

## **RDC helps connect businesses with a trained, motivated workforce. We work with you and for you!**

RDC's workforce development program is designed to move people into jobs, build careers and grow businesses. Our multi-tiered approach helps ensure that Riverworks businesses and jobseekers are prepared for the challenges and opportunities associated with employing workers who have the technological and work skills needed to build a strong 21st century workforce.

### **Placement Services**

By helping employers advertise their job openings, and by providing applications and training to residents, RDC delivers a "win-win" for both employers and employees. For employers, RDC will:

- Advertise job openings throughout the community.
- Refer qualified candidates who meet those job requirements.
- Conduct employment and reference checks for jobs posted through the organization.

### **Training Services**

RDC's training program is specifically designed to meet the needs of regional employers. RDC will...

- Customize training to fit employer needs.
- Utilize training subsidies and grant opportunities to help employers expand their training dollars.
- Conduct placement tests.
- Provide entry and mid-entry level manufacturing skills training that leads to skill advancement.

### **Training Offerings**

RDC training programs are in high demand, and we continue to add to our offerings which currently include:

- Industrial Manufacturing Skills
- Construction Skills
- Metalforming Press Operator Skills
- "Stepping Stones" Essential Life Leadership Skills
- Application and Interviewing Skills
- Employer Customized Training
- Online Application Assistance

### **Riverworks Learning Center**

The RDC Learning Center began in 1995 as a simple computer training program for dislocated workers. Today, RDC operates a comprehensive Learning Center in partnership with Milwaukee Area Technical College (MATC) to provide businesses and neighborhood residents with a variety of computer and business courses to enhance skills.

### **Center for Family Prosperity**

The Center for Family Prosperity (CFFP) provides families with a mixture of supportive resources. By focusing on building the economic health of the entire family, the center's services extend beyond traditional job services. The CFFP offers financial counseling, asset building training, family support, community connections, and other enriching family services. We believe that having a job is just the start to workforce and career development, and that workforce development means providing ongoing training opportunities and employment that progress in skill, responsibility and wages.



**To learn more about the benefits of our job placement and training programs, contact RDC today!**

**"RDC STILL SUPPORTS ME.  
I CAN CALL FOR  
CAREER ADVICE, AND  
YOU GET WHAT YOU  
NEED TO MOVE UP."**

**- TASHA GRIFFIN  
OCCS GRADUATE,  
UNEMPLOYMENT SPECIALIST,  
STATE OF WISCONSIN**



# ECONOMIC DEVELOPMENT

## Position your business to tap into a stream of strong economic growth.

From a thriving family-owned grocery business to large retailers, the Riverworks Center hosts an eclectic mix of national and local retailers, and a variety of major employers. The area has seen major investment in recent years, including a multi-million dollar, 21,000 square-foot retail shopping center developed and owned by Riverworks Development Corporation (RDC).

RDC's Economic Development Program is at the heart of its mission. Through this program, RDC has developed a solid reputation with the business community because of the support and assistance it offers new and existing businesses. These well-planned efforts foster growth and expansion, which in turn create new jobs.

### Economic Support for Employers

Businesses that launch or expand into the Riverworks Center area will not only find a successful retail mix, manufacturing base, central location and large labor supply. RDC is available to assist them with:

- Business planning
- Securing financing for start-ups, expansions, and relocations
- Contract procurement
- Using government and other resources to solve business problems
- Acting as a liaison between the business and residential community
- Human resource functions such as checking references and accepting and screening applications (at employers' request)
- Connecting area businesses to regional economic development efforts underway

Business Improvement Districts allow property owners within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of the district.

Along with Business Improvement Districts 25 and 36, RDC has become a central force in reviving the economic health of the entire Riverworks area. By nurturing the plans and goals of current and potential business owners, RDC will help drive the engines of success and growth in the future.

### Successful Cleaning Service

In 2005, RDC established its own small business, "Riverworks Cleans," a sidewalk and area cleaning service for the Riverworks' BIDs. This service has been so efficient and successful in its cleaning efforts that four other local BIDs contract its services.

Riverworks Cleans public service ambassadors have the expertise to address your cleaning needs. We give each of our clients the individual attention needed to design a cleaning program that works for them. Riverworks Cleans is growing, servicing more clients, and is ready to take on more!

*Below, Charles Friends, a Riverworks Cleans public service ambassador, helps keep the Riverworks neighborhood neat and litter-free.*

**"IN THE LAST 15 YEARS,  
THIS NEIGHBORHOOD  
HAS MADE  
EXCEPTIONAL  
STRIDES IN ECONOMIC  
GROWTH  
AND EMPLOYMENT."**

– LLOYD LEVIN  
REAL ESTATE DEVELOPER



Contact RDC to learn more about the benefits of our economic development programs.

# NEIGHBORHOOD PLANNING AND REVITALIZATION

## Bringing the neighbors together to make a difference and renew their community.

Riverworks Development Corporation is recognized as a leader in workforce and economic development. By connecting business owners, government leaders, community groups and individual residents, RDC provides structured research, planning and resources to chart a course for major physical improvements in the area.



Here are some examples of how RDC works with community members to plan and revitalize their neighborhoods:

### Holton Street Initiative

In the neighborhood surrounding Holton Street and Keefe Avenue, RDC has worked with community members and city groups to plan and begin work on:

- Riverworks Commerce Center, a new facility to accommodate the growing demand for job, life skills and leadership training.
- Center for Family Prosperity (CFFP) to provide support services to families such as financial counseling, asset building training, community connections and more.
- New greenspace created from an abandoned Beerline railroad corridor provides a recreational trail for individuals and families to enjoy the great outdoors.

### Harambee Collaborative

The Milwaukee Neighborhood Development Collaborative chose RDC to coordinate the revitalization and renewal of the Harambee Great Neighborhoods area, from I-43 to Holton Street,

and from Capitol Drive to Center Street. RDC conducts open meetings and provides structure for community groups to talk and plan. The stakeholders of the entire community now have this forum to determine how to make much-needed improvements, from entrepreneurship, economic and workforce development, to education, green initiatives, arts and culture.

### Northeast Side Area Plan (NESAP)

RDC was selected by the Department of City Development of the City of Milwaukee to act as the fiscal agent for the NESAP. This plan will provide a blueprint for future development of the area extending from I-43 to Lake Michigan, and Capitol Drive to Walnut Street, and will identify specific projects that will be undertaken to support that development.

**“WE HOPE THE UPGRADES WILL INSPIRE OTHER PEOPLE TO ACQUIRE AND OPEN THEIR OWN BUSINESSES.”**

– KEN MARTIN  
OF LENA'S GROCERY

### 5 Point Exchange Initiative

This initiative focuses on the neighborhood where five major streets converge: Martin Luther King, Jr. Drive, Keefe Avenue, Sixth Street, Port Washington Avenue and Atkinson Avenue. RDC will work with the City of Milwaukee and other nonprofit and for-profit partners to attract development activities to this node, such as: improvements to commercial buildings, new businesses and services, and streetscape improvements.

Contact RDC today to learn how your business can benefit and play a role in these exciting revitalization efforts!



# REAL ESTATE DEVELOPMENT

## Technology, Industry and Retail – all have found fertile ground to take root and grow in the Riverworks Center area.

Riverworks Development Corporation (RDC) is not just another organization seeking to attract new development opportunities. We work diligently to attract companies which will create ongoing employment opportunities and enhance the overall wellbeing of the area.

Since RDC acquired the 33 acres of land vacated by Chrysler in the 1980s, many new start-up businesses have begun, others have opened new locations here, and hundreds of new jobs have been created and retained. The RDC's redevelopment efforts have stabilized the area, resulting in an outstanding, growing business community with prosperous real estate opportunities.

### A Traffic Generating Area

Riverworks has seen major investment in recent years, including large national retailers and the \$2.1 million Riverworks Commons Shopping Center. Shoppers are drawn from throughout Milwaukee's North and East Sides, as well as from the North Shore communities of Shorewood, Glendale and Whitefish Bay.

Highlights of the Riverworks Center area include:

- Healthy balance of national and local retailers
- Major employers
- Commercial space ranging from 1,500 sq. ft. to 16,000 sq. ft.
- Access to trained, motivated workforce
- Quick freeway access to I-43
- Central location, with convenient access to southeastern Wisconsin, northern Illinois and the Fox River Valley

**“THE RIVERWORKS AREA OFFERS HEALTH AND WELLNESS, BEAUTY, FOOD, WARMTH AND A SAFE ENVIRONMENT.”**

– DOMONIQUE EDWARDS  
STORE MANAGER,  
VICTORY LADY FITNESS CENTER

### Riverworks Commerce Center

The Riverworks Commerce Center (RCC) is located at 3500 N. Holton Street, at the intersection of Keefe Avenue and Holton Street. RCC is a new two-story, 10,000-square-foot commercial building with neighborhood businesses on the first floor and office space, technology lab and training center on the second floor.

As more businesses partner with RDC, these partnerships will continue to stimulate the recycling of vacant parcels into a vibrant and strong business community... a community that has been called “Milwaukee's Next Great Neighborhood.”



To learn more about real estate opportunities in the Riverworks Center, contact RDC today!



*Business Improvement Districts are restricted to commercial and industrial districts within a municipality that are subject to real estate tax. BIDs allow property owners within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of the district.*

## **Beautified streetscapes, clean building facades, promotional events and safety programs.**

These are just some of the services businesses enjoy through the Riverworks Business Improvement District (RBID). Riverworks BID generates revenue through property assessments, which is then used to aesthetically improve the area. It functions separately, but works in unison with the Riverworks Development Corporation (RDC).

**Riverworks BID 25** is a public-private partnership between the City of Milwaukee and 129 Property Owners. This partnership allows businesses and property owners to collectively develop, manage and promote the Riverworks Center business district.

RBID 25 offers three programs that focus on improving the appearance and perception of Riverworks Center, helping to make it a first-class destination for shoppers, business owners and real estate developers.

## **Business and Property Owner Assistance**

- **Facade Grant Program** – RBID 25 will finance 40% of a project's cost up to \$5,000 by providing a grant to improve a building's exterior.
- **Fencing Improvement Project** – To further enhance the area's appeal, the BID will paint any chain link fence in the area black for a cleaner, more cohesive appearance.

## **Marketing and Promotions**

- **Active promotion** of the Riverworks Center area is provided to present it as a first-class destination for shoppers, business owners and real estate developers.
- **Holiday decorations** and seasonal banners are hung to create a dynamic, inviting look in the area.
- **Quarterly newsletters** are issued by Riverworks BID to keep employers and residents informed.
- **Informative website** highlights area businesses.

## **Public Safety & Appearance**

- **Graffiti removal** is provided for Riverworks Center buildings by BID services. Simply call for graffiti removal.
- **Sidewalk sweeping** and canvassing is done weekly by the RDC's Public Service Ambassador to keep the area clean and neat.
- **Personalized safety** and security assistance is provided to businesses through RDC staff in partnership with the Milwaukee Police Department. This can include security assessments and increased patrolling if necessary.
- **Streetscape maintenance** includes care of flower beds, beautiful planters and sculptures.



To learn more about business opportunities in RBID 25, contact RDC today!

**“THE RIVERWORKS  
CENTER IS EXPERIENCING  
A GREAT RENAISSANCE:  
JOBS, NEW BUSINESSES,  
STRONG RETAILERS,  
MANUFACTURERS, SERVICE  
INDUSTRIES AND A GROWING  
TECHNOLOGY SECTOR.  
THE CENTER HAS  
SO MUCH TO OFFER!”**

– DARRYL JOHNSON  
EXECUTIVE DIRECTOR,  
RIVERWORKS DEVELOPMENT  
CORPORATION



# BUSINESS IMPROVEMENT DISTRICT 36

*Business Improvement Districts are restricted to commercial and industrial districts within a municipality that are subject to real estate tax. BIDs allow property owners within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of the district.*

## **Promotional services, well-kept streets and sidewalks, upgraded building facades and safety programs.**

These are just some of the services businesses enjoy through the Riverworks Business Improvement District (RBIDII). Riverworks RBIDII generates revenue through property assessments, which is then used to aesthetically improve the area. It functions separately, but works in unison with the Riverworks Development Corporation (RDC).

**Riverworks BID 36** is a public-private partnership between the City of Milwaukee and 46 Property Owners. This partnership allows businesses and property owners to collectively develop, manage and promote the Riverworks Center business district.

RBIDII 36 offers three programs that focus on improving the appearance and perception of Riverworks Center, helping to make it a first-class destination for shoppers, business owners and real estate developers.

## **Business and Property Owner Assistance**

- **Facade Grant Program** – RBIDII 36 will finance 40% of a project's cost up to \$3,000 by providing a grant to improve a building's exterior.
- **Fencing Improvement Project** – To further enhance the area's appeal, the BID will paint any chain link fence in the area black for a cleaner, more cohesive appearance.

**“WENNIGER COMPRESSOR COMPANY  
IS GLAD TO BE A PART OF THE  
RIVERWORKS CENTER AND  
COMMUNITY. OUR COMPANY  
HAS BEEN IN MILWAUKEE  
FOR OVER 75 YEARS.”**

– CLIFF WENNIGER  
PRESIDENT  
WENNIGER  
COMPRESSOR CO.

## **Marketing and Promotions**

- **Active promotion** of the Riverworks Center area is provided to present it as a first-class designation for shoppers, business owners and real estate developers.
- **Holiday decorations** and seasonal banners are hung to create a dynamic, inviting look in the area.
- **Quarterly newsletters** are issued by Riverworks BIDs to keep employers and residents informed.
- **Informative website** highlights area businesses.

## **Public Safety & Appearance**

- **Graffiti removal** is provided for Riverworks Center buildings by BID services. Simply call for graffiti removal.
- **Street sweeping** and canvassing is done weekly by the RDC's Public Service Ambassador to keep the area clean and neat.
- **Personalized safety** and security assistance is provided to businesses through RDC staff in partnership with the Milwaukee Police Department. This can include security assessments and increased patrolling if necessary.

## **Holton Street/Beerline Trail Initiative**





- Create a recreational trail from Keefe Avenue to Auer Avenue for individuals and families to enjoy the Riverworks Center streetscape along Holton Street.

To learn more about business opportunities in RBID 36, contact RDC today!



# MAP OF BUSINESS IMPROVEMENT DISTRICTS 25 & 36

*Riverworks Center is located in the I-43 corridor, providing immediate and convenient access to southeastern Wisconsin, northern Illinois and the Fox River Valley.*

-  **Riverworks BID 25**
-  **Riverworks BID 36**

