



TRANSFORM MILWAUKEE INSIDER

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NEW PLAN BUILDS ON TRANSFORM MILWAUKEE'S THREE-YEAR SUCCESS RUN

As Transform Milwaukee surpassed \$292 million in investments in the spring of 2015, accomplishments made during its first three years are impressive:

- 205 hotel rooms
- 492 units of multifamily housing
- 46 loans for single-family housing and home improvement
- Office space for more than 30 companies

Transform Milwaukee's three-year anniversary is but a mile in a marathon race. The initiative is intended to focus on actions through April 2022 with a framework that will further a long-term, multi-jurisdictional commitment to Wisconsin's first-class city.

Now it's imperative to build upon Transform Milwaukee's early successes. To advance the initiative, a highly-detailed Transform Milwaukee Strategic Action Plan has been created to maximize limited resources, create effective partnerships and provide a road map for the next decade.

Understanding that growth and opportunity lead to freedom and prosperity for all, and that Wisconsin's economic vitality is dependent upon a vibrant Milwaukee, Governor Scott Walker's administration and WHEDA are poised to utilize this guide to rebuild Milwaukee's workforce,

manufacturing capacity and intermodal transportation infrastructure to again make Milwaukee an economic powerhouse.

Thus far there's been tremendous support put behind the initiative city where stakeholders have come together reaching beyond administrative divisions, party lines, budget limitations, and conventional practices in a concerted effort to improve Milwaukee. For Transform Milwaukee to grow and feed off its successes to date, the strong collective collaboration of partners the initiative has benefitted from must continue.

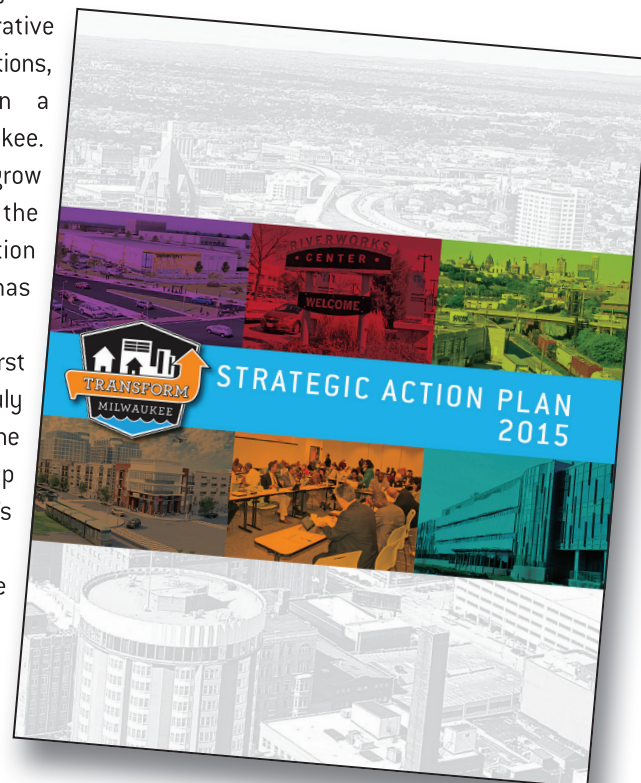
The incredible work done in the first few years by local partners is duly noted by the 180 members of the initiative's Collective Impact Group sharing responsibility for what's been achieved and what lies ahead.

When partners collaborate, the possibilities are substantial. We see Milwaukee's unemployment levels decline, property values strengthened, longstanding flood issues remediated, shipping of Milwaukee goods nationally and internationally expanded, and reliance on social service assistance diminished.

In short, we vastly improve the

quality of life for Milwaukee residents. That's not just our inherent goal, it's our responsibility. As stated in the Strategic Action Plan:

TMI successes, continued on page 5



Learn more about building Milwaukee's future by accessing the Transform Milwaukee Strategic Action Plan at transformmilwaukee.com/.



NEW WELLNESS COMMONS TO REVITALIZE MILWAUKEE NEIGHBORHOOD



Groundbreaking ceremony of the Innovations & Wellness Commons in January 2015.

The transformation of Milwaukee's central city is happening block by block and neighborhood by neighborhood – as residents, community leaders, businesses executives, and city and state officials work together to renovate and restore vital corridors of the city through the Transform Milwaukee Initiative.

A prime example of the kind of community-based success that is changing Milwaukee can be found at the corner of North 16th Street and North Avenue, in the Lindsay Heights neighborhood.

That's where ground was broken on the **Innovations & Wellness Commons**, a redevelopment project spearheaded by the Walnut Way Conservation Corp. – with help from many public and private partners.

The Commons is a two-phased redevelopment project that will serve as a

hub for economic development, healthy food options, wellness services and training programs for Lindsay Heights and surrounding neighborhoods.

The first phase of the Commons will focus on creating a healthy food oasis for the community that will include a commercial kitchen and small retail store. Outpost Natural Foods, the retail operation, will feature vegetarian dishes offered by The Juice Kitchen; a 4,500-square-foot commercial kitchen run by the Milwaukee Center for Independence. The Center will produce meals for clients and provide training in food service. In addition, the location will be used as an administrative office for the nearby Fondy Food Center.

Phase one, which calls for renovating an existing vacant building into a new 6,000-square-foot Commons, is 100

percent filled, and all tenants have committed to signing five-year leases. Construction is now under way and expected to be completed by October 2015.

The second phase of the project calls for construction of a new 9,000-square-foot building on an adjacent lot that will house tenants who will provide complementary health and wellness services.

Strong public and private partnerships are the key to the project that will provide an economic shot in the arm to the neighborhood. The \$2.2 million project is being financed in part by Forward Community Investments, a statewide community development financial institution that invests in organizations and initiatives working to promote social, racial and economic equity in communities across Wisconsin.

The Wisconsin Economic Development



Corporation (WEDC) is supporting the project through a \$413,750 grant that was awarded to the city of Milwaukee. The Wisconsin Housing and Economic Development Authority (WHEDA) also assisted with an interesting transaction.

In 2014, WHEDA allocated \$10.5 million in New Markets Tax Credits to the Mandel Group's North End Phase III project. The credits are being used to construct a Fresh Thyme Farmers Market near the corner of Water and Pleasant Streets. The Phoenix-based grocery's concept offers its customer a value-driven alternative to conventional store offerings, carrying a grocery inventory comprised of perishable, fresh, organic and health oriented products. Additional vitamin and dietary supplements and body care products will also be offered at the grocery that is expected to open in late 2015.

A required part of the New Markets Tax Credits approval established a Community Benefits Agreement calling for the Mandel Group to make a minimum charitable contribution of \$100,000 to the Walnut Way Conservation Corporation that was used to help finance Innovations and Wellness Commons.

Additional funding was provided by the Zilber Family Foundation, the Local Initiative Support Corporation, the city of Milwaukee and others.

"The Innovations & Wellness Commons will not only be a valuable resource for area residents by providing them with healthy food options, but it also has the potential to be a real catalysts for future economic development in the

neighborhood," said Wisconsin Lieutenant Governor Rebecca Kleefisch who joined community members, city officials and others at a groundbreaking ceremony in January.

"This is just one of the many ways our administration is helping to spur real change in the neighborhoods that need it the most through the Transform Milwaukee Initiative," Kleefisch added. "Our efforts already have produced \$275 million in state investments in the heart of Milwaukee that are making a real difference to those who live and work there."

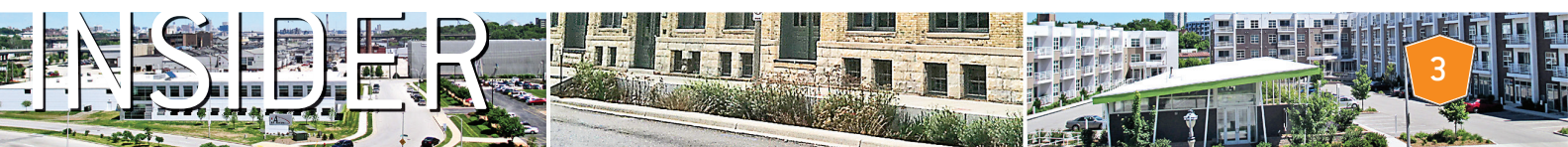
Milwaukee Mayor Tom Barrett, who also took part in the ceremony added, "This is a collaborative effort building on the imagination of Walnut Way, the resources of WEDC, involvement from community-minded partners, and the commitment of city government to move this project forward. This neighborhood has a bright future, and the Innovation & Wellness Commons is a wonderful addition."

City officials and community leaders believe the project will be the key part of the ongoing effort to improve the Lindsay Heights neighborhood.

"This is a significant community development project that will revitalize the commercial corridor, enhance employment and training opportunities, and strengthen the economic and cultural fabric of our neighborhood," said Sharon Adams, executive director of the Walnut Way Conservation Corp. "The Commons will celebrate the neighborhood's rich history and serve as the catalyst for the rebirth of the local economy."



Wisconsin Lieutenant Governor Rebecca Kleefisch speaking at the groundbreaking ceremony of the Innovations & Wellness Commons in January 2015. The redevelopment project, spearheaded by the Walnut Way Conservation Corp., is located at the corner of North 16th Street and North Avenue in Milwaukee.



TRANSFORM MILWAUKEE JOBS: THE VALUE OF A CHANCE

How do you measure the value of a chance? For the participants in the *Transform Milwaukee Jobs* (TMJ) program a chance is close to priceless.

Developed by the Wisconsin Department of Children and Families and funded by Governor Scott Walker in the last biennial budget, Transform Milwaukee Jobs was specifically designed to help parents and foster children confronting the absolute greatest barriers to employment. Most participants have little or no past job experience, and many are ex-offenders struggling to make a positive re-entry into society or non-custodial parents attempting to play a positive role in their children's lives. One participant after another has talked about the sense of hopelessness, the feeling that they would never be able to find work and that if only someone would hire them, they would be a good employee.

Using the best practices learned from the Transitional Jobs Demonstration Project, TMJ pairs people in the program

with local businesses looking to expand their workforce and willing to invest in worker coaching and training. In exchange, the state subsidizes the employee's salary for up to six months or 1040 hours. It's a way for employers to hire additional staff without taking on much risk and for participants to gain the work experience and skills needed to find a steady, family-sustaining job.

While still relatively new, the program's initial returns have been extremely positive. Of the 569 people who have begun participating in the TMJ program, 124 have already moved from subsidized employment to unsubsidized, higher paying jobs. The vast majority of the people who have exhausted their subsidized time allotment have made the transition to unsubsidized work.

Even more exciting is the type of jobs that former participants are finding. People have landed jobs as sales representatives, administrative assistants, personal care

workers, welders, machine operators, and more. These are not minimum wage jobs, but truly opportunities that people can view as long term careers.

The early successes have been so encouraging that the Governor has recommended not only continuing funding for TMJ in his 2015-17 budget, but has added funding to start similar programs in Beloit, Racine, and some rural areas with high concentrations of unemployment and poverty.

As TMJ approaches its second anniversary, the Department of Children and Families wants to partner with additional Milwaukee businesses in order to serve more participants. If you're a business owner looking for good workers, remember the value of giving someone a chance. The opportunity that you offer has the potential to not only change one person's life, but the lives of their children and family as well.



TMI successes, continued from page 1

"Milwaukee has long been known for feeding and supplying the world. Today, Milwaukee continually provides us with the amenities afforded a full life. We as readers must commit to implementing the enclosed actions on behalf of the city that has allowed us to explore and experience life during formative years and difficult times."

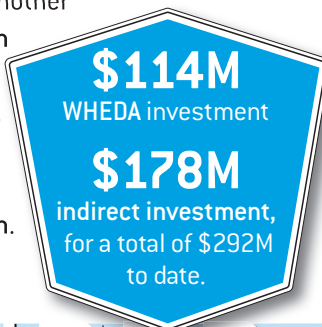
Ultimately, Transform Milwaukee aims to improve the city of Milwaukee and its residents financially, socially, and environmentally. How do we attain that triple bottom line? By providing access to jobs, tailoring skills enhancement programs, reducing flooding, and transporting people and goods.

You're encouraged to review the Transform Milwaukee Strategic Action Plan, officially unveiled before the WHEDA and WEDC Board of Directors on April 30, 2015, that clearly demonstrates the strong dedication behind this initiative. You'll be excited about the prospects it offers to driving further investment and improvement in the Transform Milwaukee area. Thank you for taking the opportunity to learn more about building Milwaukee's future by accessing the Transform Milwaukee Strategic Action Plan at transformmilwaukee.com/.

WHEDA THREE-YEAR INVESTMENT UPDATE

April 30, 2015 marked the three-year anniversary since Transform Milwaukee was announced.

WHEDA has invested **\$114 million** and leveraged another **\$178 million** indirect investment, for a total of **\$292 million**.



TRANSFORM MILWAUKEE WEB DESIGNER WINS COVETED AWARD

The Transform Milwaukee website was the recipient of a **Silver ADDY** at the **2015 AAF-Madison's American Advertising Awards**.

Candorem, a two person Lake Mills, Wisconsin-based web design company was awarded the Silver ADDY in the **Website Business to Business Services** category. What's incredible about the award is that the small company was in competition with much larger multi-million dollar Milwaukee and Madison agencies. The American Advertising Awards is the advertising industry's largest competition attracting over 40,000 entries every year in local AAF Club competitions.

"Our process is what makes us special. It ensures the end result we deliver for our client is driven by purpose and not generic marketplace trends. This ADDY award validates our process and we're

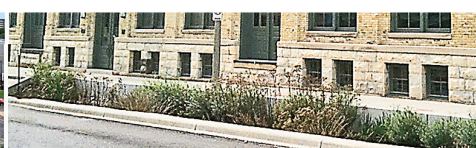
beyond grateful for the opportunity to work with such incredible clients," said Joshua Garity, President and Founder of Candorem.

WHEDA was thrilled to hear the news about the Silver ADDY, having been delighted with the Transform Milwaukee website design.

"Candorem brought our vision of a clean, fresh, redesigned, cross-platform web site to life. Josh and his team coached us through the entire project lifecycle, from assessment and innovative user testing, to the production and launch of the new and improved *TransformMilwaukee.com*," said WHEDA Marketing Director Jennifer Conlin.

Another amazing fact about the Silver ADDY: This was Candorem's first effort to work for an American Advertising Award.

You can visit the award winning website at transformmilwaukee.com/.





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