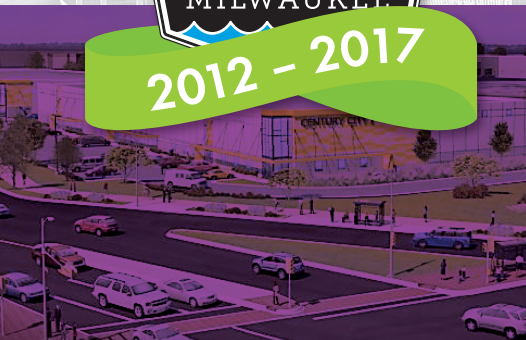


CELEBRATING 5 YEARS



TRANSFORM MILWAUKEE INSIDER

ISSUE NUMBER 10 / SUMMER 2017 / ANNIVERSARY EDITION



Freshwater Plaza, located on the corner of South 1st Street and Greenfield Avenue, is the newest mixed-use development in the Transform Milwaukee area featuring Cermak Fresh Food Market, office space and residences.

FRESHWATER PLAZA IS A WELCOME NEW ADDITION

Two years ago the northeast corner of South 1st Street and Greenfield Avenue, directly across from the iconic Allen-Bradley building, was a forsaken brownfield, nothing more than an empty patch of gravel.

The amazing transformation of the once desolate spot is now official. A grand opening ceremony for the impressive **Freshwater Plaza** was held on June 12, 2017. The standout, mixed-use development features a Cermak Fresh Food Market, retail space, an office building with a parking structure as well as 98 apartment units.

Through the allocation of \$10 million in federal New Markets Tax Credits, WHEDA helped finance the grocery store and housing phase of the project.

"Today, the great city of Milwaukee takes another step towards reinforcing its place on the global map, and in a major way, it's thanks to water," said WHEDA Chief Operating Officer Brian Schimming who spoke at the grand opening. "There has been an explosion of economic growth in this area – Milwaukee's Water Technology District."



Mayor Tom Barrett (far left), Governor Scott Walker (right) and key partners celebrate the opening of the Global Water Center in 2013.

Freshwater, continued on page 12

DWD INVESTS \$60 MILLION FOR TRAINING AND EMPLOYMENT

The Wisconsin Department of Workforce Development (DWD) has invested over \$60 million to provide critical employment and training services for adults and youth in Transform Milwaukee since the initiative began in April 2012. Highlights include:

TALENT DEVELOPMENT

Registered Apprenticeship

DWD's **Registered Apprenticeship (RA)** program is a proven career development strategy that contributes to Wisconsin's economy by helping workers earn good-paying, family-supporting wages as they learn a high-demand trade. Since 2012, the program has served over 2,100 apprentices in the Transform Milwaukee corridor, of which nearly 500 apprentices have completed their training and the remainder are working towards completing their multi-year training requirements. In addition, DWD was awarded three U.S. Department of Labor grants in 2016 totaling \$6.7 million to expand



Wisconsin's investment in RA, including \$1.5 million to develop over 400 new apprenticeships in the biotech and financial services industries and expand construction industry apprenticeships for traditionally underrepresented populations, such as women and minorities. DWD also approved new Pharmacy Technician RA training standards, enabling Employ Milwaukee and CVS Health to establish new healthcare industry apprenticeships in the Transform Milwaukee area and beyond.

Youth Apprenticeship

Under Governor Walker's leadership, DWD's nationally recognized **Youth Apprenticeship (YA)** program continues to grow as a key talent development strategy for Wisconsin businesses and their next generation of workers. The State's \$3.2 million investment in YA grants for the 2015-16 school year provided more than 3,000 high school juniors and seniors across Wisconsin with access to innovative work-based learning opportunities at nearly 2,300 businesses,

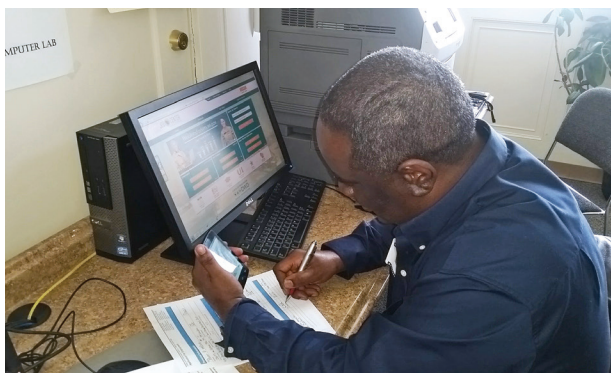


Governor Walker announced Transform Milwaukee April 30, 2012.

earning an average wage of \$9.66 per hour to graduate on-track and learn job skills. GPS Education Partners offers statewide YA manufacturing training that immerses youth in a real-time work environment as they receive personalized education and training. YA grant support enabled GPS to provide **Melvin Stevenson**, a homeless high school student from Milwaukee, with hope, opportunity and job skills as he prepared for graduation in May 2015. Melvin became homeless at age 17 when his father passed away from pancreatic cancer. Despite the many nights that he spent couch-surfing at the homes of friends and relatives, Melvin refused to be a statistic and woke-up at 5 a.m. to catch a 45-minute bus ride to STRATTEC for high school classes and job training. After graduation, Melvin continued his education at Milwaukee Area Technical College.

Veterans

DWD's **Office of Veterans Services (OVS)** provides staff-assisted services to veterans and other eligible participants with significant employment barriers at two job center locations in the Transform Milwaukee area, including intensive services for veterans who are economically or educationally disadvantaged, disabled, homeless or face other barriers to employment. In November 2016, disabled veteran **Miguel Ramirez** started receiving personalized career services from OVS in Milwaukee. Within two months, he was hired by Milwaukee Public Schools as a Basic Education Coordinator for **Project STAY**, an alternative school in the Transform Milwaukee area that offers a nurturing and challenging education for 250 at-risk high school students. Miguel's contract with MPS was recently renewed for the 2017-18 school year.



Vet completes job application at the February 2017 employment and supportive services event.

In February 2017, OVS partnered with the Center for Veterans Issues, Milwaukee County and the Wisconsin Department of Veterans Affairs to coordinate a free employment and supportive services event for veterans and their spouses in the Transform Milwaukee area. The event offered access to traditional employment services, as well as a job fair and onsite interviews with local employers. In addition, these supportive services were available to help veterans and their spouses successfully secure and maintain employment: Child-care referrals, FoodShare Employment and Training enrollment, interview clothing support, on-the-job training referrals, transportation assistance and vocational rehabilitation. The event also provided eligibility and application assistance for veterans' benefits, including: education and healthcare benefits, emergency grants and pensions.

Vocational Rehabilitation

DWD's **Division of Vocational Rehabilitation (DVR)** helps people with disabilities obtain, maintain and improve employment outcomes by working with consumers, employers and partners. DVR has served more than 10,600 consumer cases in the Transform Milwaukee corridor since 2012. DVR also helped 170 youth and their families work towards stronger financial futures through intensive services with support from the federally-funded Wisconsin Promise Initiative. Additionally, DVR and Walgreens partnered in 2012 to launch the company's **Retail Employees with Disabilities Initiative (REDI)** in Wisconsin, providing targeted job skills training to people with disabilities. REDI started in Milwaukee County with four retail stores, two of which were in the Transform Milwaukee corridor. As of March 2017, four-out-of-nine Milwaukee County REDI sites are in the corridor, training 88 graduates of which 68 graduates received post-training job placements at Walgreens or

neighborhood businesses. The partnership also enabled DVR to coordinate job training opportunities at Walgreens for Wisconsin Promise, a statewide program that helps DVR youth and their families work toward brighter financial futures.

Wisconsin Fast Forward

Governor Walker's **Wisconsin Fast Forward (WFF)** worker training grant program was approved in March 2013 with overwhelming bipartisan support to help Wisconsin businesses train and retain highly skilled workers. Since February 2014, DWD's Office of Skills Development has awarded over \$18 million in WFF worker training grants across Wisconsin, including more than 20 WFF grant awards issued in the Transform Milwaukee area to upskill nearly 3,000 workers. Word of Hope Ministries, Inc. received a grant contract up to \$200,000 to join with Patrick Cudahy and Quad/Graphics to train as many as 100 unemployed individuals, 100 incumbent new hires and 100 incumbent existing workers using curriculum tailored for specific



From l. to r.: Prentiss McClelland, Vice President of World Hope Ministries, Inc.; Bishop Charles Henry (C.H.) McClelland, President of World Hope Ministries, Inc.; DWD Secretary Ray Allen; Lt. Governor Rebecca Kleefisch and State Representative Evan Goyke of Milwaukee.

employers. Their project offers training opportunities for residents in the Transform Milwaukee area and beyond. Word of Hope will serve as an effective forum to connect trained job seekers and employers with job openings.

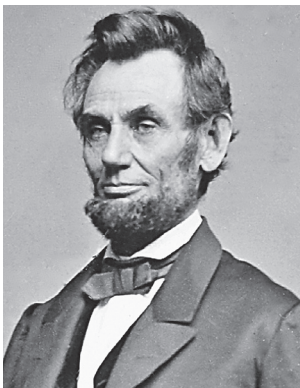
Applauded by lawmakers for quickly addressing workforce skills shortages, the WFF program was expanded in March 2014 through a \$35.4 million investment in the Blueprint for Prosperity Initiative to provide in-demand skills training for targeted populations. The **Milwaukee Area Technical College (MATC)** received a grant for nearly \$2.6 million to serve approximately 550 students in a variety of industries, including funding to

DWD, continued on page 14



During the Civil War, a group of Milwaukee women formed the Wisconsin Soldiers' Home Society to provide care and transitional housing for the growing number of disabled soldiers returning home from their time serving in the war. In April 1864, these women banded together to establish a temporary veterans home in downtown Milwaukee.

As the war came to its end, the Society began looking for a more permanent structure for the veterans.



President Abraham Lincoln

Meanwhile, in March 1865, the U.S. Congress passed and President Abraham Lincoln signed legislation establishing a national system of homes for disabled veterans. In his second inaugural address, he sent out an appeal to the nation to "care for him who shall have borne the battle."

Taking up this plea, the Society in Milwaukee raised \$100,000. With this money, they were able to obtain a state charter, purchase land and begin planning the construction of the state's only soldiers' home by the fall of 1865. Soldiers' Home, originally known as the Northwestern Branch of National Home for Disabled Volunteer Soldiers

opened in 1867 on the grounds of what is today the **Clement J. Zablocki Veterans Administration Medical Center** located just west of Miller Park at 5000 West National Avenue. It was one of just three such facilities in the entire country and by 1895 had over 2,400 residents.

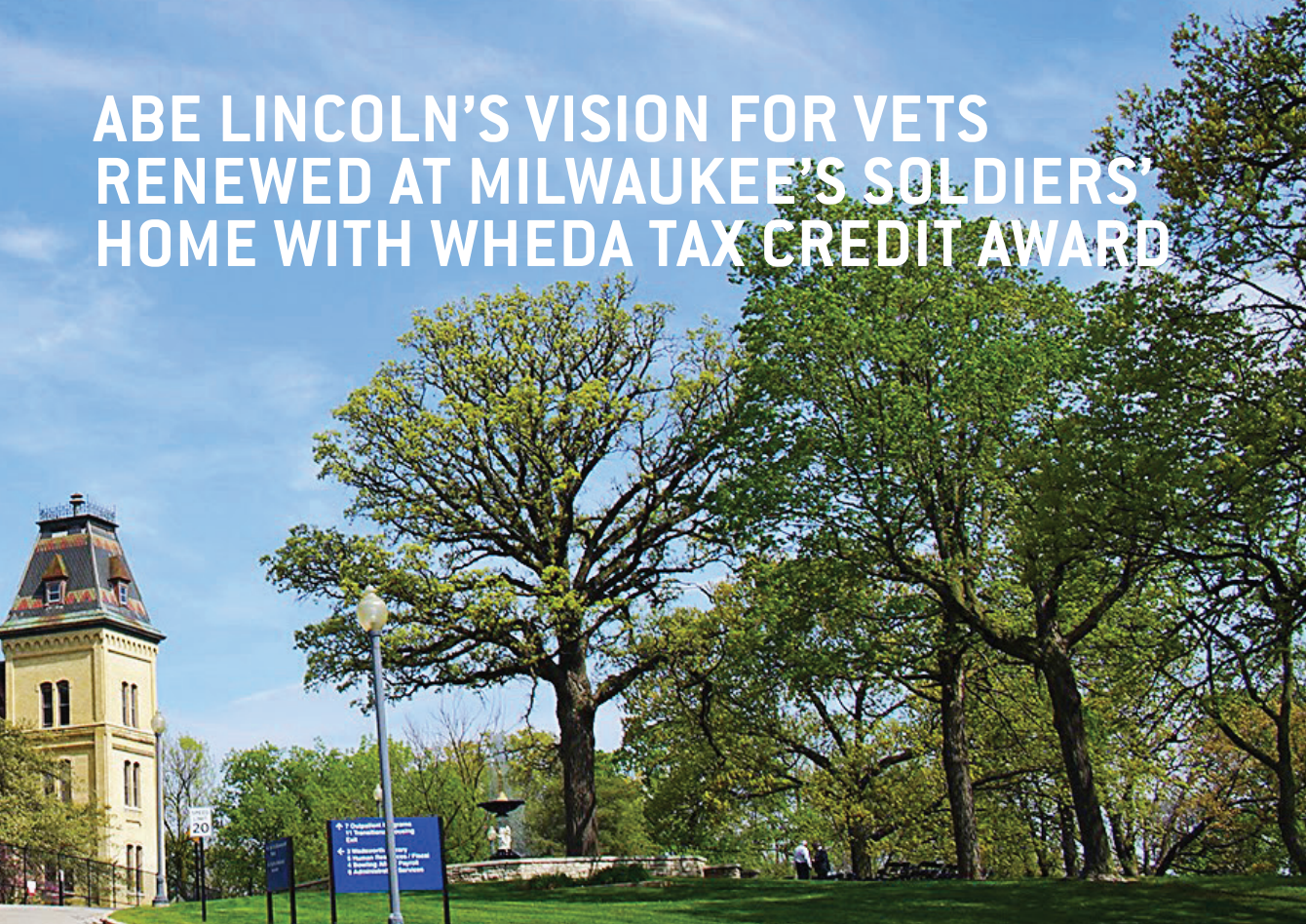
The Soldiers' Home story and history is remarkable. And even though the doors of Soldiers' Home have long since closed, the National Park Service declared the grounds a national historic landmark in 2011 and the buildings were placed on the National Trust for Historic Preservation's list of most endangered historic places.

It wasn't until May 2017 when WHEDA announced its Low-Income Housing Tax Credit (LIHTC) awardees of winning projects, that the restoration of Soldiers' Home would be realized. WHEDA awarded the Alexander Company nearly \$1.4 million in tax credits for the restoration and construction of National Soldiers Home Residences, located on the grounds of the Veterans Affairs Medical Center.

"We have never been charged with something as important as Soldiers Home," said Joe Alexander, president of the Alexander Company, the project developer. "No project like this anywhere in the country is possible without public partners."

The signature building of Soldiers' Home, "Old Main," once a domiciliary for patient care and the backdrop for this year's LIHTC announcement, will be renovated into 72 one-bedroom and 8 two-bedroom apartment units for

ABE LINCOLN'S VISION FOR VETS RENEWED AT MILWAUKEE'S SOLDIERS' HOME WITH WHEDA TAX CREDIT AWARD



veterans and their families who are homeless or at risk of becoming homeless. Onsite supportive services will also be provided for veterans living here.

"Our duty as a city, a state, a nation is clear," said WHEDA Executive Director Wyman Winston. "We have a never-ending obligation to help our outstanding veterans, who have served with honor and courage. The National Soldiers Home Residences truly symbolizes the standard of excellence we see in all of the projects receiving awards today."



From left to right: Joe Alexander, the Alexander Company; Tony Pérez, Housing Authority of the City of Milwaukee; James McLain, Milwaukee VA Medical Center; Mayor Tom Barrett; Lt. Gov. Rebecca Kleefisch; State Representative Ken Skowronski and WHEDA Executive Director Wyman Winston.

Wisconsin Lieutenant Governor Rebecca Kleefisch, who made the tax credit announcement and had previously toured "Old Main," commented, "Old Main was in terrible disrepair. The floor was literally spongy. We had to wear masks. Wires and ceiling tiles were falling down on a daily basis."

With this award, "Lincoln's vision is alive and well right here in our Milwaukee," said Kleefisch.

Construction on Old Main is scheduled to begin December 2017, with March 2019 slated as the target date for occupancy.

In addition to the Soldiers' Home award, more than \$13.6 million in LIHTCs were awarded this year to fund affordable housing developments across Wisconsin. The tax credits will move 26 developments forward creating 1,367 units of affordable rental housing.

WHEDA awarded more than \$3.3 million to five Milwaukee developments: **National Soldiers Home Residences** (\$1,396,561), **Westlawn Renaissance III LLC** (\$1,009,508), **Mill Road Library Redevelopment** (\$805,063), **Century Building** (a prior awardee that received an additional credit of \$43,793) and **704 Place Apartments** (a prior awardee that received an additional credit of \$76,078).

National Soldiers Home Residences, Century Building,

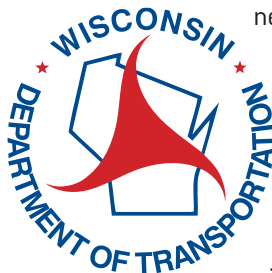
Old Main, continued on page 10

LAKEFRONT GATEWAY CONNECTS BUSINESSES, VISITORS AND RESIDENTS



Aerial view of the new Lakefront ramps from I-794. Shift to the south opens up developable land in downtown Milwaukee.

The state portion of the Lakefront Gateway project, constructed and completed in 2016, exemplifies a successful state and local partnership that supports the goals of Transform Milwaukee. The project fostered partnerships and directed resources to improve the infrastructure for all modes of transportation. The \$29 million investment created new connections, greatly impacted multimodal accessibility and provided new opportunities for business



attraction in the heart of the Transform Milwaukee area.

The benefits to motorists, bicyclists, bus riders and pedestrians are numerous. Reconstructed boulevards

with traffic responsive signals make traveling in and around this neighborhood safer and easier. Streetscaping enhances and strengthens the visual tie between downtown businesses and adjacent neighborhoods. To improve access to jobs and support tourism, transit opportunities along the lakefront were



View of a new section of Lincoln Memorial Drive. Better connection between the Third Ward, downtown and lakefront attractions are provided by this roadway improvement.

enhanced with the provision for additional bus service near the Summerfest festival grounds and the planned Milwaukee Streetcar alignment. Inclusion of sidewalks and a multi-use trail resulted in greater bicycle/pedestrian safety and access to parks and other attractions in the area. At the project's center, the relocation of two I-794 ramps and reconstruction of two others has made it easier for trucks to move freight to key destinations, benefiting the Harbor District and Aerotropolis core areas in particular.

Due to the project's large scope and accelerated

Lakefront, continued on page 15

COMMUNITY WAREHOUSE BRINGS HOPE AND TRANSFORMS LIVES IN MILWAUKEE

Hope and transformation are two words that sum up **Community Warehouse**, a non-profit, faith-based organization that on the surface offers deep discounts on home and facility improvement materials to individuals, businesses and organizations working to clean up and improve some of Milwaukee's most

“WE’VE BEEN ABLE TO EMPLOY PEOPLE WHO DIDN’T KNOW WHERE OR HOW TO FIND WORK AND HAVE HELPED THEM ON THEIR JOURNEY TO FIND STABILITY.”

—NICK RINGGER,
CEO OF COMMUNITY WAREHOUSE

impoverished neighborhoods. But dig a little deeper and you come to realize that Community Warehouse's true mission is to lift up and renew the human spirit.

Community Warehouse has been helping transform the appearance of Milwaukee, as well as its workforce, since

it opened its doors in 2005. The business, which hires people with significant barriers to successful work experiences, believes that changing the appearance of neighborhood can reinvigorate communities and increase neighborhood pride. It also believes that the vast majority

of people want to work, and when you give people an opportunity to prove themselves as reliable workers, most people will embrace the chance they have been given and often become a company's best employees.

Through Community Warehouse's efforts and its partnership with the **Department of Children and Families'** Transform Milwaukee Jobs (TMJ) program, a program that helps individuals with high barriers receive job training and subsidized employment, many individuals have re-entered the workforce and been able to make positive contributions to their families and their community.

Derrick Brown, whose been employed with Community Warehouse for nearly a year, grew up in Chicago always finding trouble and having run-ins with the law. One day he realized that his life kept hitting dead-ends and he needed to make a change. That is when he was introduced to the TMJ program and Community Warehouse. A participant in TMJ, Brown finally had someone who was willing to invest in him and give him the chance to secure a stable and rewarding job.

“With my background, it was very hard to find a job,” said Brown. “But through TMJ, they made it very easy for me and I am thankful for that.”

Brown received training on how to build doors and cabinets, as well as how to operate a forklift, something

Community Warehouse, continued on page 13



REBIRTH OF HISTORIC BRONZEVILLE NEIGHBORHOOD AROUND THE CORNER



Melissa Goins, President and Founder of Maures Development Group, is leading the rebirth of the Bronzeville neighborhood with the redevelopment of the Historic Garfield Campus featuring the Historic Garfield School Apartments and mixed-use development The Griot.

Bronzeville, one of Milwaukee's historic neighborhoods, has certainly seen better days. Once a prospering economic and cultural focal point of the city, Bronzeville today is dotted with vacant land and abandoned buildings. WHEDA hopes to provide tools that will generate a dramatic turnaround.

Many older Milwaukeeans recall the Bronzeville neighborhood, bordered by Brown Street on the north,



WHEDA

Juneau Avenue on the south, Third Street on the east and 12th Street on the east, as a thriving community where residents enjoyed economic, social, even political growth. Then came the 1960's and

construction of the I-94/I-43 freeway system that cut its way right through the very soul of the neighborhood. Numerous homes and businesses became casualties. As one Milwaukee publication described, Bronzeville was "systematically destroyed."

A rebirth could be on the way, and soon.

On April 4, 2017, a groundbreaking ceremony was held for the **Historic Garfield Campus** redevelopment, located within the Transform Milwaukee area. The project has noteworthy components.

The **Historic Garfield School Apartments** at 2215 N. 4th Street involves a complete rehabilitation of Milwaukee's Historic Garfield School into 30 unique and high quality apartments. Also, **The Griot** at 2235 N. 4th Street will be a 41-unit mixed income apartment building with some units targeted to veterans or individuals at risk of homelessness who require supportive housing services that will be provided to residents.

WHEDA allocated \$251,829 in Low-Income Housing Tax Credits (LIHTC) to the Historic Garfield School Apartments and \$657,531, in tax credits to the Griot, both awards made in 2016. WHEDA also provided a \$1 million permanent loan and \$5 million in construction financing to the Garfield Apartments. The development is expected to have a great impact on the stabilization and revitalization of the surrounding Bronzeville neighborhood.



From left to right, Lt. Governor Rebecca Kleefisch, WHEDA Executive Director Wyman Winston, Melissa Goins and Mayor Tom Barrett at the groundbreaking of the Historic Garfield Campus.

"I have said this before, as Milwaukee goes so goes the state," said Lt. Governor Rebecca Kleefisch who appeared at the groundbreaking. "We want Milwaukee functioning on all cylinders, and this project is representative of exactly that."

Kleefisch spoke with great admiration for the project developer, Melissa Goins, President and Founder of the Maures Development Group, as did WHEDA's Executive Director Wyman Winston.

"Melissa Goins has been a unique developer, by connecting the brick and mortar together with people. That makes a community, and without community there

is no city," said Winston. "The city is not the buildings, it is the people. Melissa is a developer who realizes that, and it can be seen in her work. \$17 million (the cost of the project) does not come with a fairy godmother, it comes with a Maures Development team that does the hard work to get it done."

The Historic Garfield Campus redevelopment will also include the re-opening of America's Black Holocaust Museum, which closed in 2008. Once open, the museum is projected to bring over 10,000 visitors annually into the Bronzeville neighborhood.

"It is wonderful that we are going to get workforce housing, and a museum that puts the light on an important part of the history of America," said Winston.

A significant benefit for the project will be what real estate agents have maintained as their mantra: Location, location, location. The redevelopment initiative is but a mile from major downtown investments that include the new arena for the Milwaukee Bucks. Momentum created by the economic buzz from those efforts will connect to the nearby Bronzeville community.

Part of WHEDA's mission is to strengthen and solidify neighborhoods through its varied and unique financing products. Several are being utilized to support Transform Milwaukee. Working with those tools and its valued partners, WHEDA is now poised to restore pride in Bronzeville and uplift the area's economic production.

The Historic Garfield Campus redevelopment is set to be complete by spring 2018.

Historic Garfield School will become 30 high-quality apartments after a \$251,829 LIHTC allocation, a \$1 million permanent loan and \$5 million in construction financing to the project.





NEIGHBORHOOD REHAB POSSIBLE WITH DFI FUNDING

The Wisconsin Department of Financial Institutions (DFI) has partnered with the city of Milwaukee on a \$2 million neighborhood rehabilitation project.

The DFI funding will enable Milwaukee to demolish approximately 100 blighted homes and rehabilitate another 100 properties. The majority of the revitalization effort will be done in the Sherman Park neighborhood, located within the Transform Milwaukee area. The DFI grant is part of a state-funded



\$4.5 million economic and workforce development package for Milwaukee that Governor Scott Walker announced in August 2016.

A major focus of the funding package is to provide targeted training and jobs for unskilled, unemployed or underemployed workers who reside in the specific neighborhoods where the rehabilitation is taking place.

"DFI is pleased to be part of a long-term solution to help the city of Milwaukee rebuild some of its neighborhoods and provide meaningful jobs for its residents," DFI Secretary Jay Risch said.

Old Main, continued from page 5

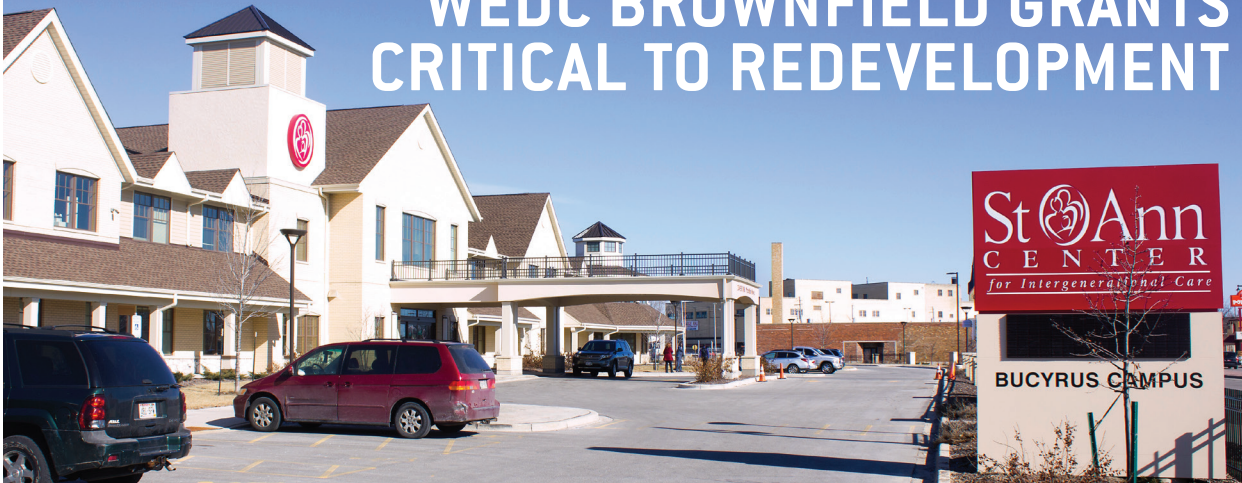
and 704 Place Apartments are located in WHEDA's Transform Milwaukee area.

"This is one of the most exciting days of the year for WHEDA because we are about to set off an economic vibe that will be felt here in Milwaukee and all across this great state," Winston told the audience at the announcement. "The annual awarding of the Low-Income Housing Tax Credits is one of the most successful and effective public-private partnerships in the state. Jobs are created along with quality affordable housing. It's a terrific win-win situation."



Attendees at WHEDA's LIHTC annual award announcement at the future home of National Soldiers Home Residences on May 16, 2017.

WEDC BROWNFIELD GRANTS CRITICAL TO REDEVELOPMENT



St. Ann Center for Intergenerational Care's Bucyrus Campus on West North Avenue received a WEDC grant to help pay for the removal of nearly 3,000 tons of contaminated soil to make way for the second phase of the campus.

The redevelopment taking place as part of Transform Milwaukee is breathing new life into the city's neighborhoods as aging buildings — including some that have been vacant or underutilized for decades — are being transformed into new apartments, office buildings and more.

The revitalization now under way is the result of a strong partnership between the state, the city, community organizations and the private sector, all of whom are working together to renovate and restore vital corridors throughout Milwaukee. If you drive through the city, you can't help but notice the construction workers and cranes tearing down the old to make way for the new.

But long before those workers arrived on the scene, steps had to be taken to ensure that any property being redeveloped was free of environmental contamination. That's because most developers and lenders won't take a multimillion-dollar risk on a new project unless all environmental concerns are resolved.

The **Wisconsin Economic Development Corporation** (WEDC) is playing an instrumental role in addressing those concerns in the Transform Milwaukee area by awarding nearly \$3.25 million in brownfield grants to assist with remediation efforts for these key projects.

One of the best examples of how the WEDC grants have had a positive impact on the community can be found at the **St. Ann Center for Intergenerational Care's** Bucyrus Campus on West North Avenue. The 7.5-acre campus opened in September 2015 and provides child

and adult day care and other services for families, caregivers and the community.

Plans are underway for a second phase of the campus that will include community gardens, a playground, pool and a 350-seat band shell for community-based programming. There will also be a gymnasium, an Alzheimer's/dementia unit and an overnight respite unit to serve the community. But that work couldn't begin until the property's contaminated soil was cleaned up.

That's where WEDC stepped in, providing St. Ann Center with a \$147,438 grant to help pay for the removal of nearly 3,000 tons of contaminated soil. Once the soil is removed, the property is covered with a geo-fabric layer and 18 inches of clean fill, and tested to ensure the contaminants are no longer present.

"The WEDC grant was instrumental in helping us complete these much-needed environmental cleanup activities," said Sister Edna Lonergan, founder and president of St. Ann Center for Intergenerational Care. "The completion of environmental remediation was unequivocally necessary to ensure the sustainability and the future success of our Bucyrus Campus."

"St. Ann Center has done a wonderful job of developing a unique community center that provides valuable services to an underserved neighborhood in Milwaukee, and we are proud to have played a role in this project," said Mark Hogan, secretary and CEO of WEDC, the state's lead economic development organization. "This is another example of how our brownfield grant program is making a difference in Milwaukee and throughout the state."

WEDC provided brownfield grants to eight other redevelopment projects in Transform Milwaukee neighborhoods, including:

WEDC grants, continued on page 13





The allocation of \$10 million in federal New Markets Tax Credits helped finance Cermak Fresh Food Market and the housing phase of the project.

Freshwater, continued from page 1

Schimming noted that significant changes in the neighborhood's landscape began a few years ago with the construction of the Global Water Center. September 2013, Governor Scott Walker, WHEDA Executive Director Wyman Winston, Milwaukee Mayor Tom Barrett and other key partners took part in the grand opening of the center which became the cornerstone development for the Water Technology District.

A study completed in 2015 indicates that there's been an astounding \$211.6 million worth of development in the Water Technology District since 2012. Property values in the district have gone up by 16.6 percent, or \$56.6 million. In all, 126 developments have opened in the district, and the number continues to grow.

"Let's be honest. A once-ignored area is ignored no more," said Schimming.



Unique, educational water feature surrounding the Freshwater Plaza.

"The impact that Freshwater Plaza has ignited since breaking ground in October of 2015 has been substantial and its ripple effect of development and economic stimulus are only just beginning to be realized today," said the project developer, Stewart Wangard, the Chairman and CEO of Wangard Investment Real Estate.

Wangard also commented that the Inner Harbor District is projecting:

- 31-acres of new light industrial development will bring as many as 1,000 jobs,
- 20-acres of new commercial development will bring 1,600 jobs,
- 85-acres of new mixed-use development including office, retail, live-work and residential are being planned, and
- Amenities such as 3.5 miles of off-street bike lanes, 5 new canoe/kayak launches and an extensive Riverwalk and dog park are also being planned for this area

Freshwater Plaza is adjacent to the inner harbor, and is the gateway to the University of Wisconsin-Milwaukee's School of Freshwater Sciences. Milwaukee is blessed to possess a unique opportunity to utilize its water technology to the fullest. By re-purposing the brownfield site, WHEDA and the city have partnered to successfully re-energize and revitalize a south side Milwaukee neighborhood that is now booming. The Freshwater Plaza investments are fostering new opportunities and partnerships for businesses in Transform Milwaukee and the surrounding area.

- \$500,000 for remediation and demolition costs related to the latest renovation at the former Schlitz Brewing site on West Galena Street, a \$22 million project.
- \$153,000 to help fund environmental remediation activities related to the construction of an office building at the former Pabst Brewing Co. site on Juneau Avenue.
- \$499,979 for cleanup work related to the construction of nearly 300 apartments in four new buildings at the former Sweet Water Organics property in Bay View.
- \$184,530 for environmental work at a former Pabst bottling plant on North 10th Street being redeveloped into a \$43 million student apartment complex.
- \$347,825 for brownfield redevelopment for a 158-room boutique hotel in the Third Ward.
- \$380,000 for cleanup of a former coal processing plant near the Milwaukee River being redeveloped into a 113-unit apartment complex.
- \$495,213 for remediation and demolition costs related the redevelopment of an old mail distribution center on East Michigan Street into a 17-story office building.
- \$685,542 for the redevelopment of 7.7 acres of industrial property in Milwaukee's Inner Harbor District as a grocery store, a mixed-use retail/residential building and an office building.



A WEDC brownfield grant helped turn an old mail distribution center on East Michigan Street in downtown Milwaukee into a new 17-story office building.

In addition to supporting worthy nonprofit programs like St. Ann's, WEDC's brownfield grant investments have facilitated nearly \$300 million in real estate investment in Transform Milwaukee, most of which will increase the city's tax base.

Community Warehouse, continued from page 7



Derrick Brown, a TMJ participant, received training on how to build doors and cabinets, as well as how to operate a forklift.

he says he has always wanted to do. When he isn't busy performing these tasks, Brown is also helping customers find the best products to meet their home improvement project needs.

"What I love most about working here, are the people,"

said Brown. "When I come here, it is always a positive environment; it is therapeutic to my mind."

Through the many success stories like Brown's, Community Warehouse has been able to watch individuals achieve stability by being able to pay their own bus fare and electric bills, and put food on their tables.

"The partnership with Transform Milwaukee Jobs has been a good one for us," said Nick Ringger, CEO of Community Warehouse. "We've been able to employ people who didn't know where or how to find work and have helped them on their journey to find stability. It really has been a great asset to us and we look forward to continuing with the program in the future."

With the success of these partnerships through the Transform Milwaukee initiative, Milwaukee continues to transform into a city where people are proud to live, work, play and most importantly, raise a family.

"What I love most about Milwaukee and its community is that it is a place of hope," said Ringger. "It's not always neat and tidy, there are challenges, but there is always hope, and we've been able to provide that to people."



Former inmate, Mike Williams is the only grant training participant holding a CNC machining certificate as well as a technical diploma from Milwaukee Area Technical College (MATC). Williams participated in the first grant-funded training cohort at MATC.

DWD, continued from page 3

enroll and train up to 48 inmates in Computer Numerical Control (CNC) machining in partnership with the Wisconsin Department of Corrections. MATC enrolled a total of 68 inmates in the training, of which 56 inmates graduated from the program. Former inmate Mike Williams participated in the first grant-funded training cohort, enrolling at MATC after his release from prison. Today, Williams is the only grant training participant to hold a CNC machining certificate and a technical diploma from the college.

In addition, over \$1 million in grant awards funded more than 10 projects in Milwaukee and surrounding communities to help an excess of 400 high school students gain job skills in construction, customer service, food production, healthcare, information technology, manufacturing, wastewater treatment and more.

EMPLOYMENT SERVICES

Job Center of Wisconsin: Online and In-Person Employment Solutions

In September 2015, DWD launched the first phase of new, mobile-friendly employment tools available to employers and job seekers at no cost 24 hours a day on Wisconsin's online public labor exchange, **JobCenterofWisconsin.com** (JCW). JCW currently features thousands of job postings in the Milwaukee area. Local employers and job seekers log on to:

- Drive hiring results, target in-demand careers and make valuable employment connections.

- Build skills-based job descriptions and resumes to expand search results for talent and jobs.
- Access integrated Labor Market Information (LMI) through advanced job posting and search tools and customizable MyLMI widgets.

Governor Scott Walker announced a \$4.5 million economic and workforce development investment to strengthen and rebuild Milwaukee in August 2016, building on the millions of dollars invested through the Transform Milwaukee Initiative. DWD's assistance included releasing a special grant opportunity for employer-driven worker training solutions to benefit Milwaukee residents and mobilizing Job Center system partners and resources through nine **Job Center Access Points** (JCAPs) hosted by local churches and community-based organizations in targeted neighborhoods. Nearly 900 Milwaukee residents were served through seven grant awards representing 13 local employers and nine JCAPs, including a targeted event for veterans and their spouses held at the Center for Veterans Issues in February 2017.

In addition, DWD and partner organizations provide thousands of staff-assisted employment services to employers and job seekers in the Transform Milwaukee area at two comprehensive job centers, the **Southeast Job Center** and **Milwaukee Job Center Central**. In January 2017, DWD affirmed its commitment to local employers and job seekers by relocating Milwaukee Job Center Central services to Century City Tower. Employ Milwaukee also operates the HIRE Center, an affiliated job center in the Transform Milwaukee area. Local job center information can be found at www.WisconsinJobCenter.org.

timeline, the Wisconsin Department of Transportation (WisDOT) worked closely with the city and county and engaged early with stakeholders including Milwaukee County Transit, Summerfest (home of numerous fundraising events and festivals), and US Bank.

Even with some construction impacts on businesses, residents, and commuters, the project enjoyed broad-based public support. This was due in no small

“THE PROJECT HELPED IMPROVE THE ABILITY TO GET OUR BUSES QUICKLY AND EFFICIENTLY INTO THE DOWNTOWN LAKEFRONT AREA AND FESTIVAL GROUNDS.”

—Melanie M. Flynn,
Coord. of Street Supervision, MCTS

part to the comprehensive and collaborative project outreach from design through construction. This included frequent in-person meetings, a community advisory committee, project website, email notifications, Facebook, Twitter, and television updates.

Relocating the two I-794 ramps also created a 3-acre parcel with access from two sides. During the design process, several redevelopments were already occurring in the vicinity of the project. Freeing up this land will allow WisDOT to sell the parcel, fostering further economic development with the potential to create long-term, sustainable jobs.

This project's completion has set the stage for the next phase of urban re-visioning that supports the broad goals of Transform Milwaukee and its core areas. After conducting a national design competition, the City of Milwaukee is moving forward with the Lakefront Gateway Plaza with adjacent open space. Serving as a centerpiece of civic celebration, the Plaza will leverage the upcoming Streetcar and commercial office buildings recently completed or currently underway.

“Throughout the construction, the partnership and cooperation between WisDOT and DPW has been a crucial element in bringing this ambitious project to fruition,”



Community leaders and stakeholders celebrate the opening of the Lakefront Gateway project.

said Ghassan Korban, City of Milwaukee Commissioner of Public Works.

“The Lakefront Gateway Team’s effective communication during planning, design and construction was instrumental to the success of the complex and highly visible project,” said Michael C. Thompson, Environmental Analysis Team Supervisor with the Wisconsin Department of Natural Resources.

“The partnership between the Milwaukee County Transit System and the Lakefront Gateway Project insured that Milwaukee County Transit System (MCTS) interests as a major stakeholder in the community were considered from design through construction,” said Melanie M. Flynn, Coordinator of Street Supervision for the MCTS. “The project helped improve the ability to get our buses quickly and efficiently into the downtown lakefront area and festival grounds. The improvements made by the Lakefront Gateway Project have given our direct link into Milwaukee’s downtown lake-front area and festival grounds an additional 40-50 years of life. For this we are thankful.”



WHEDA INVESTMENT UPDATE

Since April 30, 2012, WHEDA has invested \$511 million in the Transform Milwaukee area.

CELEBRATING 5 YEARS



For more information about Transform Milwaukee, please contact:

RONALD SLADE, *Program Specialist* ■ 611 W. National Avenue, Suite 110 ■ Milwaukee, WI 53204
414-227-1852 ■ 800-628-4833 ■ ronald.slade@wheda.com ■ transformmilwaukee.com