

ANNUAL REPORT

2019

RIVERWORKS BID #25
MILWAUKEE'S CREATIVE DISTRICT

MISSION:

The Riverworks Business Improvement District seeks to improve, maintain, and promote the Riverworks Center through thoughtful programs and services for the benefit of all property owners, tenants, consumers, and residents.

BID STAFF:

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LOCATION:

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MESSAGE FROM THE EXECUTIVE DIRECTOR

During 2019, Riverworks Business Improvement District Continued to expand its work around providing businesses and entrepreneur resources, technical assistance and marketing. Riverworks, Milwaukee's Creative District has a long history of being the first at developing and implementing programs, activities and creating a vibrant district where creative placemaking can thrive.



The District did very well this year, the vacancy rates were down, property values increased and there were a number of developers who purchased old manufacture properties and repurposed them for multi-tenants. Excitement and energy seem to be buzz words for the district these days. New ideas are being developed, public spaces were activated for employees and residents, i.e. Beerline trail and Holton Street. The District strives to improve the physical conditions and the safety of the area and provide the tools and resources for area businesses.

We all truly appreciate everyone support of our local businesses.

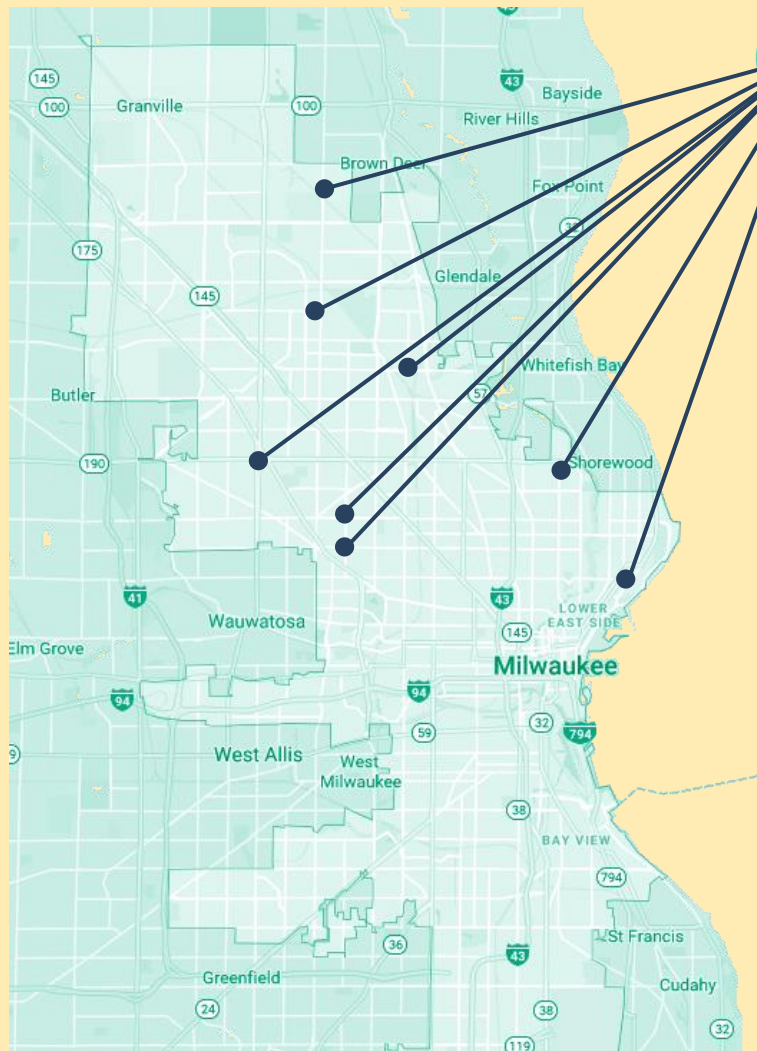
-Darryl Johnson
Riverworks Executive Director

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RIVERWORKS CLEANS

Riverworks Cleans provides employment opportunities to Milwaukee residents while improving Milwaukee neighborhoods and properties. This social enterprise operates as a business unit, generating additional operating income for Riverworks.

Riverworks Cleans has been an effective resource for the City of Milwaukee, property management companies, and a growing number of BIDs throughout the city, as they are contracted to pick up litter, empty trash cans, removed graffiti, paint street lights and maintain landscaping.

As Riverworks Cleans looks to the future, they anticipate adding event setup and clean up and large bulk removal and snow removal for businesses.

BUSINESS OUTREACH

In 2019, the BID did extensive outreach to over 200 existing businesses, entrepreneurs and property owners, and distributed resources about RDC services and our partner organizations, SBDC and BIZStarts. The BID has seen tremendous growth over the past year, seeing a 3% increasing in overall property values and over \$80,000 leveraged from City of Milwaukee and BID grants to invest and beautify the districts properties.

DISTRICT CLEAN UP AND MAINTENANCE



2325 Bags of litter collected



13 Building tags (graffiti) removed



229 Shopping Carts Returned



20 Streetscape plantings watered

CITY VACANT LOTS / REM PROPERTY CLEANUPS



1750 Addresses serviced



7154 Cubic Yards Removed

NEW BID PARTNERSHIPS

Working to help new businesses and existing businesses grow, Riverworks strategically partnered with UWM Small Business Development Center and BizStarts. Over the course of the year, the BID and SBDC went out to meet with 3 businesses to address business growing pains and paths forward. We also set up an action plan to reach out to all businesses by the end of 2020.

BID REAL ESTATE / 2018—2019

+ 3%

Industrial , Service & Commercial Property Values

+ 58%

Grants and City of Milwaukee leveraged for property development and beautification

COL ORS

RIVERWORKS WEEK 2019
SEPTEMBER 16 – 21

RIVERWORKS WEEK

The Riverworks BID put on it's 7th Annual Riverworks Week Festival, highlighting the local businesses in the area and showcasing the district's entrepreneurs and creativity. It was a fun-filled week of events, networking opportunities and unique activities to celebrate Milwaukee's Creative District. The driving force behind the Riverworks Week are the established goals and objectives that each event is driven to meet.

1. To Establish Riverworks as Milwaukee's Creative District
2. Promote BID Businesses
3. Curate and Develop Strategic Partnerships
4. Promote Real Estate Investment and Development
5. Articulate and Develop BID Service Offerings to BID Businesses

POP-UP CAFE

The Pop-Up Café, sponsored by Colectivo, was held from 7:30-10am, Monday through Friday, offering free coffee, pastries, and conversation. The Pop-up Café was a laid-back networking event, bringing in residents and local employees to share stories prior to starting their day.

The pop-up gallery, located at the Beerline Trail and Holton Street intersection, was designed by local architectural designer Jordan Donald of Gailbrath Carnahan Architects. The modular design operates as a outdoor café and gallery and is intended to be adaptable to future events. Inside, the gallery featured conceptual renderings for the new Beerline Trail Linear Park project from Keefe Ave to Capitol Drive.

Pop-Up Café at the Beerline Trail Stage





DOLPHIN POOL

The Dolphin Pool, a more approachable version of “Shark Tank”, is Milwaukee’s original entrepreneur pitch contest, featuring 6 Milwaukee entrepreneur contestants that will compete for \$2,500 prize. Dolphin Pool also collaborates with 8 teen groups from Teens Grow Greens. From vegan ice cream and a bicycle cafe, to an entrepreneurial marketing firm and craft brew canning company, all of the 2019 contestants presented intriguing, unique, and creative businesses proposals.

Congrats to the Dolphin Pool 2019 winner, **Claire Friona of Blue Mangoes**. Blue Mangoes makes all natural and organic dried fruits in collaboration with rural African women farmers, transforming waste into opportunity. Congrats to all our Contestants!

blue
mangoes

Dolphin Pool Winner
Claire Friona,
Blue Mangoes





BID AWARDS

The BID Awards recognize the area's outstanding movers and shakers who have made a positive impact in the district. The evening featured a *Taste of Riverworks*, hosting and serving Riverworks' own craft brewer, Gathering Place Brewing, with food from Localicious, Burke Candy, and The Riverwest Filling Station. The awards were designed and created by Gallas Metalworks.

The **Real Estate Gem Award** recognizes impactful improvements or development went to Diversatek located on 3373 N Holton. As you drive past, it might just look like a regular factory, but inside, the building tells a story of manufacturing and shows an appreciation to adaptive reuse, integration of modern conveniences and dazzling staircase and skylight features completely transforming the space.

The **Catalytic Business Award** recognizes outstanding positive impact through collaboration, innovation, and investment

went to The Riverwest Filling Station. Owned and operated by local residents, Bryan and Miriam Atinsky, they believe in creating a local inspired, family-focused food and beer culture to the BID.

The **Spark Plug Award** recognizes an individual activity that positively promotes the district, went to Kathy Papineau of Localicious MKE Kitchen for her continued support of local food entrepreneurs through her shared commercial kitchen. Kathy is committed to purchasing local, composting and minimizing plastic waste—no easy feat in the food biz.

The **Champion Award** recognizes those who are making a powerful positive impact on the District went to the E. Capitol Dr. Safety Network made up of Milwaukee Police Department, District 5 BEAT, Safe and Sound, and The City of Milwaukee District Attorney's office which have collaborated for over 3 years to increase safety communication and reduce crime amongst businesses on Capitol Drive.





INVENTORS CIRCUS

Milwaukee's Creative District signaled to the world that we needed some creative, problem solving citizens to build ridiculous machines for no reason whatsoever, except to Launch Barbie! The Inventors Circus is a lighthearted competition that invites teams to solve a ridiculous problem and 2019's task was Launch Barbie. All teams were supplied with the same starter-kit of materials including ordinary household items, toys, building materials, and similar workspaces.

10 teams competed to launch Barbie, and all teams took very different and unique approaches. The 2019 Inventor Circus winner of \$250 was **Team "Animal Circus"**, led by Stella Porecca, for their innovative sequenced approach to pop a balloon, race down a race track and launch Barbie.

CREATIVE DISTRICT ALIVE!

Riverworks is all about celebrating a job well done and quitting time is the best time to get the weekend started. Put that

together and nothing makes better sense than a great Block Party featuring De La Buena. The event featured fresh brewed beer from the Riverwest Syndicate and food trucks kept the crowd fueled. Cream City Rickshaw was providing open-air rides on the Beerline Trail and Scratch was giving away ice cream. It was great fun for the whole family!

BEERLINE TRAIL 5K RUN/WALK

Riverworks is proud to host the first ever Beerline Trail 5K Run / Walk, a race meant to benefit the development and programming of the Beerline Trail. The race started at Riverworks, Holton Street and Townsend and sent runners down Holton Street and back up to the Beerline Trail. The race had over 100 runners from the Harambee and Riverwest neighborhoods.

The moment the streets closed, the cars stopped and the racers were in starting formation, we knew this race was here to stay.



CAPITOL DR. COLLABORATION

The East Capitol Drive Safety Network (ECDSN), established in 2017 with the mission to bring MPD BEAT Officers to create relationships with Capitol Drive businesses, serving as community liaisons and increasing communication and collaboration amongst the surrounding businesses. This initiative has been hugely successful, growing multiple collaborations with the surrounding commercial and service businesses. The ECDSN, comprised of Milwaukee Police Department District 5 BEAT, the City of Milwaukee District Attorney, Safe and Sound, Riverworks, Goodwill Workforce Connection Center and surrounding businesses has been growing and adapting its resources, networks and communication platforms to align with the corridors changing needs.

The ECDSN was awarded the Champion Award at the 2019 BID Awards ceremony, recognizing the group's commitment to reducing crime and increasing safety through collaboration.



Photo Credit : CBS Channel 58 News

Officer Zimmermann, Capitol Drive BEAT, purchases car seat for mother of two, instead of giving her a ticket. "I am a dad of three kids and can't imagine anything happening to them or not being able to have them secured in their car seats," Zimmerman said.

WOMEN ENTREPRENEURS UNITE

With a growing entrepreneurial network of businesses in the area, Riverworks was approached by a few women entrepreneurs in the area to establish a Women's Entrepreneurial network, WE 53212. Throughout 2019, 6 meetings were conducted with over 50 attendees. Each meeting focused on networking women owned businesses together and bringing in professionals to speak about relevant marketing topics, while enjoying local food and sharing tips.



THE BEERLINE TRAIL PROJECT

For over 10 years, Riverworks has been a collaborative force to keep attention on the Beerline Trail, increase its access to area residents and invest in its beautification. Recently, the focus has been on the new *Linear Park*, an uninterrupted portion of the trail from Keefe Avenue to Capitol Drive. With strategic partners in place and community involvement, Hood Design Studio, a renowned Landscape Architect out of Oakland, has designed a one-of-a-kind park, specifically for the Harambee neighborhood.

The park includes a picnic area, performance stage, playground, outdoor sculpture gallery, and murals. One of the best parts of the design is the new Vienna Street Crossing, creating a new entrance to the Beerline Trail from the center of the Linear Park.

Over the last year, the leadership team has finalized a design and is currently in the financial stage, looking for donors and fund development partners to help this project become reality.



Photo Credit : HOOD Design

MAKER BUILDINGS OPEN THEIR DOORS FOR PUBLIC TOUR

This past June, Milwaukee had the pleasure of hosting the 2019 Urban Manufacturing Alliance Conference, an event focusing on the continued growth of our urban manufacturing network, as well as the importance of storytelling to share our experiences and allow the public to understand its importance.

During this 4 day event, Riverworks participated in numerous ways, but none were as impactful as the walking tour. The tour highlighted the Fratney Street Creative Corridor and all the makers, artists and manufactures along the way. The tour started with 3700 Fratney, a maker building owned by Steve Mathison featuring the newly renovated Think HR space, The Urban Craftsman and Dolphin Wetsuits. Next door, the tour ventured to 3728 Fratney, a former design product warehouse, the building has been undergoing numerous renovations and is planning for 15-20 new businesses to move into Phase I in 2020. We then moved to 811 Vienna to tour Flux Design, a local industrial and interior design company, who has worked with numerous local restaurant and recently completed the Black Holocaust Museum.



Next up was the Riverwork's BID's infamous chocolate candy manufacturer, Burke Candy, where guests toured the production facility and received an abundant amount of samples! Lastly, the group toured Spike Brewing, a local craft brewing equipment manufacturer with their own private tap room. As the group wrapped up, we continued our manufacturing and maker discussion at Gathering Place Brewing, over a flight of six different German style beers. The tour was overwhelmingly successful and the Riverworks BID anticipates coordinating a additional tours in 2020.

2018 ADMINISTRATIVE STAFF

Darryl Johnson
Executive Director

Kate Bartlett
Business Development Specialist

2018 BOARD OF DIRECTORS

Carl Nilssen
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Cliff Wenniger
Vice-Chair

Sandy Woycke
Secretary

Steve Chitwood
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Jozi Tatham
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Meg Hopkins
Member

Mark Porecca
Member

Kevin Riordan
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Bob Smith
Member

L.C. Whitehead
Member

MESSAGE FROM THE BOARD CHAIR

I've noticed that when I tell people I work in the Riverworks BID, a whole new interesting line of discussion ensues. Even more so when my descriptor is Milwaukee's Creative District. I believe that's true because, as employees and business owners, we are finding identity and pride in our district. We are excited to spread the news about the positive things happening here in Riverworks: Milwaukee's Creative District.

Large employers continue to do well, and we are welcoming more small businesses every year. Real estate demand is high and investment is landing in one of our region's most dynamic business districts. A craft brewery, pretzel makers, design build firms, eateries - all recent community amenities that are adding value and options within the district. Commerce and community in action.

The BID continues to award facade grants, provide street beautification services and technical assistance, maintaining strong relations with the City of Milwaukee. Even more exciting for our district was the creation of the BID Business Development Specialist, a new staff position held by Kate Bartlett.

Riverworks will be concentrating on building a new website, compiling data, facilitating more networking, and generally providing more technical assistance for our BID businesses. Kate will be spearheading many of these efforts, so please welcome her to our district and help her get the information she needs.

A number of very exciting advancements worked their way through the 2018 calendar year - but honestly, I think that was just setting the table for an even more productive 2019.

We should all feel very proud to be a part of this urban renewal and success story. I hope to see you at the many BID sponsored events, and that you tell everyone that you work in Riverworks: Milwaukee's Creative District!

Think: Riverworks' Businesses First!

- Carl Nilssen
Riverworks BID Board President

2019 FINANCIALS

REVENUE	2019	% OF BUDGET
PROPERTY TAX INCOME—CITY OF MILWAUKEE	\$276,511	89%
CITY GRANTS	\$872	0.2%
SPONSORSHIP INCOME	\$27,250	8.8%
IN-KIND CONTRIBUTIONS	\$6,096	1.9%
INTEREST INCOME	\$229	0.1%
TOTAL	\$310,958	100%

EXPENSES	2019	% OF BUDGET
PROGRAM SERVICES:		
PROPERTY IMPROVEMENT GRANTS	\$29,040	9%
AREA WIDE MAINTENANCE	\$39,876	13%
PUBLIC APPEARANCE	\$17,769	6%
RIVERWORKS WEEK	\$65,375	21%
OTHER	\$59,698	19%
<i>TOTAL PROGRAM SERVICES EXPENSES</i>	<i>\$211,757</i>	<i>68%</i>
MANAGEMENT AND GENERAL:		
ADMINISTRATIVE SUPPORT	\$45,000	14%
OTHER	\$11,138	4%
<i>TOTAL MEETING AND GENERAL EXPENSES</i>	<i>\$56,138</i>	<i>18%</i>
TOTAL	\$267,895	86%
CHANGE IN NET ASSETS	\$43,063	
NET ASSETS, BEGINNING OF YEAR	\$44,724	
NET ASSETS, END OF YEAR	\$87,787	

