



FALL 2016



Avenues West • Cold Spring Park • Concordia • Martin Drive • Merrill Park • Miller Valley • The Valley/Piggsville



CONTENTS

02 OUR STORY

03 OUR MISSION

04 THE HEART OF MILWAUKEE

06 PUTTING THE PLAN
INTO ACTION

07 GOALS

08 ACHIEVEMENTS

09 Safety

10 Housing and
Resident Engagement

14 Commercial Corridor
Development

20 Neighborhood Identity
and Branding

21 AWARDS

22 FUNDING SNAPSHOT

24 *NEAR WEST SIDE PARTNERS,*
an article reprinted with permission
from *Marquette Magazine*, Spring 2016

32 THANK YOU



Cover design repurposed
with permission from
Marquette Magazine,
Spring 2016.

In 2005 Rick Wiegand worked with the city to save these homes by moving them from their original foundations near the Ambassador Hotel to their new home on North 26th Street across from Penfield Children's Center.

BOARD OF DIRECTORS

NEAR WEST SIDE PARTNERS

Rana Altenburg
*Marquette University
NWSP President*

Paul Jones
*Harley-Davidson
NWSP Treasurer*

Vivian King
*Aurora Health Care
NWSP Vice President*

Stephanie Omdoll
*Potawatomi Business
Development Center
NWSP Vice President*

Dave Osswald
*MillerCoors
Secretary*

**Capt. Shunta
Boston-Smith**
Milwaukee Police Dept.

Milly Gonzalez
Catholic Financial Life

Eve Hall
*African-American
Chamber of Commerce
of Wisconsin*

Ryan Harris
Walgreens

Jim Hill
MCFI

Pat O'Brien
MUSIC

Mark Rhode
*Penfield
Children's Center*

Leo Ries
*Wisconsin
Preservation Fund*

Rick Wiegand
Wiegand Enterprises

**BUSINESS IMPROVEMENT
DISTRICT #10**

Rick Wiegand
*Wiegand Enterprises
Chair*

Tony Coleman
*WISN-TV
V. Chair*

Tom Schmitt
Treasurer

Rana Altenburg
Marquette University

John Hennessy
Hennessy Group, Inc

Aaron Martinez
MillerCoors

Dan Naumann
*Great Lakes
Commercial Sales*

Patricia Nissen
*Aurora Sinai
Medical Center*

Jason Tolleson
Harley-Davidson

OUR STORY

We are excited to share the story of how residents, anchor institutions, businesses, non-profits, public officials, and area stakeholders came together to make a difference on the Near West Side. In a spirit of collective action during the past year, NWSP leadership listened to important insights and ideas generated by the community about safety, housing, commercial corridors and neighborhood identity.

Signature achievements of NWSP include:

- Innovative law enforcement collaboration around safety issues
- Increased communication among residents, employees, public officials and anchor institutions
- Development of a community garden in Cold Spring Park
- Expansion of Business Improvement District #10
- Transference of vacant homes to owner occupants
- Increased resident engagement
- Rising commercial property values and attraction of new businesses
- Increased public awareness of cultural, education, health and dining assets
- Catalytic events, such as the Design Charette and Rev-Up MKE

Though there is still much work ahead to support the revitalization taking root, NWSP has demonstrated its ability to build excitement, generate momentum, and implement plans to make the Near West Side a destination for visitors and a neighborhood of choice for homeowners, renters, employees, and employers.

These successes are a result of the tremendous contributions from our partners — residents, employees, public officials, funders, staff, and volunteers who have given their time, perspectives, resources, and labor to these efforts. Thank you to everyone who has been a part of these exciting first two years. You embody an ethic of care for the community, and you continue to be catalysts for change.

Please enjoy this compilation of our collective achievements. To help tell our story, we are also including a reprint of the Spring 2016 *Marquette Magazine* feature story about Marquette alumni who are making a difference in the Near West Side, see page 24.

We would be remiss if we did not also express our gratitude for the trailblazing Avenues West Association, incorporated in 1987, upon whose foundation NWSP rests. The association's mantra, "Together We Can," is still relevant today. Indeed we can.



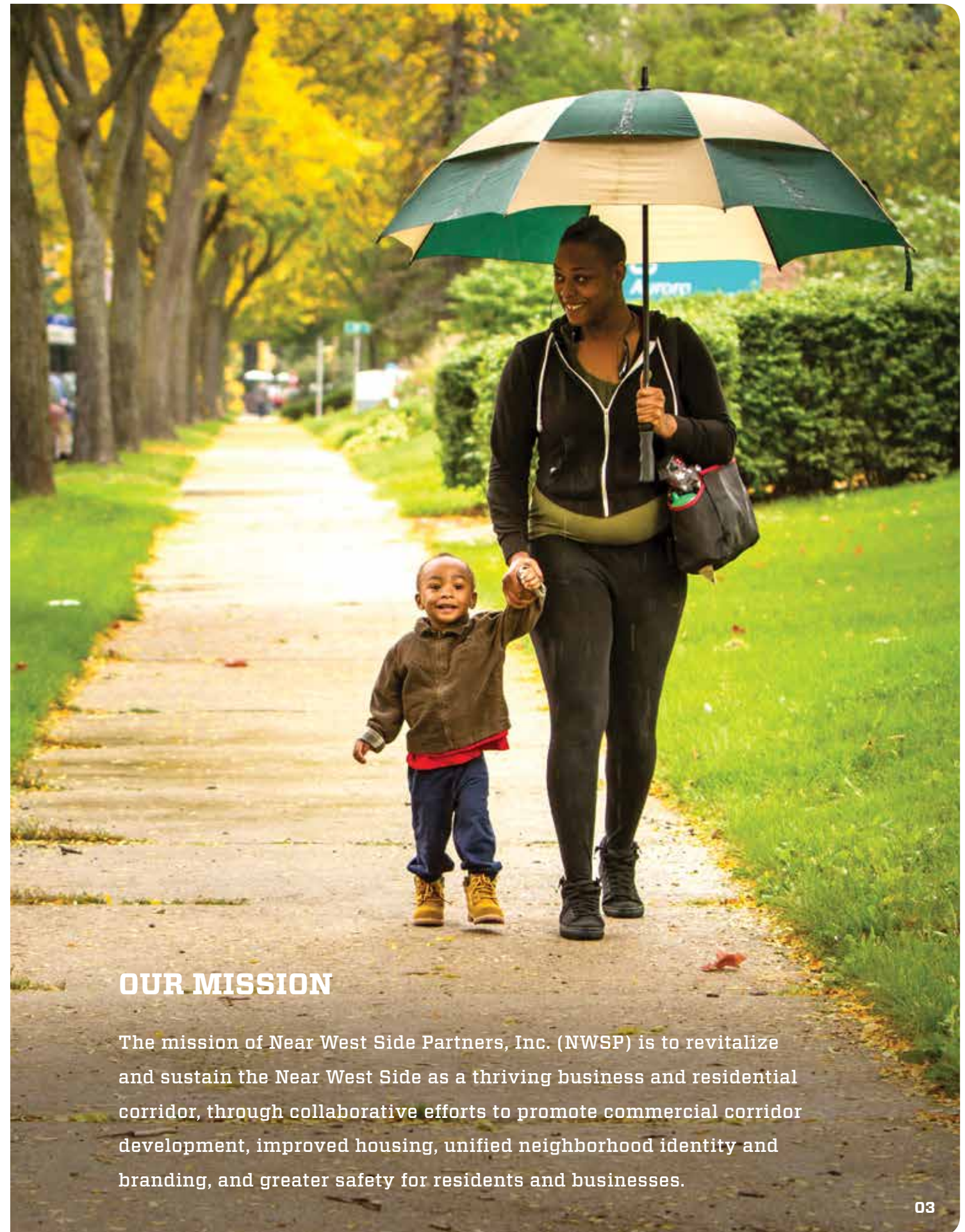
Keith Stanley
Executive Director
Near West Side Partners, Inc.
Avenues West Association
Business Improvement District #10



Rana Altenburg
President
Near West Side Partners, Inc.



Rick Wiegand
Chair
Business Improvement District #10



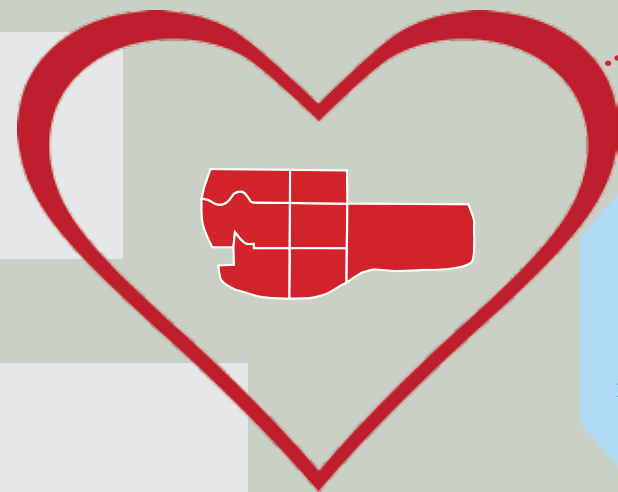
OUR MISSION

The mission of Near West Side Partners, Inc. (NWSP) is to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

THE HEART OF MILWAUKEE

The **Near West Side**, as defined by the city of Milwaukee, is bound by I-43 (east), Highway 175 (west), Vliet Street and Highland Boulevard (north), and I-94 (south).

NEAR WEST SIDE



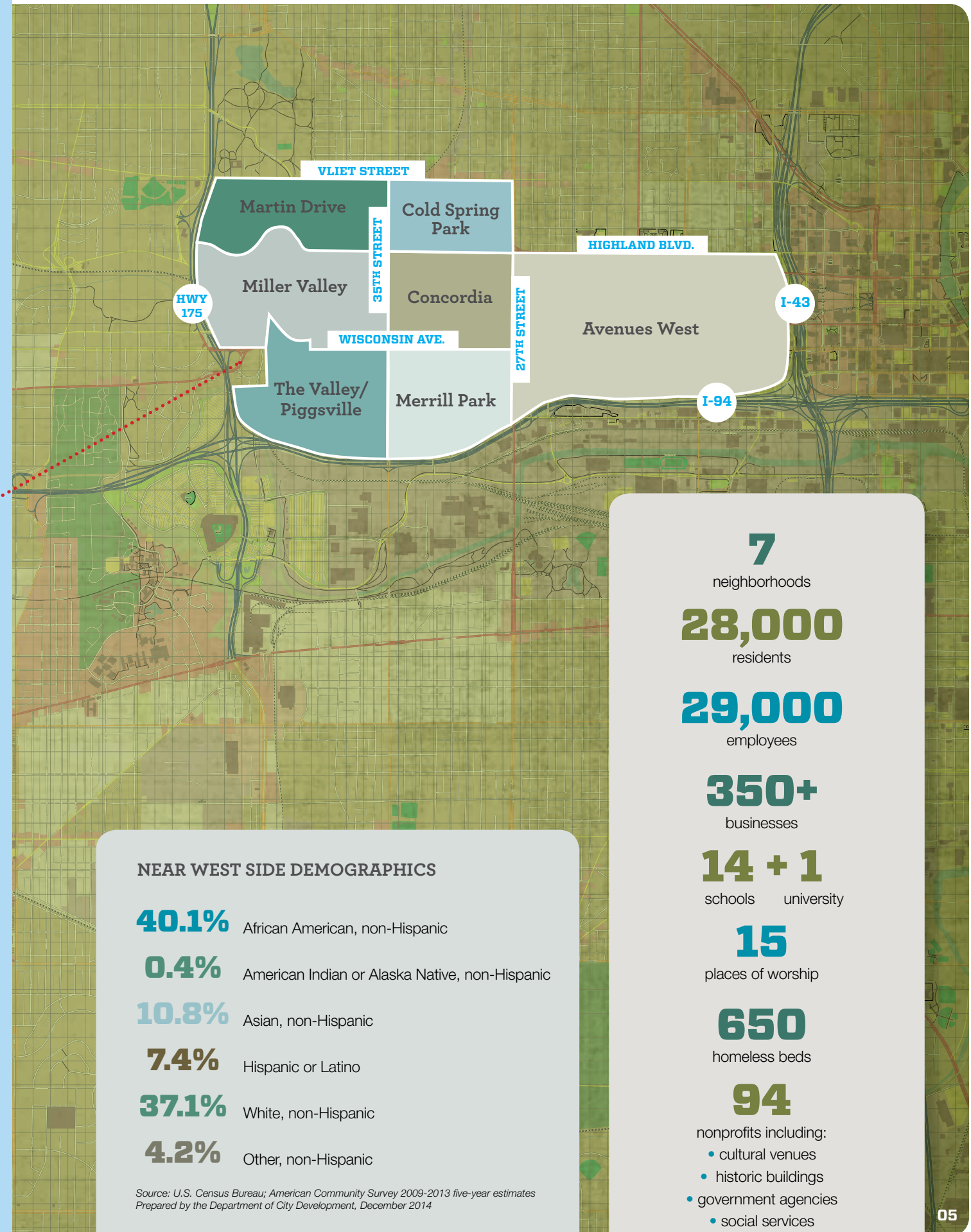
CITY OF MILWAUKEE

LAKE MICHIGAN



Near West Side Partners has a long-term vision and strategy for improving our neighborhood. We have already felt the positive impact of their work.”

Near West Side resident



PUTTING THE PLAN

INTO ACTION

The completion of a strategic plan for the Near West Side was based on extensive input from anchors, working teams, neighborhood associations, residents and public officials. The result created a great road map to guide our work in the months and years ahead. See nearwestsidemke.org for more details.



We see and feel a new momentum that gives us great optimism about our neighborhood's future, and this optimism itself is of great value to the residents of our community."

Near West Side resident

GOALS: MEASURING OUR SUCCESS



Continual **decrease in overall crime**, fear, and disorder



Increase in **workforce opportunities** for Near West Side residents



Increase in **owner-occupied housing** and employee **walk-to-work** programs



Establishment of **grocery stores** offering fresh produce and quality food



Establishment of **new restaurants, improved retail corridors**, growth of small businesses



Development of **pedestrian-focused amenities** and green space



Network of **strong residential associations** among Near West Side neighborhoods



Brand identity of the Near West Side **reflects the brand** of its anchors and stakeholders



35th Street becomes **"Iconic Way"**; 27th and Vliet streets are thriving commercial corridors



Reconstruction of Wisconsin Avenue restores Milwaukee's main street to its grandeur



Catalytic projects in 2004 plan addressed and **Near West Side 2.0** plan underway



NWSP's PARC Initiative recognized as **a national model** for community redevelopment



We will continue to identify problem places and develop targeted interventions that will have a long-term impact. Our focus is promoting assets to transform the perception of the neighborhood and reducing crime.”

Capt. Shunta Boston-Smith
Milwaukee Police Department, District 3

Capt. Shunta Boston-Smith on a neighborhood walk with Martin Drive residents in Ald. Russell Stamper’s district.

ACHIEVEMENTS



SAFETY

A decrease in overall crime and disorder has been accomplished through the following efforts:



23%

decrease in burglaries

42%

decrease in robberies

62%

decrease in battery/assault



○ PARC

PARC, which stands for **Promoting Assets and Reducing Crime**, is a three-year \$1.5 million initiative funded by the NWSP anchors to revitalize and sustain the Near West Side as a thriving residential and business corridor. PARC features collaborative efforts to promote economic development, improve housing, unify neighborhood identity, and provide greater safety for residents and businesses.

resources, reduce crime and promote economic development in Milwaukee by holding tobacco shops to the same standards as other local retailers.

○ AMBASSADOR PROGRAM

In November 2015 NWSP launched the Near West Side Ambassador Program to deepen engagement with area businesses and residents. Working in collaboration with the Milwaukee Police Department and through a contract with a national security firm, NWSP launched a 15-week pilot program to train personnel to patrol key commercial corridors. The program’s success led to commitments from Business Improvement District #10 and NWSP for ongoing support.

○ MUPD

During its first full year since it was commissioned — May 1, 2015 — the **Marquette University Police Department** recorded a significant reduction in crime throughout its patrol zone, which extends beyond Marquette’s campus to include a significant portion of the surrounding community.

○ NEW HOME FOR NEAR WEST SIDE COMMUNITY PROSECUTION UNIT

In August 2015 NWSP unveiled the new Near West Side Waypoint on the Harley-Davidson campus which houses the Community Prosecution Unit (CPU) and serves as a convening place for community organizers, the DA’s Office and the Milwaukee Police Department (MPD).

The CPU is fully funded by PARC and led by an assistant district attorney and full-time community prosecution coordinator who work daily with MPD, government agencies and community-based organizations to pursue intervention strategies to improve the quality of life within the Near West Side. See page 28 for more on PARC.

○ 27TH STREET TOBACCO SHOP CLOSES AND AB 628 BECOMES STATE LAW

Through the collective efforts of residents, NWSP, the city of Milwaukee, law enforcement and local businesses, the 27th Street tobacco shop voluntarily closed in early 2016. In March 2016 Near West Side Partners participated in an event at Aurora Sinai Medical Center where Wisconsin Gov. Scott Walker signed Assembly Bill 628 into law. The bill, co-authored by Rep. Evan Goyke and Sen. Alberta Darling, will help save taxpayer



HOUSING AND RESIDENT ENGAGEMENT

Near West Side residents are a central focus for NWSP/PARC, especially around workforce opportunities, increasing owner-occupied housing, employee walk-to-work programs and establishing a network of strong residential associations among Near West Side neighborhoods. Here are some outcomes of these goals:

GOOD NEIGHBOR DESIGNATION

The Housing Working Team focuses on improving quality of tenant life by reducing risks and hazards and encouraging property owners/managers and tenants to think proactively about safety, security and the aesthetic quality of the neighborhood. NWSP continues to provide enhanced training to landlords and launched a “Good Neighbor Designation” to help tenants identify high-quality residential options.

COMMUNITY OUTREACH SPECIALIST

Near West Side Partners appointed Community Outreach Specialist Darrian Davis in January. Davis brings a diverse range of skills to the position, drawing on her experience in mentoring, teaching and building community projects. She hit the ground running, meeting with dozens of individuals, neighborhood associations and other community partners, and taking the lead on new outreach efforts.

NeON MEETINGS

What began as a single neighborhood block watch meeting grew into the **Neighborhood of Neighborhoods (NeON)** meetings, robust gatherings for seven neighborhoods held every third Monday of the month at Harley-Davidson.

The meetings provide an opportunity to socialize and share information on the assets of the entire Near West Side. NeON resident attendance increased 500 percent in the first year.

GREEN SPACE INITIATIVES

In fall 2015 we launched a new green space initiative in collaboration with the city and MMSD, to bring life to vacant lots in the Near West Side. We kicked off the initiative with the development of a new community garden and gathering green in **Cold Spring Park** and completed beautification efforts on seven additional sites throughout the neighborhood.

The Forest County Potawatomi Foundation Uniting Communities **Farmer’s Market** began in July 2016, offering fresh food options to the Near West Side community members.

Merrill Park, in collaboration with Marquette University High School, received funds to construct a **KaBOOM Playground** on 35th Street with support from hundreds of volunteers.



Story School, MPS, located at 3815 W. Kilbourn Avenue



HOUSING AND RESIDENT ENGAGEMENT (CONTINUED)



NATIONAL NIGHT OUT

o National Night Out is an annual campaign that promotes positive police-community partnerships and builds neighborhoods to be safer, better places to live. In collaboration with Milwaukee Police Department's District 3, Near West Side Partners helped organize a National Night Out held on the Harley-Davidson campus.

RESIDENT SURVEY

o Near West Side residents made their voices heard by completing a survey regarding housing, safety, neighborhood concerns, and assets. Approximately 80 percent of respondents report feeling that the people in their neighborhood look out for one another.

BUBLR BIKE

o On April 14, 2016, a new transportation option came to the Near West Side, advancing our goal of more pedestrian amenities and increasing the quality of life. The Bublr Bikes station, located on Wells and 14th streets, is the first of many to come onto the Near West Side.



80%

of respondents feel people in their neighborhood look out for one another.



Following a blessing of the bikes, Marquette University President Michael Lovell led a campus community bike ride through the neighborhood.



COMMERCIAL CORRIDOR DEVELOPMENT

Catalytic projects (grocery stores, pedestrian-focused amenities and green space, new restaurants, improved retail corridors and growth of small businesses) identified in the city of Milwaukee's 2004 Comprehensive Plan for the Near West Side guided NWSP's Strategic Plan. See nearwestsidemke.org for more details.

○ NEAR WEST SIDE DESIGN CHARETTE

In April 2016 NWSP collaborated with UWM's Community Design Solutions Center to host a daylong Design Charette to create ideas for the redevelopment of **six key opportunity sites** on the Near West Side. The event attracted broad participation from the community, including architects, developers, residents, businesses, realtors and students.

Key corridors in the Near West Side are part of the charette process: 35th Street imagined as "Iconic Way" and the gateway to anchor institutions; Vliet Street imagined as an anchor corridor with a grocery store; and 27th Street imagined as a thriving commercial corridor.

Site 1: 27th and Wisconsin (NE corner) — Mixed-use building with active retail on the ground floor, office space or housing above. A key design aspect is the cantilevered glass "view boxes" on the office floors to accentuate views down Wisconsin Ave. and toward the valley.

Site 2: West side of West 27th Street (between Kilbourn and Wells) — This site includes adaptive reuse and new construction with a focus on work/live with housing on upper levels and work or retail on the ground floor.

Site 3: 27th and Wisconsin (SW corner) — This site focused on an arts and entertainment scheme. Stakeholders supported an outdoor concert space and indoor/outdoor community space in addition to the adaptive reuse of the Travis building at the corner of 28th and Wisconsin.

Site 4: 35th to 37th along Vliet (south side of Vliet) — The proposal for this location strives to incorporate a neighborhood grocery/public market and healthy food options, green space, and possible senior housing.

Site 5: 35th and State — The concept of this site was focused around beautifying the exterior space surrounding the intersection, slowing traffic on 35th Street and making it pedestrian friendly, and creating a symbolic identity for the area as a gateway feature.

Site 6: 35th and Wisconsin (west side of 35th) — This site looked at a possible recreational facility for public-private use; a glass corner with views of the facility creates another iconic piece of the 35th Street corridor.





Community members, like business owner and resident Allyson Nemec, are leading efforts to activate commercial corridors and encouraging people to live and work on the Near West Side.



COMMERCIAL CORRIDOR DEVELOPMENT (CONTINUED)



○ REV-UP MKE

Near West Side Partners announced Pete's Pops the winner of the inaugural Rev-Up MKE small business competition on Sept. 27, 2016. At the conclusion of the *Shark Tank*-style live pitch event, held at The Rave, eight finalists presented before the public and a unique panel of judges. Pete's Pops will locate to an empty storefront on the Near West Side. In addition to a cash award sponsored by WaterStone Bank, the winner receives many other valuable services to help launch a successful business.



Left to right: Doug Gordon, WaterStone Bank; Paul Jones, Harley-Davidson; Keith Stanley, NWSP; Nancy Hernandez, Abrazo Marketing; and Kyle Cherek, Wisconsin Foodie



○ FRESH FOOD OPTIONS

Near West Side Partners attracted new and fresh food options to the Near West Side. New restaurant choices include Daddy's Soul Food, Refuge Café, Pete's Pops, Maki Yaki and Funky Fresh Spring Rolls. Residents also enjoy the farmer's market sponsored by the Forest County Potawatomi Foundation and can look forward to an Asian food market opening soon.





NEIGHBORHOOD IDENTITY AND BRANDING

The brand identity of the Near West Side reflects the brand of its anchors and stakeholders. NWSP/PARC upholds that brand when sharing news of the initiative at the local, state and national level — an initiative that is becoming recognized as a model for community redevelopment.



350+ stories

Near West Side Partners has helped bring significant new attention to the Near West Side as a great place to live, work and play. In the first 18 months, NWSP helped generate more than 350 stories, representing millions of impressions.

BRANDING

We developed and launched a new brand identity to signify the Near West Side as a **“Neighborhood of Neighborhoods.”** We unveiled the logo as part of an event with our local elected officials, hundreds of employees from our anchor institutions and residents as part of one of Mayor Tom Barrett’s walks in summer 2015.

TELLING OUR STORY

Nineteen presentations on the initiatives taking root in the Near West Side have been delivered coast to coast. In our own backyard, some **75 driving tours** of the Near West Side have taken place since 2014. From the seats of cars and buses, **hundreds of passengers** have heard the compelling Near West Side story.



Left to right: MPD Chief Ed Flynn; Mayor Tom Barrett; Ald. Michael Murphy; Ald. Bob Bauman; Rep. Evan Goyke; and former MPD Capt. Jason Smith at the logo unveiling ceremony.



Marquette University places a major emphasis on students like me to use our education to become ‘men and women for and with others.’ Marquette’s commitment to the Near West Side shows that Marquette practices what it preaches.”

Matt Lindberg, Marquette student, Community Engagement Intern



AWARDS

NWSP’s PARC initiative has been recognized as a national model for community redevelopment

- Marquette University received **The Washington Center’s 2016 Higher Education Civic Engagement Award** for the Near West Side Partners initiative. The award recognizes university and community partnerships that address issues of public concern.
- Near West Side Partners was awarded **Wisconsin Campus Compact’s 2016 Esther Letven Campus-Community Partnership Award**, which recognizes outstanding partnerships that demonstrate measurable community impact, student growth and learning.
- The Avenues West Association was honored by the Nonprofit Center of Milwaukee as a **2015 Nonprofit Excellence Award winner** for its foundational role with creating Near West Side Partners.
- **Safe & Sound** recognized **Marquette University President Michael Lovell** with the 2016 Herb Kohl Champion Award for his leadership role in the Near West Side Partners.
- **Safe & Sound** presented the **2015 Corporate Leadership Award to Harley-Davidson Motor Company** for its alliances with community partners, law enforcement and residents in its surrounding neighborhoods.



“When we first envisioned NWSP it made the most sense to build from a foundation of strength, namely the Avenues West Association and BID #10.”

Paul Jones, Harley-Davidson, NWSP Treasurer

FUNDING SNAPSHOT

NWS BID EXPANSION APPROVED

In fall 2015 Business Improvement District #10 expanded to include the entire Near West Side neighborhood. Members of the BID have access to a variety of resources to reinvest in commercial assets, such as façade improvements, safety and security, quality property maintenance and management advising, neighborhood markets and a small business loan program.



Left to right: Vivian King, Aurora Health Care; John Hennessy, Hennessy Group; Keith Stanley, NWSP; Dan Naumann, Great Lakes Laundry, celebrate the BID #10 expansion approval by the Milwaukee Common Council.

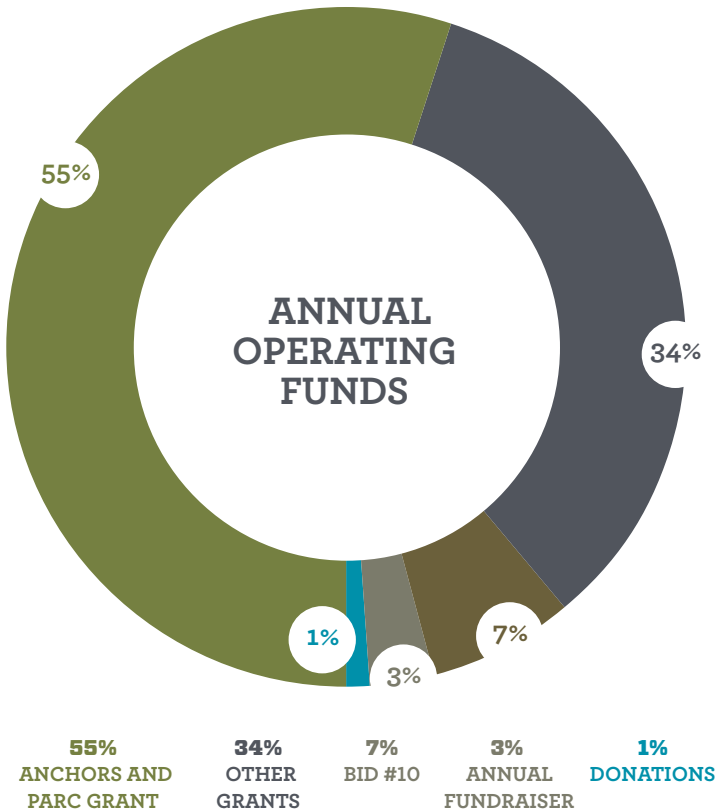
NWSP ANNUAL OPERATING FUNDS BY SOURCE

NWSP currently receives more than **50 percent of its funds** for annual operations from the five anchor institutions (Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors, Potawatomi Business Development Corp.) for the PARC initiative.

With the recent BID #10 expansion, annual revenues from the BID to support Avenues West Association/NWSP operations grew from roughly \$135,000 a year in 2014 to about \$300,000 a year in 2015. BID funds account for approximately 34 percent of NWSP operations and provide a sustainable source of operating funds to fulfill the BID’s mission.

The NWSP team works diligently to identify other sources of support through the annual luncheon, grants, and other donations.

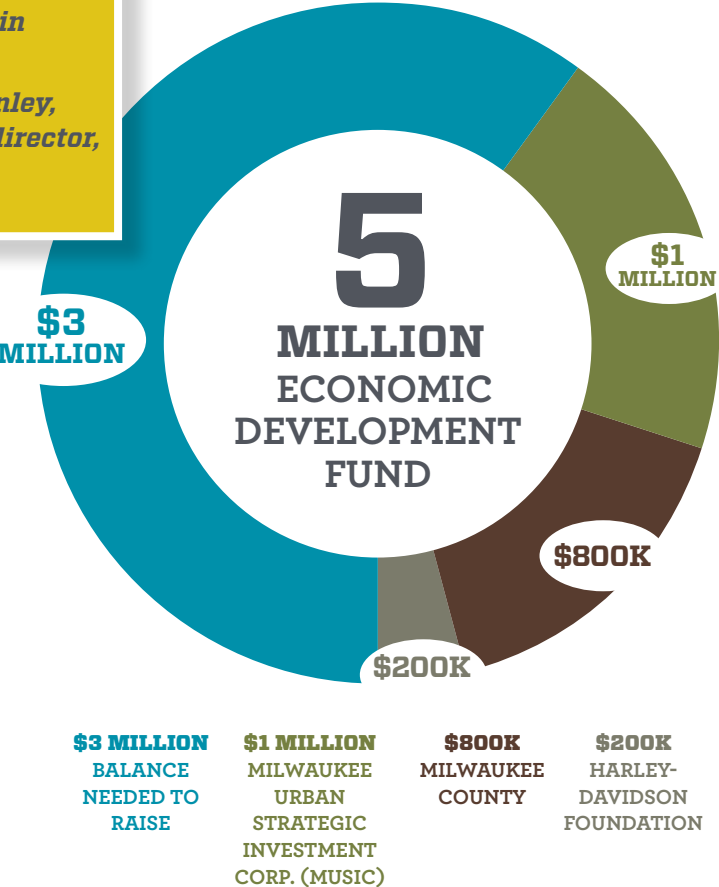
For more information about BID #10’s operating budget, please visit nearwestsidemke.org.



Help us meet our \$5M goal by investing in our vision.
Contact Keith Stanley, NWSP executive director, at 414.933.0460.

NWSP ECONOMIC DEVELOPMENT CHALLENGE FUND

At the Spring 2016 CEO Symposium, NWSP announced the launch of a Near West Side Challenge Fund to raise \$5 million over the next three years to make critical investments in the Near West Side. Commitments of \$2 million have been made, including a \$800,000 grant from Milwaukee County and \$1.2 million donation from Milwaukee Urban Strategic Investment Corp. (MUSIC) and the Harley-Davidson Foundation.



The following article from *Marquette Magazine* is reprinted with permission.

THE MISSION IS CLEAR — Revitalize and sustain Milwaukee’s Near West Side as a thriving business and residential corridor. **SO ARE THE STRATEGIES** — Collaborative efforts to promote economic development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses.

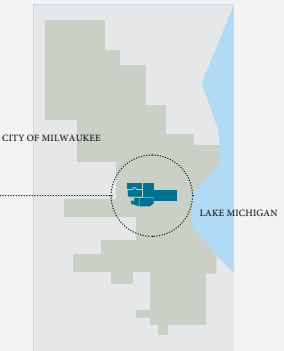
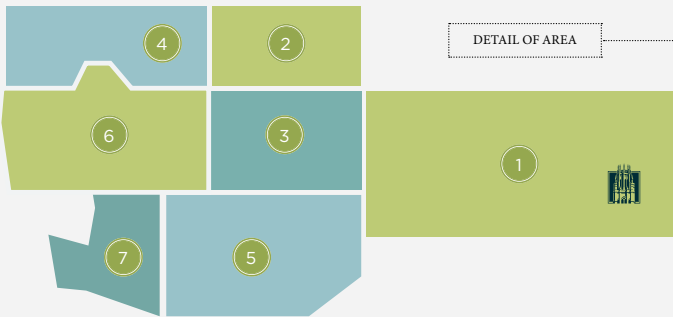
BY JONI MOTHS MUELLER



A Neighborhood of Neighborhoods

- 1 Avenues West
- 2 Cold Spring Park
- 3 Concordia
- 4 Martin Drive
- 5 Merrill Park
- 6 Miller Valley
- 7 The Valley / Piggsville

THE NEAR WEST SIDE, as defined by the city of Milwaukee, is bound by I-43 (east), Highway 41 (west), Vliet Street and Highland Boulevard (north) and I-94 (south).



NEAR WEST SIDE PARTNERS

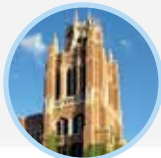
IN THEIR OWN WORDS —

Why five corporations united to found and support the Near West Side Partners Inc.

MARQUETTE UNIVERSITY

I can tell you, whether it’s faculty, staff or students — everyone is excited about this initiative, how they can get involved, how they can make a difference. I’m very proud of this initiative. I think it’s the most important initiative I’ve been involved in my career.

DR. MICHAEL R. LOVELL
President, Marquette University



HARLEY-DAVIDSON

This is the birth place of Harley-Davidson. People come and get married on our doorstep. When you think of what that facility means to our passionate riders globally, it is an incredible asset for us to be where we are.



MATT LEVATICH
CEO, Harley-Davidson

MILLERCOORS

We are celebrating 160 years this fall, which is a momentous achievement. When we look back at the history, Fred Miller had a huge role in developing this community. We have so many people committed to Milwaukee, to the neighborhood — there was no debate about stepping up and making sure that we do something to improve the neighborhood.



KELLY GREBE
Chief Legal and Corporate Services Officer, MillerCoors

AURORA HEALTH CARE

Caring for a neighborhood is a direct extension of caring for people, which is what we do every day. We’ve rolled up our sleeves along with the other anchor institutions and the people and business leaders of the neighborhood, and we’re seeing real success. That’s something we can all be proud of.



NICK TURKAL, M.D.
President and CEO, Aurora Health Care

POTAWATOMI BUSINESS DEVELOPMENT CORPORATION

I want this to be the best neighborhood in the city of Milwaukee. Take McKinley Street, take State Street, take Wells Street, take the beautiful historic homes — they’re gorgeous. Five, 10 or 15 years from now we’ll all wish we had invested in this neighborhood.



TOM DEVINE
CEO, Potawatomi Business Development Corporation

CONCERN FOR SAFETY

draws institutional stakeholders, civic leaders and residents together.

A bullet pierced a window and landed in a conference room at Harley-Davidson's Milwaukee headquarters where, ironically, a group was gathering to interview a candidate for a crisis communication position. This news reached Marquette, and, together, President Michael Lovell and Harley-Davidson's then-president and CEO Keith Wandell chose to retool the near crisis into a pincer movement.

Lovell and Wandell cohosted a meeting of 18 corporate leaders in October 2014 to take a hard look at what was happening in seven nearby Milwaukee neighborhoods and how it was affecting the lives of people who want to live happily, raise growing families, run thriving businesses, work or study in an area suffering from an influx of crime.

Out of that initial conclave emerged a powerful idea. Five anchor corporations that have thrived in the neighborhoods for cumulatively hundreds of years united to create a new entity called the Near West Side Partners Inc., a collaborative model of community redevelopment.

The partners committed funds, personnel and vision to give this pact power. They decided to work on safety, certainly, but also on other issues repressing quality of life. "You can't create economic development with only more law enforcement," says

Marquette Vice President for Public Affairs Rana Altenburg, Arts '88, and president of the NWSP Board. "The assets of this area are many and rich and the business leaders saw this as a great opportunity. We've been in the same neighborhoods for more than 100 years and never worked together like this before."

Altenburg is especially enthused by the sweeping involvement of students, alumni, faculty and staff. "When we introduce ourselves at meetings, people say, 'Hey, I'm a Marquette alum or I'm a Marquette student.' It's unprecedented; our little Marquette is making such a big difference," says Altenburg.

EARLY OUTCOMES

The Near West Side Partners' work includes greening of neighborhoods and increasing safety. Seen here with Vice President for Public Affairs Rana Altenburg (far right) are NWSP board members and members of the Milwaukee Police Department.



Marquette asked students, alumni, faculty and staff to contribute their thoughts to initiatives identified as crucial in the Near West Side Partners' strategy. **Think safety, housing, commercial corridor development, and neighborhood identity and branding.** They did — and Marquette people or programs are now critically involved in each initiative in ways that leverage the assets of a Jesuit university. Here are some examples.

"WE'RE IN."

PAID INTERNSHIPS

→ Klingler College of Arts and Sciences wins a three-year \$354,000 Career Ready Internship grant from the Great Lakes Higher Education Guaranty Corp. The grant will fund 170 paid and for-credit internships for students with financial need, especially those in the Educational Opportunity Program, with an emphasis on companies on the Near West Side.

TRANSITIONAL HOUSING

→ Psychology professor Dr. Ed de St. Aubin, graduate students Lauren Yadlosky and Travis McCuddy, along with 35 undergraduates rehab a house that will serve as transitional housing for men and women coming out of prison.

KIDS NEED HEALTHY TEETH

→ School of Dentistry delivers free dental exams and screenings for kids in Milwaukee Public Schools Head Start program. The children receive a cleaning, fluoride treatment, complimentary toothbrush and a lesson in oral health.

SAFE HAVEN

→ College of Nursing provides health and wellness services at Sojourner House of Peace, a safe haven for Milwaukee victims of domestic violence.

VETS' GOOD HEALTH

→ Student Veterans Association hosts the third annual mental health summit, "Leave No Woman Behind," to bring community stakeholders together to address mental health care needs of women vets and their families.

ENROLLMENT BRIDGE

→ Opus College of Engineering academics offer Milwaukee's K-12 students a wide variety of challenging programs and courses that teach critical-thinking and STEM skills, and explore the engineering design process.

BOOST FOR BUSINESS

→ Marquette Boost Program helps social ventures in southeastern Wisconsin make a greater impact through honing their business skills and strategic thinking. In 2015 the program worked with 11 organizations and will work with a new cohort each year.

GOOD BEHAVIOR

→ College of Education collaboration with Penfield Children's Center on the Behavior Health Clinic for children with developmental disabilities who are experiencing significant behavior and emotional problems.

HEARD OF PARC? YOU WILL.

PARC, which stands for **Promoting Assets and Reducing Crime**, is a three-year \$1.5 million initiative to revitalize and sustain the Near West Side as a thriving residential and business corridor.

1 These neighborhoods are home to nearly 40,000 residents, including 10,000 Marquette students. More than 25,000 people work at its 450 businesses. More social service agencies are located within the 380-block grid than anywhere else in the state. Resident income ranges from \$13,000 to \$90,000.

"But there is a perception that people have no money and crime is high," says Patrick Kennelly, Grad '12, director of Marquette's Center for Peacemaking. "Is there really a safety issue or is there a perception issue?" he asks.

2 PARC is employing two innovative tools to answer Kennelly's question. The first is dig-deep research. Dr. Amber Wichowsky, assistant professor of political science and director of the Marquette Democracy Lab, is leading faculty, students and local stakeholders in conducting social science research to assess the civic engagement of the people who live in these communities with an end goal of improving

neighborhood well-being. Student Shivani Chokshi, a junior majoring in peace studies, distributed surveys during a day-long fair last August that asked residents questions about safety concerns, desired neighborhood improvements and quality of life issues, such as, "If you saw kids cutting class, would you report it?"

People took the job seriously, Chokshi says: "They spoke about wanting to see differences in their neighborhoods and wanting to have a voice" in the process. Compiling all of the data will help identify the improvements that carry weight with residents.

3 Another of PARC's tools is a full-on investment in safety and security. The Near West Side Partners worked with the Milwaukee District Attorney's Office to hire a community prosecutor who is dedicated to the area. The prosecutor works full time out of an office embedded in a neighborhood storefront called a "way point." The close proximity to residents helps build a new level of communication. When neighbors have concerns or sense a crime trend, they have a resource now who can react quickly—to prosecute violent offenders, close down hot spots for criminal activity and help nonviolent offenders find the resources they need before committing another crime.

Milwaukee has earned a spot on the justice map for this concept. The community prosecution program was initiated in 2000 by the Milwaukee District Attorney's Office, with funding from the



WORKING TOGETHER

PARC features collaborative efforts to promote economic development, improve housing, unify neighborhood identity and branding, and provide greater safety for students, residents and businesses.

"What's innovative about PARC is you map good things, areas of civic strength, too, and you involve police and prosecutors in community revitalization," says **Patrick Kennelly**, Grad '12, director of the Marquette Center for Peacemaking, where all PARC data is archived. Kennelly and his wife, Emily Malloy, Arts '06, Nurs '12, live in Concordia, one of the neighborhoods on the Near West Side.

Department of Justice.

Under District Attorney John Chisholm, Arts '86, it has grown to become a national model, according to Jeff Altenburg, Arts '86, deputy district attorney for Milwaukee County.

The Near West Side Partners saw how well the model worked to reduce crime in a neighborhood further north in the city and, according to Altenburg, sought a similar strategy. "We made the argument that if you want to make a significant difference in a short period of time, you really want to have a full-time prosecutor and assistance from Safe & Sound working in your neighborhood. It made a lot of sense to them," Altenburg says.

PARC funded the position. Though it is too early to tell if the system is working, Altenburg can point to already apparent outcomes: Hot spots for crime are being identified; problem housing is being addressed; and communication between police and prosecutors is happening more quickly.

"A project like this helps make the case that this is the way we want to do business in Milwaukee and, frankly, it is a key and essential element of government service. This opportunity is a game changer," he says. ❖



neighborhoods on his desktop and points to some highlights. "I can go to Piggsville and enjoy lunch at the Valley Inn. I can go to Ruby G's for coffee in Avenues West." Then there is The Pabst Mansion, the Rave, the Queen Anne Victorian homes. "If we had a billion dollars, we couldn't recreate them," Stanley says of the architecture lining many of these neighborhood blocks.

Commercial corridor development is his top priority. "We're promoting the fact that 40,000 people travel through the 27th Street intersection daily, including 15,000 weekly bus riders. These are numbers retailers look for," he says. "How do we take advantage of the fact that we are near the

largest tourist attraction in the state, Forest County Potawatomi Hotel and Casino, and that six million people come through their doors each year?"

But the neighborhoods also have a heavy concentration of rental units and few options when it comes to markets, coffee shops, dine-in restaurants—the accommodations that Stanley says "people need to have productive lives." So, no resting on a year of laurels. Stanley is focused on the year ahead and what's possible. He has a list of anticipated collaborations: adding green space at eight locations, a shark tank-like business plan competition to create new business on the Near West Side, a "Walk to Work" housing program, a design charette engaging students at the University of Wisconsin-Milwaukee, the Department of City Development and NWSP in reimagining six locations that would be catalytic for development along 27th Street, and a grocery store—one with a long produce aisle. ❖

[READ MORE at nearwestsidemke.org](http://nearwestsidemke.org).

TRUE BELIEVER

WHIRLWIND OF A YEAR

When the Near West Side Partners gathered for a meeting at Marquette Law School in November, **Keith Stanley** remarked: "I can't believe it's been a year; well, yes I can."

Even for the young, energetic and passionate executive director of Near West Side Partners Inc., it was a whirlwind year.

A community prosecutor was embedded in a "way point" office and the Milwaukee Police Department reported on 570 interventions to stop criminal activity in a year; asset mapping began to identify the resources most valued by residents; the new Marquette Police Department succeeded in reducing crime in the neighborhood surrounding campus by 50 percent in its first eight months of operation; and conversations about finding a grocery partner for the Near West Side were so extensive that Marquette President Michael Lovell admitted to having learned more about the grocery business than he cared to know.

Stanley, a member of Marquette's first ACRE (Associates in Commercial Real Estate Program) graduating class, brings excitement for Milwaukee's commercial real estate market to reigniting the Near West Side. "There are always people who say 'Let's try.' I'm one of those people who says 'Let's do.'"

For a cheerleader, the partners couldn't have chosen better. Stanley draws a map of the seven



TRUE BELIEVER

BRINGING LIFE BACK

Some graduates never truly leave. Take **Rick Wiegand**, Bus Ad '81, whose nose for investing in Milwaukee real estate earns gasps ranging from “really?” to “who knew?”

He loves flipping doubters but not as much as he loves uncovering opportunities. Take for instance his transformation of the Ambassador Hotel at North 24th Street and Wisconsin Avenue. The art deco landmark had deteriorated beyond recognition to all but Wiegand, who saw beneath the blight of neglect and invested \$14 million

“I walked through the buildings, not even thinking that I’d be interested. Then I suddenly thought, ‘This is going to be fun.’”

in its turnaround. Wiegand Enterprises’ latest purchase is the three-building City Campus on the corner of North 27th and Wells streets. The trio — a two-floor structure with a theatre, a five-story built in the early 1900s as Doctors Hospital and the nine-floor addition that was Family Hospital. The county placed the buildings up for auction with the offer to financially support demolition of the nine-floor building. Then Wiegand took a tour. “I walked through the buildings, not even thinking that I’d be interested,” he says. “Then I suddenly thought, ‘This is going to be fun.’”

The location is pivotal to the Near West Side’s rehabilitation, with the buildings perched at a major focal point for commercial corridor development. Where others saw a demolition opportunity, Wiegand spotted something retrievable. He is gutting the building but leaving the structure intact to, he says, “bring life back to that corner of the neighborhood.”

These investments are only a sample of Wiegand’s weighty impact on the Near West Side. “Rick Wiegand is a true believer, and he believes in the potential of this community,” says Rana Altenburg, Arts ’88, Marquette’s vice president for public affairs and president of the NWSP Board. ❖

TRUE BELIEVER

WORKING BY INSTINCT

Ghassan Korban, Eng ’84, boarded a plane in Beirut, Lebanon, and a dozen hours later grabbed a taxi for the short ride from Mitchell International Airport to Mashuda Hall. It was the 20-year-old’s first visit to this country — and Marquette. Talk about taking a leap of faith.

Today Korban calls Lebanon his birthplace and Milwaukee his home and, with enthusiasm equal to a Marquette admissions tour guide, ticks off projects that have transformed the corners and corridors of Milwaukee during his 28 years logged working in the Department of Public Works. There are favorites, of course: the Sixth Street viaduct bridge, Canal Street and what it did to the Menomonee Valley, the Beerline project, Erie Street Plaza, the Wisconsin Avenue beautification project through Marquette’s campus, the Third Ward and many more.

As a member of the Near West Side Partners Board, Korban’s instincts have helped notch some quick wins. The Cold Spring Park Residents Association campaigned for a couple years to transform a vacant lot into a community garden. Progress came when NWSP pulled Korban into the conversation and asked: “How can we get this done?”

Almost instantly, Korban had an answer. The Cold Spring Park project aligned perfectly with Mayor Tom Barrett’s Strong Neighborhoods Program. That success set a high bar.

NWSP has a list of green projects for Korban — and the city — to consider that range from small neighborhood beautification projects to a major one, reconstruction of Wisconsin Avenue, starting from the edge of Marquette’s campus to North 35th Street.

Korban says the partners are driven by a desire to do good things. “They all love Milwaukee. They all love the Near West Side. It’s very contagious,” he says. “You can’t sit in a room with them and not want to do things. They are relentless in a very good way.” ❖



SOME TREASURES ON THE NEAR WEST SIDE

CHURCH OF THE GESU

Visitors and parishioners enjoy stunning stained glass windows that were made in Munich, Germany, as well as a Pietà statue and the tremendous pipe organ.



FIVE O’CLOCK STEAK HOUSE It opened in 1946 and still holds the title as one of Milwaukee’s most memorable steak houses.

MILLER VALLEY

The German-influenced brewing giant helped put Milwaukee on the map as a beer bastion. A visit to the iconic home of MillerCoors

may even lead to a ghostly encounter; it’s been said that founder Frederick Miller and two lovers who met at Miller Valley haunt the caves where kegs are stored.



HISTORIC EAGLES CLUB / THE RAVE From a venue for big band music and theatre to an athletic club with a swimming pool and bowling alley, the historic Eagles Club has championed entertainment since opening in 1927. Today this remarkable building is a live music hot spot for Milwaukeeans — and Marquette students.

PABST MANSION Mashuda Hall’s unusually beautiful neighbor is a reminder of the Near West Side’s illustrious past and America’s Gilded Age. The mansion, completed in 1892, was home to Capt. Frederick Pabst and his family. Today it is an award-winning house museum.



TRIPOLI SHRINE CENTER Milwaukee’s replica of the Taj Mahal in India was built in 1928. It is the headquarters for Milwaukee Shriners International and features a breathtaking grand foyer where hand-placed mosaic tiles grace the domed ceiling.



DATA HOLDINGS



WE COULDN'T HAVE DONE IT WITHOUT YOU.

THANK YOU

The work of **Near West Side Partners, Inc.**, is made possible through the generous support of many anchor institutions and over 350 businesses that call the Near West Side home. NWSP receives support from a multitude of Milwaukee-area residents, businesses, organizations, foundations, government grants and donors. Financial contributions, time, talent and energy allow NWSP to thrive.

Thank you for being believers.



NWSP anchor leaders at the biannual CEO Symposium. Left to right: Tom Devine, PBDC; Dr. Michael Lovell, Marquette University; Matt Levatich, Harley-Davidson; Kelly Grebe, MillerCoors; Mike Lappin, Aurora Health Care.





We love the proximity to everything — a downtown feel while still having a yard (big selling point for us and our two boys), the diversity of the neighbors, quality of the housing stock, living among stately mansions and being in the heart of it all.”

Near West Side resident



NWSP has been promoting the diverse housing stock in all seven neighborhoods. This former vacant city-owned property is now owner occupied and is being restored to its grandeur.



**NEAR
WEST
SIDE
PARTNERS**

624 North 24th Street | Milwaukee, WI 53233
414.933.0640
outreach@nearwestsidepartners.org
nearwestsidemke.org

