



THE CONNECTOR

RIVERWORKS DEVELOPMENT CORPORATION

274 E KEEFE AVE, MILWAUKEE, WI 53212

OVERVIEW

The Beerline Trail's linear park is a multi-year highly collaborative initiative focused on the creation of a catalytic, multi-use recreational and economic corridor where the historic "beerline" railway once ran. It will be the largest public infrastructure project in the Harambee neighborhood. The master plan has the political, financial and organizational backing of the Greater Milwaukee Committee, LISC Milwaukee, LAX-MKE, various Departments of the City of Milwaukee, Rails to Trails, and the Guiding Lenses resident group.

Riverworks seeks investments to develop

The Connector Building, a multi-use facility at the trail-head of the Beerline Trail which will be a hub for arts and cultural programs, and a way station for trail visitors. The Connector is a 2,562 square feet (sf) property located at the intersection of Keefe Avenue and Richards Street, and serves as the lynchpin for all other Beerline Trail revitalization projects. The project will bring value to the community, and will be highly sustainable if funded without debt, as planned.



PROJECT DETAILS

The Connector is a 2,562 square feet (sf) project with a 7,200 sf lot. The southern area is prime for a small indoor wellness center and café, offering local and culturally-relevant healthy juice and coffee options. The north end will be a community space, with amenities for trail users, such as bathrooms, sitting area, and meeting space. Indoor and outdoor seating opportunities offer extended usage throughout the year. To the west of the site, the Connector Yard will feature a 4 story overlook tower, giving residents and trail patrons a clear view of The Beerline Trail.

The momentum created by The Connector building will spur the financial, political, and community capital for the next phase of projects; The 53212 Marketplace, a hub for artists and other small businesses to showcase products adjacent to the trail. Both projects allow Riverworks to connect economic prosperity, creative placemaking, health and wellness, while creating opportunities for innovation in a way that is culturally appropriate and equitable for Harambee residents and businesses.

INVESTMENT

Riverworks aims to complete this project without debt. This mitigates the financial burden on the organization and allows Riverworks to focus on programs and partnerships to activate the site. The total project cost is \$550,000. Early investors include :

- Kresge Foundation,
- LISC Milwaukee,
- City of Milwaukee,
- Riverworks Business Improvement District and
- Wells Fargo.



DEVELOPMENT TEAM & TIMELINE

The Connector will be owned, operated, and developed by Riverworks Development Corporation. Riverworks is highly skilled at identifying and developing catalytic real estate opportunities that would only be possible through the intervention of a community development agency. To date, Riverworks has completed \$11.6M in development, including two commercial projects and 30 affordable housing units.

The Beerline Trail Leadership Team will act as the development team and includes the City of Milwaukee, Greater Milwaukee Committee, Greater Milwaukee Foundation, LISC Milwaukee, and Rails to Trails Conservancy. Riverworks aims to secure the property in the Spring 2021 and begin construction in the summer. The Connector is slated to open in the fall of 2021.

SOURCE	AMOUNT	%	NOTES
Grants	\$240,000	44%	Kresge Foundation, City of Milwaukee, LISC, Riverworks BID, CDBDA
Fund to be raised	\$310,000	56%	Mortgage, Donations, Grants
Total Project Cost	\$550,000	100%	
USES	AMOUNT	%	NOTES
Acquisition / Site Work	\$55,000	10%	City of Milwaukee
Construction Cost	\$386,450	70%	Building Cost
Construction Related Cost	\$108,550	20%	Soft Cost
Total Project Cost	\$550,000	100%	

RIVERWORKS DEVELOPMENT CORPORATION

Riverworks drives social and economic development by aligning residents and businesses with specialized resources that strengthen Harambee, Riverwest and the surrounding communities. Since 1994, RDC has spearheaded the revival of the Harambee and Riverwest neighborhoods, attracting millions of dollars of local and national corporate and philanthropic investment, and top technical expertise. Riverworks has a strong team of experienced staff members with expertise in creative placemaking, housing, community organizing, small business development, and social enterprise. RDC is the backbone of the community and serves as the parent agency for the NID and BID. Riverworks has an extensive list of long-term partnerships within the public, nonprofit and corporate sectors. Riverworks is the lead community agency responsible for resident engagement around the Beerline Trail, the city's largest creative place-making initiative located in Harambee.

