

## ***Menomonee Valley – From the Ground Up***

Connecting communities to jobs, environmental education, restored natural resources, and new recreational opportunities.



UEC/MVP Project, Inc. is a 501c3 tax-exempt charitable organization formed by Menomonee Valley Partners, Inc. and Urban Ecology Center, Inc. to complete a unique collaborative effort – *Menomonee Valley – From the Ground Up*.

**For more information, contact**

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## Menomonee Valley – From the Ground Up

### Executive Summary

*Menomonee Valley - From the Ground Up* is a significant \$26 million urban revitalization project led by Menomonee Valley Partners, Inc. and Urban Ecology Center, Inc. in partnership with the State of Wisconsin and City of Milwaukee. Together, we will expand service to better meet educational, economic, environmental, health, public safety, and quality of life needs in Milwaukee. Due to the size of this effort, these two strong Milwaukee nonprofits have formed a third fiscal entity specifically to fund and implement *From the Ground Up* called UEC/MVP Project Inc. This strategic partnership, which is a unique collaboration between an economic development nonprofit and an environmental community center, leverages the individual strengths of each organization resulting in the greatest community benefit. This effort allows for a fully **comprehensive approach** to environmental, community and economic development that when complete, will **reach tens of thousands** of residents from throughout the region.

Projects implemented through *From the Ground Up* include **new bike/pedestrian offerings** for area residents and businesses, a third branch of the **Urban Ecology Center in the Valley**, and the **transformation of a 24-acre brownfield** and former rail yard into a park. More than 415,000 people (100,000 of which are under age 18) live within three miles of this area. The park will become an outdoor science classroom for thousands of kids who will benefit from in-the-field learning opportunities provided by Urban Ecology Center. The Center's new branch will include the educational and community based programs that have been credited for reducing crime in two Milwaukee County parks, enhancing the science curriculum for area K-12 schools and improving the academic performance of participating students. Located at 37<sup>th</sup> and Pierce Streets, the Center's Valley branch will be **located one half mile from the Menomonee Valley Industrial Center** and within southside neighborhoods that have been clamoring for the Center's programs for years.

To date, project staff and dedicated volunteers have worked together to **secure \$20.1 million toward the \$26 million effort**. This remarkable level of support, from public and private sector partners, allowed us to complete the first projects in this initiative in November 2010, which include a 4.5 mile extension of the Hank Aaron State Trail and the "Valley Passage" trailhead. Most recently, a flurry of private sector commitments is making it possible to break ground on Urban Ecology Center's Valley branch in September of this year with a planned opening of fall 2012. Reaching this fundraising threshold is also allowing us to begin the process to transform a vacant brownfield into an outdoor classroom and park. This is a year ahead of what we originally had thought possible.

With more than 77% of the support secured for the entire effort, we are preparing to publically launch a fundraising drive to raise the remaining \$5.9 million. Before that formal launch, we are approaching community leaders, Valley business owners, and long-time supporters for both organizations to become part of the **early investors group** in *Menomonee Valley - From the Ground Up*. Support can be shown through gifts or pledges paid over time. Investors in this effort have a unique opportunity to make a tremendous community impact through projects that produce immediate results and create sustainable resources for generations to come.

Join us to create vibrant communities today and build a legacy for the future,  
*From the Ground Up.*

## From the Ground Up Project Description

*Milwaukee's Menomonee River Valley* sits at the crossroads of Wisconsin's population center, running 4 miles and spanning 1,200 acres. When Milwaukee was known as the *Machine Shop of the World*, the Valley was widely regarded as its engine with tens of thousands of jobs and a various mix of industries. As with many cities, economic conditions changed and many companies moved or closed their doors. By the 1980s, the Valley became Wisconsin's most visible eyesore with acres of blight littered with abandoned buildings, spoiled waters and brownfield conditions. Since 1999, a strong **public-private partnership** has been working here to build economic and community assets to meet today's needs and those of future generations. In the last decade, 4,200 jobs have been created, 33 companies have moved here or made significant business expansions and a combined \$740 million has been invested by the public and private sectors.

1950s



2002



2011



**While there has been tremendous success, there is still important work to do.**

The neighborhoods adjacent to the Menomonee Valley house much of Milwaukee's economic distress – with the highest population density and some of the lowest incomes in the state. More than 415,000 people live within three miles of the project area, 100,000 of which are under age 18. Nearby communities accounted for 82% of the State's welfare aid and have disproportionately high rates of obesity and asthma. Twenty-five percent of residents here lack access to cars, making suburban jobs beyond their reach. While this concentration of poverty is a challenge, the concentration of workers in these neighborhoods is an asset; there are more workers per acre within a short commute distance of the Valley than anywhere else in Wisconsin. **The vision for the Valley's redevelopment is a response to these interconnected problems.** Efforts here focus on economic revitalization to offer family-supporting jobs for local residents, quality of life issues for public safety and stable neighborhoods, and environmental revitalization to improve the Valley's ecological health.



**The Menomonee Valley is surrounded by some of the most densely populated and distressed neighborhoods in the State.**

***Menomonee Valley – From the Ground Up*** builds upon the Valley's success to date and allows for a fully comprehensive approach to environmental, community and economic development that when complete, will reach tens of thousands of residents in the region. The \$26 million effort includes a series of projects implemented by Menomonee Valley Partners, Inc. and Urban Ecology Center, Inc. in collaboration with the State of Wisconsin and City of Milwaukee over a multi-year period. Due to the size of this effort, these two strong Milwaukee nonprofits have formed a third fiscal entity, UEC/MVP Project Inc., specifically to fund and implement *From the Ground Up* activities.

*From the Ground Up* projects were originally conceived in a national design competition in 2002 and have been vetted using extensive feasibility analysis and thoughtful examination of community needs. In this effort, we have practiced a high level of public engagement in design, construction and program development, knowing that this approach is critical for the long-term care and stewardship. By engaging fisherman, cyclists, nearby residents, Valley employees, youth, landscape architects, stormwater experts, biologists and other stakeholders in the design of this space, the projects become more relevant to the future use and sense of community ownership is built. Project in this effort are in three areas:

### **1) Building new bike and pedestrian infrastructure (\$11.3 million)**

With its natural topography and man-made barriers such as train tracks and freeways, the Valley is still disconnected from the city. Nearby neighborhoods **remain cut off from the Valley's resurgence and employment opportunities.** Through this effort, we are weaving the Valley back into the fabric of the city with significant investments in bike and pedestrian infrastructure including six new miles of the Hank Aaron State Trail and three bike/pedestrian bridges that reconnect the neighborhoods to the Valley.



**Valley Passage opened in November 2010 connecting the southside neighborhoods to the Menomonee Valley.**

When complete in spring of 2013, The Hank Aaron State Trail will become a 14-mile bike and pedestrian system stretching from Lake Michigan to Waukesha County, and will connect many residential neighborhoods to employment centers making the bicycle a safe, practical and enjoyable commuting alternative for thousands of workers. This new infrastructure will offer walk-to-work opportunities, facilities for corporate wellness initiatives and quality of life amenities. It will also connect some of the largest tourist attractions in the region including the lakefront, Potawatomi Bingo Casino, Miller Park, Milwaukee County Zoo and Summerfest.



**A bike / pedestrian bridge will be built to span active rail yards and connect Mitchell Park to the Valley.**

With a public sector funding mix from Federal, State and local sources, **the infrastructure projects are now fully funded.** The first projects in this area were complete in November 2010 and the remaining infrastructure will open to the public by spring 2013.

**2) Converting a blighted rail yard into a 24-acre park and outdoor classroom (\$9.5 million)**



A 24-acre former rail yard lies under the 27<sup>th</sup> and 35<sup>th</sup> viaducts. It can't be developed for industry. Rather than leave it vacant, project partners will transform the 10-block stretch into outdoor science classroom and park. Area residents and workers will have a nature retreat in the heart of the city.

In addition to new infrastructure, we will transform a 24-acre brownfield site along the Menomonee River into a park. This site is one piece of a much larger parcel that was home to the Milwaukee Road Shops. At the turn of the century, Milwaukee Road was the largest employer in Milwaukee with tens of thousands of workers. After Milwaukee Road closed in the late 1980s, the 140-acre site sat vacant for decades. In 2002, the City of Milwaukee acquired all 140 acres to promote economic development and create new community assets. So far, seven businesses have constructed new facilities here. Suzy's Cheesecake will be the eighth business to locate in this light-industrial business park and two parcels remain for purchase.

Through *From the Ground Up*, project partners will turn our attention to a narrow site that runs along the southern bank of the Menomonee River. The **24-acre parcel cannot be developed for industry** as it has no vehicle access and is too narrow to accommodate new roads and buildings. Left unaddressed, the site could attract undesirable activity and become a liability for the Valley and its surrounding neighborhoods.

After thorough research and establishing the necessary relationships for long-term care, project partners are working to turn this parcel into an **ecologically diverse park**. The site restoration



**Nearby residents and Valley employees will help to build the 24-acre park and outdoor classroom**

plan that is nearly complete includes the creation of multiple habitat zones that are native to southeast Wisconsin, promote biodiversity and evoke curiosity and learning through discovery. The new park, which will be incorporated into the Hank Aaron State Trail with public sector ownership, will serve as an amenity for neighborhood residents and for employees working in nearby businesses, as well as become an **outdoor science classroom** for programs run by Urban Ecology Center.

The process to build this park will be as exciting as the tangible results. We will engage thousands of people in planting trees, monitoring water quality, and building this park from scratch.

Many children in surrounding neighborhoods do not even realize the Menomonee River exists blocks from their homes. Through volunteering to build the park, as well as school and community programs, area kids and families will learn through **in-the-field experiences** about the River and take an active part in restoring its health.

Public sector funds have been raised to grade the site, address brownfield conditions, improve riverbank erosion, provide public access to the river, and create new habitat for fish and wildlife. Funds invested in *From the Ground Up* by private sector partners will be used to complete extensive native landscape installation, provide job training in native landscape restoration, and fund an endowment that will be available, in perpetuity, to ensure for the long-term health of this natural area created through the project. This new park will be open to the public in early 2013 and the extensive process of landscape installation and restoration will last five years.

### **3) Establishing a third branch of the Urban Ecology Center (\$5.2 million)**

A third branch of the Urban Ecology Center will be established to serve the Valley and its nearby neighborhoods. The organization was established in 1991 by community residents who came together to address serious crime issues in Riverside Park. The Center and community volunteers initiated a mix of school-based and community-centered programs that greatly increased positive activity and, in turn, deterred crime. In 1999, the Center launched the Neighborhood Environmental Education Project (NEEP), which formally turned Riverside Park into an outdoor science classroom by using ecological discovery to **improve student performance**.

Through NEEP, the Center offers K-12 schools within a two-mile radius a chance to strengthen their science programs through inquiry-based and hands-on outdoor learning experiences for their students. The curriculum is developed with participating schools and is **aligned with local and federal science, literacy and math standards**. Currently, more than 40 Milwaukee K -12 schools are NEEP partners and the Center employs 19 full-time science educators that work alongside public and private schools to advance student's understanding of science and the natural world around them.

In addition to NEEP, the Center offers after-school, weekend, and summer programs for youth, families, and adults. A group of youth might go on a spelunking field trip or learn to rock climb, families might experience making maple syrup together, while adults might participate in a workshop on canning tomatoes or attend a lecture on invasive plant species.

The Center also provides numerous opportunities for youth leadership, such as the High School Outdoor Leadership program. In addition, the Center offers programs for residents and workers from area businesses, which includes a guided Outdoor Adventures Program and a do-it-yourself Equipment Lending Program, which provides the Center's members with free use of canoes, kayaks, skis, snowshoes, fishing gear, binoculars, microscopes, roto-tillers, and more.

Today, Riverside Park is **used 365 days of the year, creating a continuous community presence** and Riverside Park has been transformed from one of the city's crime hotspots to a safe haven. In addition, the Center's programs are improving academic performance, offering safe places for kids to play outdoors year-round, and expanding the environmental knowledge of the entire community. In 2007, this home-grown model was expanded with the establishment of a second branch in Washington Park, an area facing challenges of crime and lack of educational opportunities. Similar results that occurred at the Center's first branch are now emerging at this branch with increased activity and decreasing crime. At its two branches, the Urban Ecology Center serves more than 80,000 people each year. This educational and community-building model is being studied and replicated by other US cities including Racine, Columbus, Syracuse, Baltimore, and San Diego.

### **Urban Ecology Center's expansion to the Menomonee Valley will address three issues:**

First, it will provide programming to activate the parks and trails that have been integrated into the Menomonee Valley redevelopment plan. While Menomonee Valley Partners, the Department of Natural Resources, and the Friends of the Hank Aaron State Trail have worked tirelessly to create these new assets, none of these organizations have the capacity and expertise to program urban parks to maximize use and community impact, while deterring crime. An Urban Ecology Center branch is **a necessary ingredient to complete the Menomonee Valley redevelopment plan** and to build off the significant investments made in this high-priority area.

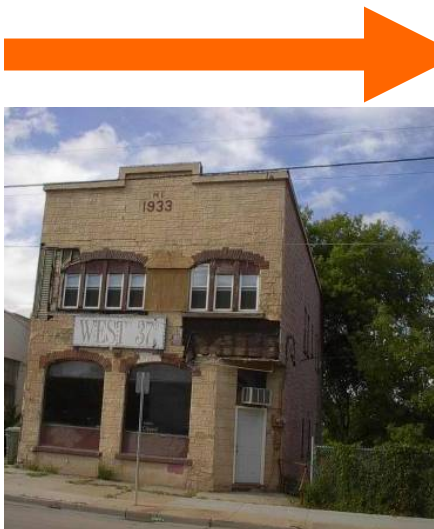


**Urban Ecology Center operates branches at Riverside (shown here) and Washington Parks. School-based and community programs at both branches have been credited for reducing crime, improving student performance and enhancing neighborhood quality of life. Funds through this effort would be dedicated to creating a Menomonee Valley branch.**

Second, expanding the Urban Ecology Center will **meet community needs**. With its neighborhood-based model focusing intensively on serving community needs within two miles of any given branch, the Center does not currently serve Milwaukee's South Side. There are at least 56 schools nearby that collectively serve nearly **25,000 students, 80% of whom qualify for federal free or reduced-fee lunch**. Area schools have expressed strong interest to enhance their science curriculum with the NEEP program, and neighborhood organizations have been clamoring to incorporate a branch as part of community revitalization efforts in the Silver City and Clark Square neighborhoods.

Finally, this effort will connect people to nature and lead to greater understanding of our natural world. The Center's programmatic approach was developed in response to a simple question: *What are the ingredients that make a person become an environmentally active individual?* Research done at the Center has revealed that the best way to create an environmentally aware and activated citizenry is to (1) provide children from a young age with consistent contact with natural land (2) while providing cross-generational opportunities to this land to foster the formation of environmental mentors. In densely-populated urban communities, providing youth with consistent access to nature and connecting them with environmental mentors is a challenge. Many southside neighborhood children and families don't even realize a river exists blocks away from their home and some youth have never seen Lake Michigan. *From the Ground Up* ensures the ingredients that lead to environmental awareness are present in the Valley's redevelopment. This experiential learning will broaden their **knowledge of the ecological conditions in their own backyard**, provide information on how to steward this high priority watershed, and be a springboard for greater understanding.

Funds raised through *From the Ground Up* will be used to convert a vacant 75-year old tavern into a sustainably-designed community center and initiate a five-year start-up period for the programs that serve area youth, families and workers. The Center will hire six staff to work exclusively at the Valley branch and who will develop partnerships with 8 schools by fall 2012. Based on program expansion that occurred at the Center's first two branches, it is expected that by its fifth year in the Valley that the Center will be partnering with 22 schools and be offering at least 10,000 youth visits annually for hands-on science education.



A vacant tavern at 37<sup>th</sup> and Pierce Streets will be renovated into a sustainably designed science-based community center for Urban Ecology's Menomonee Valley branch, which will be open to the public in fall 2012.

## Goals and Objectives

Menomonee Valley Partners and Urban Ecology Center have spent years quantifying the potential and actual impact of their respective work, which guides our expectations for shared outcomes of our joint effort. As projects are complete and programs implemented, both organizations will monitor the effectiveness at achieving the following goals and objectives:

### Expanding an Educational Model that Works

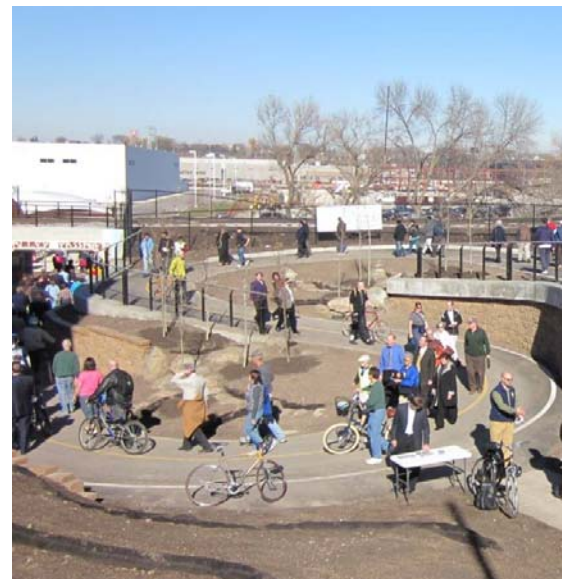
- South side Milwaukee schools (8 in the second year of operation, 11 in the third and fourth years, and 22 in the fifth) strengthen their science curriculum to better prepare youth for careers in the sciences and “green” jobs by partnering with the Center. The Urban Ecology Center Menomonee Valley branch will **offer new, non-duplicative services** to schools and organizations located on Milwaukee’s South Side. Potential partners could include Bradley Tech, United Community Center, Longfellow School, Notre Dame Middle School, Nativity Jesuit Middle School, Journey House and many others.
- Underserved youth benefit from annual visits (10,000 served annually by the Center’s fifth year of operation) to the Center’s Menomonee Valley branch receiving science-based programs otherwise unavailable to the students in the southside Milwaukee schools.
- As measured through pre- and post-tests at participating schools, academic performance and understanding of science principles improves.

### Enhancing Economic Development and Quality of Life

- The Valley is enhanced as a business location for employers, employees and customers.
- Bike/pedestrian infrastructure weaves the Valley back into the fabric of the city and provides a catalyst for housing, commercial and retail investments in nearby neighborhoods.
- Residents living in some of the most densely populated and distressed neighborhoods in Wisconsin will have **better access to family-supporting jobs close to their homes.**
- With many Valley businesses recruiting heavily from adjacent neighborhoods, existing and future workers have the necessary infrastructure that makes biking or walking to work a viable option.
- The expanded Hank Aaron State Trail **links 12 of the top 25 Milwaukee tourist destinations** with one single bike/pedestrian trail.



Each year, the Valley branch will offer thousands of students in-the-field learning experiences.



Valley jobs and recreational amenities are now just a short walk or bike ride away.

## Improving Public Safety and Boosting Outdoor Recreation

- Adjacent neighborhoods, where residents have limited access to green space and high rates of obesity, asthma, and other health problems, have programs that **engage people in outdoor activities** on a consistent basis.
- Six new miles of bike/pedestrian trails improves commuting to work and exercise opportunities for the 100,000 youth and 315,000 adults who live within three miles of the Hank Aaron State Trail.
- Neighborhood crime decreases and a **sense of safety** among area residents and businesses increases as a result of redevelopment activities and continuous outdoor activities organized by Urban Ecology Center on the Hank Aaron State Trail and throughout the Valley.

## Improving Ecological Conditions and Expanding Environmental Awareness

- 2,200 feet of riverbank restoration decreases erosion of contaminated materials from a brownfield and former rail switching yard, improving the overall health of the River.
- Three native habitat zones are created to encourage bio-diversity of flora and fauna.
- Participants in Urban Ecology Center programs enhance their knowledge of how natural systems function and better understand solutions that can improve environmental health.

1996



2010



Riverbank improvements will continue to improve water quality and access to the Menomonee River. This stretch of river was reconstructed in 2001 and now is one of the nation's top urban fishing spots, according to *Field and Stream*. Similar water quality improvements will be made through *From the Ground Up*.

## Financial Overview

*From the Ground Up* is a \$26 million effort with a series of projects phased over time, broken down as follows:

New bike/pedestrian infrastructure	11,280,000
Third branch of the Urban Ecology Center	5,240,000
24-acre park/outdoor classroom	9,480,000
	<hr/>
	<b>26,000,000</b>

As noted in Exhibit 2, the financial and project management for the effort is split between the State of Wisconsin Department of Transportation (WisDOT) and UEC/MVP Project Inc.

- WisDOT is managing \$14.42 million of design and construction for grading, erosion control, trails, bike/pedestrian bridges, and the initial native seeding through the entire 24-acre park site.
- UEC/MVP Project Inc. is the fiscal agent for all private sector funds for this effort and will manage the \$11.58 million worth of design, construction, program development and service delivery on items not in the realm of the public sector.

To date, we have **secured \$20.1 million in pledges, grants and gifts**, with the following breakdown:

Federal	10,804,241
City*	381,667
State	3,817,850
Private - Non Valley	3,947,823
Private - Valley	1,138,196
	<hr/>
	<b>20,089,777</b>

**Funds Needed** **5,910,223**

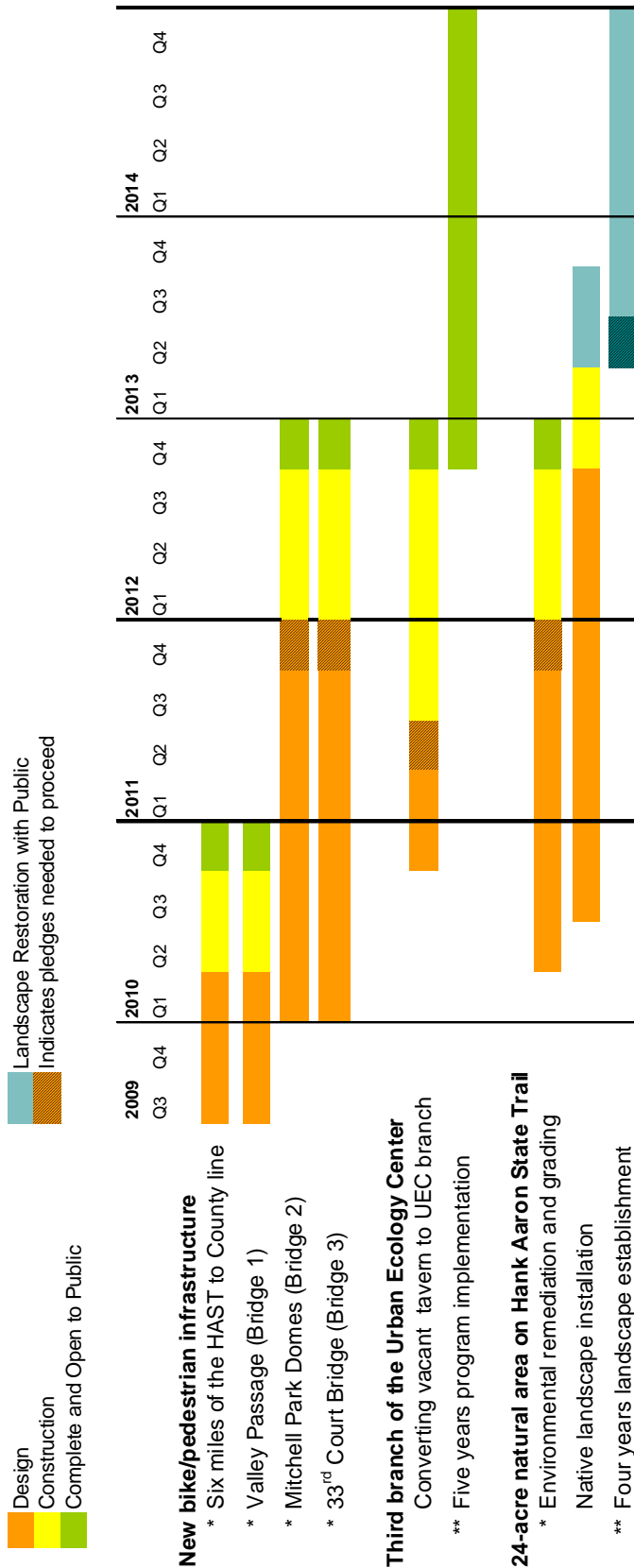
The public sector support of this project totals \$15 million in a mix of Federal, State and City sources. The Federal Department of Transportation has been the single largest contributor as the project provides important bike and pedestrian infrastructure. The opportunity to gain additional public sector support has been exhausted. **Private sector investments to date exceed \$5 million.** Investors in *From the Ground Up* have a unique opportunity to make a tremendous community impact through projects that produce immediate results and create sustainable resources for generations to come. A full list of funding partners can be found in Exhibit 3.

With more than 77% of the support secured for the entire effort, we are preparing to publically launch a fundraising drive to raise the remaining \$5.9 million. Before that formal launch, we are approaching community leaders, Valley business owners, and long-time supporters for both organizations to become part of the **early investors group** in *Menomonee Valley - From the Ground Up*. Support can be shown through gifts or pledges paid over time.

To provide an extra incentive for Valley businesses to join this early investors group, Rexnord Industries has put forth a challenge by offering \$50,000 if an additional \$100,000 is pledged by Valley businesses by September 23<sup>rd</sup>, 2011. If this challenge is met, Rexnord will be at the \$500,000 level with pledges and in-kind product contributions. Early investors, at all levels of support, are critical to harness the momentum building toward this effort and to ensure successful project completion.

Join us to create a vibrant community today and build a legacy for the future, *From the Ground Up*.

# Exhibit 1 – Project Implementation Schedule



From the Ground Up projects that will be implemented over several years. As funds are raised, the various components can move forward toward completion.

\* Fully funded.

\*\* Project will fund this activity through fall 2017.

## Exhibit 2 – Project Budget

*Menomonee Valley – From the Ground Up* is a \$26 million series of projects being implemented by Menomonee Valley Partners and Urban Ecology Center in collaboration with the State of Wisconsin and City of Milwaukee. Projects proceed to construction as designs are complete and funds are raised.

Project Component	Budget	FISCAL AGENT		Projected Completion	Status
		UEC/MVP Project Inc.	State of WI		
<b>New bike/pedestrian infrastructure</b>					
Six miles of the Hank Aaron State Trail from Mitchell Park Domes to Waukesha Cnty	2,310,000		2,310,000	Fall 2010	Complete
Valley Passage (Bridge 1)	3,640,000		3,640,000	Fall 2010	Complete
Mitchell Park Domes (Bridge 2)	2,850,000		2,850,000	Fall 2012	Design
33 <sup>rd</sup> Court Bridge (Bridge 3)	1,710,000		1,710,000	Spring 2013	Design
Project management	770,000	770,000		Spring 2013	Begun
<b>Total</b>	<b>11,280,000</b>				
<b>Third branch of the Urban Ecology Center</b>					
Convert vacant 75-year-old tavern to a sustainably-designed community center	2,130,000	2,130,000		Fall 2012	Pre-BID
Five years program implementation	2,470,000	2,470,000		2016	Begun
Project management	400,000	400,000		2011	Begun
Contingency	240,000	240,000			
<b>Total</b>	<b>5,240,000</b>				
<b>24-acre park/outdoor classroom on Hank Aaron State Trail</b>					
Environmental remediation and grading	3,910,000		3,910,000	Fall 2012	Design
Native landscape installation	2,330,000	2,330,000		2013	Design
Four years landscape establishment	890,000	890,000		2017	Design
Restoration endowment	1,580,000	1,580,000		Perpetual	
Signage and partner recognition	140,000	140,000		2012	
Project management	630,000	630,000		Fall 2015	Begun
<b>Total</b>	<b>9,480,000</b>				
<b>From the Ground Up Total</b>	<b>26,000,000</b>	<b>11,580,000</b>	<b>14,420,000</b>		

With expertise in managing federal transportation funds and construction of bridges and major earthwork, the Wisconsin Department of Transportation (WisDOT) is managing \$14.42 million of design and construction in this effort and administering public sector funds. WisDOT typically charges against federal grants for its project oversight, but for this effort they have provided an in-kind donation of their time allowing us to do more with less.

UEC/MVP Project Inc., 501(c)3, is the fiscal agent for \$11.58 million of private funds that will support design, construction, program development and service delivery on items not in realm of the public sector. The UEC/MVP Project, Inc. Board of Directors is comprised of representatives from Urban Ecology Center and Menomonee Valley Partners, as well as community leadership (see Exhibit 4). Considering the integrated nature of the activities needed to fulfill the vision of the effort, and after seeking the counsel of several experts in non-profit management, we formed a separate entity to manage contributions specifically for this effort.

## Exhibit 3 – Funding Sources

To date, we have secured \$20 million for the effort, with 75% of these funds raised through public sector sources. In November 2010, the first projects of the effort were completed including a 4.5 mile westerly segment of the Hank Aaron State Trail and a trailhead and river bridge at 37<sup>th</sup> and Pierce Streets. With public sector funding sources nearly exhausted, we are focused on a private sector fund drive to raise the remaining \$6 million. Funds raised for the effort are being directed to UEC/MVP Project Inc., a third fiscal entity formed by Urban Ecology Center and Menomonee Valley Partners specifically to fund and implement *From the Ground Up*. The following is a list of pledges and cash commitments made to date:

Federal - Dept of Transportation	10,065,841
State of WI - WDNR Stewardship Fund	3,817,850
The Burke Foundation	2,300,000
Herzfeld Foundation	500,000
Joseph and Vera Zilber Family Foundation, Inc.	500,000
Federal - US Forest Service	443,400
City of Milwaukee	366,667
Rexnord Industries	350,000
Federal - Army Corps of Engineers	220,000
Shel & Marianne Lubar	200,000
Helen Bader Foundation	150,000
Harley-Davidson Foundation	150,000
Palermo Villa Inc.	150,000
P&H Mining	105,000
Various Individuals	103,019
Greater Milwaukee Foundation	100,000
Menomonee Valley Business Improvement District	100,000
Wisconsin Energy Foundation	100,000
Federal - Great Lakes Basin Partnership	75,000
Brewers Community Foundation	65,000
Ralph Evinrude Foundation Inc.	50,000
Bert L. & Patricia S. Steigleder Charitable Trust	50,000
Menomonee Valley Partners, Inc.	43,000
Greater Milwaukee Foundation - Enroth Family Foundation	30,000
The Brico Fund	30,000
MMSD	15,000
US Bank	10,000

Rexnord Industries also made a \$100,000 contribution through their Zurn subsidiary to supply the toilets, sinks and other water systems for the new Urban Ecology Center Branch. Allied Insulation Co. has also pledge the \$6,000 worth of insulation needed for the branch building. Additional in-kind and product donations are currently being identified and incorporated into the facility and overall effort.

## Exhibit 4 – Organizational Overview

### UEC/MVP Project Inc.

UEC/MVP Project Inc. is a non-profit 501(c)3 organization formed exclusively for the projects of *From the Ground Up*. This separate organization provides the collaborative framework necessary to implement an effort of this scale and assures investors that funds donated through UEC/MVP Project Inc. will be used specifically for this collective effort.

The Board is comprised of up to seven members with at least four seats reserved for the Executive Director and Board President of each partner organization. The remaining seats are reserved for members who are unaffiliated with either partner organization, yet share the goals of the effort. Currently five board positions are filled and community members are being recruited to fill the vacancies. Members are as follows:

**President:** Kathryn Dunn, Vice President of Community Investment, Greater Milwaukee Foundation  
**Co-Vice President:** Michael Hatch, Partner, Foley & Lardner LLP  
**Co-Vice President:** Jeff Geygan, President, Milwaukee Private Wealth Management  
**Secretary:** Ken Leinbach, Executive Director, Urban Ecology Center, Inc.  
**Treasurer:** Laura Bray, Executive Director, Menomonee Valley Partners, Inc.

In addition to this Board, the Boards of Urban Ecology Center and Menomonee Valley Partners advise the fundraising campaign and project components. A formal campaign cabinet will be formed by the end of this calendar year to lead the effort and to help secure the remaining necessary pledges and gifts to reach the fundraising goals. Todd Adams - CEO of Rexnord, Giacomo Fallucca - CEO of Palermo's Pizza, Mick Hatch – Partner at Foley and Lardner have agreed to serve. David Uihlein (Uihlein-Wilson), Gail Liono (retired from Harley-Davidson), Fred and Susie Kasten (retired community volunteers), and Rick Schlesinger (Milwaukee Brewers) have expressed interest.

### Project Staff

UEC/MVP Project Inc. has no employees or direct contractors. Rather, each organization has expanded capacity and engaged existing staff whose expertise is critical to the success of an effort of this scale and reach. The executive directors of both organizations are well regarded in the Milwaukee community and in their respective fields of expertise.

- **Urban Ecology Center Executive Director - Ken Leinbach** provides leadership in promoting community-based environmental preservation and education. Ken has over 15 years of experience directing, teaching and developing science and environmental programs in WI, VA and KY. Within his eight years with Urban Ecology Center, Ken designed NEEP, dramatically increasing the number of students served each year. In 1995, Ken was awarded the National Nature Educator of the Year Award from the Roger Tory Peterson Institute in NY and the Thomas Jefferson Medal for outstanding contributions to natural science education.
- **Menomonee Valley Partners Executive Director - Laura Bray** has led the organization for nearly seven years. She has 17 years of experience in urban development with expertise in economic development, large scale urban development, financial and project management. In 2007, Bray was named the Robert B. Bell Sr. Best Public Partner Award, which is given to a person in the public sector who is an advocate for commercial real estate development in southeastern Wisconsin.