RSVPs are appreciated. Please contact Brenna Holly at 414.444.4706 or [brenna\\_holly@30thstreeticc.org](mailto:brenna_holly@30thstreeticc.org) if you plan to attend.



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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: \_\_\_\_\_

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Please return to: 30th Street ICC, PO Box 16498, Milwaukee WI 53216