HARBOR DISTRICT 2020-21 PROGRAMS AND PROJECTS

BOARD STAFF BOARD Mission and Vision 2020-21 Programs and Projects **Strategies** Outcomes Intended Impact Long term outcomes that we control 1-2 year results of our work 0000 PLANS Make connections to foster a healthy business VISION Sustainable Design Guidelines Sustainable Design Guidelines **EQUITY IMPACTS & METRICS** community In our vibrant waterfront Forestry Plan Forestry Plan · Connect area businesses to each other community, diverse businesses, Bike, Ped and Public Transit Planning Serve as a clearing house for workforce Improved Neighborhood people and ecologies thrive development and other business support Accessibility and Connectivity together. Raise awareness of the area and its potential 0000 Promotion/Retention of MISSION PHYSICAL IMPROVEMENTS Waterfront Complete 2023 Neighborhood History and Lead the revitalization of Solvay Coke Waterfront Planning Restored Buffer Forest w/ Access Culture Milwaukee's Harbor District by Lincoln Field Riverwalk Segment Create a unique and welcoming destination Model Habitat in Riverwalk by2022 connecting people to place, Riverwalk Habitat: Four Projects · Spearhead plans and projects to make the area Reduced Trash in KK River/Lake Generation and Reinvestment of supporting a healthy business Trash Wheel more beautiful and functional **Economic Benefits to Support** Advocate for others—including businesses and community, and improving the Area of Concern: Remediation and Restoration Two Murals; New Gateway Signage quality of our natural BID Catalytic Projects: Murals and Signage

Inclusion: We work to ensure

environment

VALUES

that the Harbor District redevelops in an equitable manner and welcomes everyone. Collaboration: We know that outcomes will be better if we work with others, respecting their contributions, leading when we need to and supporting when we can.

Persistence: We don't give up. We are ambitious. resourceful and creative in our efforts to move initiatives forward.

Inspiration: We recognize and promote the unique opportunities of the Harbor District, and encourage high aspirations.

Stewardship: We take a longterm perspective, and promote caretaking and investment in our natural and cultural resources to build a lasting legacy.

- government agencies —to make improvements
- Support recruitment of businesses and developers who will make meaningful, long-term
- Reinforce Gritty, Green, Real attributes that give the district its character

Engage people and celebrate community

- Host/sponsor events and installations that connect people to place and celebrate Milwaukee's diverse cultures and history
- Ensure area residents have an impact on plans
- · Deliver in-school programs and host school trips that engage future champions
- Provide pathways (large and small) for people to directly invest in the place

Promote healthy ecology

- · Advocate for large-scale restoration and clean-
- Implement small-scale habitat and environmental projects that enhance
- Partner in monitoring and benchmarking
- Promote and advocate for green infrastructure

BUSINESS ENGAGEMENT & ECONOMIC DEVELOPMENT

Workforce: HR Roundtable

Property Improvement Grants

Grand Trunk Public Access

Habitat Hotels

Barclay Charrette

BID Expansion









Businesses Well-Informed Annual Event

Feel Ownership

Marketing/Recruitment Plan for Barclay Property Improvements Greater BID Impact thru Expansion

Property Owners Access Info

Inspirational Wetland Restoration

Habitat Connectivity improved; People

Website: Info for Property & Business Owners

Outreach to business and property owners

NEIGHBORHOOD ENGAGEMENT

Neighborhood Advisory Board





Connect 3.000 Residents Programs Informed by Residents

ENABLERS: SUPPORT FUNCTIONS Communications: Tours, newsletter, media, web

Wildlife and Invertebrate Monitoring

Measuring and Reporting our Impact Financing and Fundraising Board and Committee Support & Management Maintenance (HVP)

the Waterfront Area on an Ongoing Basis

Employment of Local Residents and Businesses Around the Waterfront

Connect 200 Students (and Families) School Programming Harbor Fest & Other Community Events

Residents Connected to Local Wildlife

Regular, Effective Communication Annual Report Details Impact Develop 2 New Funding Sources **Effective Board and Committees** Plaza/Public Spaces Clean and Safe

Project Screening Questions

Is the project relevant to our mission? Does it align with strategic priorities?



Is there some compelling reason to do this project anyway?



Is HDI the best organization to lead this project?



Is there some compelling reason to do this project anyway?



Do we have appropriate capacity?

- Staff
- Board
- Funding



Are we able, and is the project important enough, to secure new resources?

HARBOR DISTRICT 2019-20 PROGRAMS AND PROJECTS

BOARD STAFF **BOARD** Mission and Vision 2018-19 Programs and Projects **Strategies** Outcomes Intended Impact 1-2 year results of our work Long term outcomes that we control

MISSION

To achieve a world-class revitalization of Milwaukee's harbor that sets the standard for how waterfronts work environmentally, economically,

Restored land and water, reimagined infrastructure, and a comprehensive manufacturing policy create a resilient waterfront that strengthens the Milwaukee community.

MODEL A WATER-CENTRIC CITY

- Elevate the value of waterways and
- Pursue transformative projects;
- Be inclusive & broad-based;
- Demonstrate innovation and creativity:
- Improve public access;
- Support Milwaukee's brand.

BUILD A BRAND

- encourage high-quality projects;
- Market the District for high-value
- Identify and implement projects that create a coherent sense of place.

PLANNING

Habitat

Trash Wheel

Riverwalk Planning







- · Riverwalk Design Standards complete
 - Komatsu Waterfront Design Underway

 - Consensus plan for KK Trail Gaps Dec 2020

PHYSICAL IMPROVEMENTS

Komatsu Waterfront Planning

Bike, Ped and Public Transit Planning

Grand Trunk Public Access



Property Improvement Grants

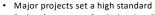
BID Catalytic Projects

Maintenance of HVP









- Redevelopment at 2 priority sites Dec 2020
- 2 Stormwater projects in planning and 1
- 75 habitat hotels installed July 2020
- Trash Wheel GLRI Application
- HDI supports AOC stakeholder group to drive cleanup.
- Three completed property improvement projects per year

· Meetings with 36 BID members per year

· Website has guidance and resources for

· 4 business newsletters. 3 social events:

Establish HR roundtable and next steps;

• Identify and pursue DNC opportunities..

- Two new murals summer 2020
- Define and plan one Catalytic Project

CONNECT PEOPLE TO PLACE

- Connect employers and workers to resources and one another;
- Connect people to the waterfront through programs and events;
- Lead the creation of welcoming public spaces:
- Build momentum and excitement.
- Meet stakeholders where they are.

AIM FOR HIGH QUALITY BUILT AND

- Identify opportunities for restoration

- Create and advocate for standards

and incentives that encourage

NATURAL ENVIRONMENT

or improvements;

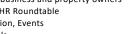
quality.

- Implement model projects;











- Programming in 4 local schools, Habitat
- Events bring 400 people over the summer.

· Harbor Fest draws 3,000 neighbors.

ENABLERS: SUPPORT FUNCTIONS OOO

Communications: Tours, newsletter, media, web

Board and Committee Support & Management

- track and stakeholders informed.
- · Structure & funding meet organization needs.

Vibrant Economy, as measured by:

- · Growth in jobs;
- · Average wage of new jobs;
- · Assessed value of the district;
- · Number of small businesses.

Vibrant Ecology, as measured by improvements in:

- · Diversity of wildlife;
- · Acres of aquatic and terrestrial habitat;
- Tree canopy.

The Harbor District is welcoming and accessible to all people, as measured by:

- · Active use of the waterfront and waterways;
- · Income and racial diversity of workforce, residents and visitors.

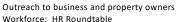
Harbor District, Inc. provides full and equal access to opportunities, power, and resources in ways that build community wealth.

The ecology and economy of the Inner Harbor are mutually reinforcing systems, as measured by the number of projects that address multiple focus areas.

and socially - for the next century. VISION

- Provide a vision and goals that

BUSINESS ENGAGEMENT & ECONOMIC DEVELOPMENT



Area of Concern: Remediation and Restoration

DNC Promotion, Events

Habitat Hotels

NEIGHBORHOOD ENGAGEMENT

53H20

School Programming Harbor Fest & Other Community Events Neighborhood Advisory Board



Reporting: WaLUP Updates

Financing and Fundraising

· Successful events, advocacy, media build support for redevelopment.

· Regular, robust reporting keeps projects on

STATUS OF 2018-19 PROJECTS

BOARD STAFF BOARD Mission and Vision 2018-19 Programs and Projects **Strategies** Outcomes Intended Impact 1-2 year results of our work Long term outcomes that we control PUBLIC SPACE IMPROVEMENTS MODEL A WATER-CENTRIC CITY Harbor View Plaza completed Fall 2018 Harbor View Plaza Fundraising, Construction Vibrant Economy, as measured by: Elevate the value of waterways and Riverwalk overlay adopted end of 2018 Riverwalk Planning · Growth in jobs; · Funding secured for Riverwalk Master Plan Harbor Park Planning · Average wage of new jobs; Pursue transformative projects; GT Public Access Plan and Funding by 2020 **Grand Trunk Public Access** · Assessed value of the district; Be inclusive & broad-based; MISSION Bike and Pedestrian Access · Number of small businesses. Demonstrate innovation and creativity; To achieve a world-class Improve public access; revitalization of Milwaukee's Support Milwaukee's brand.

harbor that sets the standard for how waterfronts work environmentally, economically, and socially - for the next century.

VISION

Restored land and water. reimagined infrastructure, and a comprehensive manufacturing policy create a resilient waterfront that strengthens the Milwaukee community.

BUILD A BRAND

- Provide a vision and goals that encourage high-quality projects;
- Market the District for high-value
- Identify and implement projects that create a coherent sense of place.

CONNECT PEOPLE TO PLACE

public spaces;

- Connect employers and workers to resources and one another;
- Connect people to the waterfront
- through programs and events; Lead the creation of welcoming
- Build momentum and excitement.
- Meet stakeholders where they are.

AIM FOR HIGH QUALITY BUILT AND NATURAL ENVIRONMENT

- Identify opportunities for restoration or improvements;
- Implement model projects;
- Create and advocate for standards and incentives that encourage quality.

REDEVELOPMENT

Habitat Hotels

Trash Wheel

Area of Concern

Brownfield Redevelopment







- - redevelopment projects. Solvay, 401 E. Greenfield projects set a high standard for other developments.
 - · 25 Habitat Hotels installed and monitored.

HDI is the "one-stop-shop" to assist small

- · Land-based Habitat Plan complete June 2019
- Trash Wheel Design complete June 2019
- HDI helps create AOC stakeholder group to
- · drive cleanup.

BUSINESS ENGAGEMENT

& ECONOMIC DEVELOPMENT

Outreach to business and property owners Real Estate Tours BID Place-Making Plan

Small & minority business development;

ENVIRONMENTAL IMPROVEMENTS ()

Stormwater Planning & Improvements

Workforce Development Partnerships

Land-Based Habitat Guide







- · Meetings with 36 BID members per year keep businesses informed and engaged.
- BID Place-Making plan complete and guides/generates new project opportunities.

NEIGHBORHOOD ENGAGEMENT () ()

Outreach: Tours, events, media, web

Reporting: WaLUP Updates

Financing and Fundraising







School Programming Habitat Hotel Construction with Bradley Tech Harbor Fest & Other Community Events Neighborhood Advisory Board

Board and Committee Support & Management

ENABLERS: SUPPORT FUNCTIONS () () ()

- · Neighborhood advisory board informs HDI community projects.
- Robust programming reaches 4 local schools.
- Harbor Fest draws 2,000 neighbors.
- · Successful events, advocacy, media build support for redevelopment.
- Regular, robust reporting keeps projects on track and stakeholders informed.
- · Structure & funding meet organization needs.

Vibrant Ecology, as measured by improvements in:

- · Diversity of wildlife;
- · Acres of aquatic and terrestrial habitat;
- Tree canopy.

The Harbor District is welcoming and accessible to all people, as measured by:

- · Active use of the waterfront and waterways;
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