# **NEXT YEAR: PLANS FOR 2021-22 PROGRAMS AND PROJECTS**

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

### VISION

In our vibrant waterfront community, diverse businesses, people and ecologies thrive together.

### MISSION

Lead the revitalization of Milwaukee's Harbor District by connecting people to place, supporting a healthy business community, and improving the quality of our natural environment.

### **VALUES**

Inclusion: We work to ensure 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.

# Make connections to foster a healthy business community

- Connect area businesses to each other
- Serve as a clearing house for workforce development and other business support
- Raise awareness of the area and its potential

## Create a unique and welcoming destination

- Spearhead plans and projects to make the area more beautiful and functional
- Advocate for others—including businesses and government agencies —to make improvements
- Support recruitment of businesses and developers who will make meaningful, long-term investments
- 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 cleanup projects
- Implement small-scale habitat and environmental projects that enhance connectivity
- Partner in monitoring and benchmarking
- Promote and advocate for green infrastructure

### **PLANNING**







Sustainable Design Guidelines Grand Trunk Indigenous Culture Installation

Forestry Plan

New Riverwalk: Lincoln to Becher

### PHYSICAL IMPROVEMENTS







Maintenance of existing projects

New Riverwalk: Greenfield to KK **Trash Collector** 

**Habitat Improvements** 

- Lincoln Field, Riverwalk, KK River Trail

Area of Concern clean-up

# **BUSINESS ENGAGEMENT** & ECONOMIC DEVELOPMENT







Expansion of BID 51 to the north and west Establish HR Roundtable Complete BID Branding signage project

**NEIGHBORHOOD ENGAGEMENT** 

Harbor View Plaza Activation





- Harbor Fest and Summer en la Plaza; Riverwalk Outreach

Trash Collector Outreach School Programs?



Communications: Tours, newsletter, media, web Strategies, goals, outcomes; measuring impact Fundraising

Board and Committee Support & Development Staff Capacity

Guidelines adopted by Common Council Conceptual design for installation, engagement from local native community Forestry Plan complete Design & construction docs for new

Riverwalk complete

Plaza is clean and safe New Riverwalk constructed Trash collector installed and functioning Habitat improvements complete at two locations

AOC work proceeding with community input

Supportive properties added to BID Roundtable meets 2x year and identifies work for HDI Gateway signage at 3 locations installed

Events draw community members Riverwalk plans incorporate community priorities

Trash collector improves community awareness of water quality issues School programs (or other) build community stakeholders

Regular communications support goals Metrics id'd to assess impact New pipeline of corporate support Robust structures & processes to support operations

# **EQUITY IMPACTS & METRICS**

Improved Neighborhood Accessibility and Connectivity

Promotion/Retention of Neighborhood History and Culture

Generation and Reinvestment of **Economic Benefits to Support** the Waterfront Area on an **Ongoing Basis** 

**Employment of Local Residents** and Businesses Around the Waterfront

# LAST YEAR: STATUS OF 2020-21 PROGRAMS AND PROJECTS

**BOARD BOARD** STAFF Mission and Vision Strategies Programs and Projects Outcomes Intended Impact Long term outcomes that we control 1-2 year results of our work 0000 **PLANS** VISION Make connections to foster a healthy business 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

people and ecologies thrive together.

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# PHYSICAL IMPROVEMENTS

Solvay Coke Waterfront Planning

Lincoln Field Riverwalk Segment

Riverwalk Habitat: Four Projects







Area of Concern: Remediation and Restoration

BID Catalytic Projects: Murals and Signage **Grand Trunk Public Access** 

**Habitat Hotels** 

Trash Wheel

# **BUSINESS ENGAGEMENT** & ECONOMIC DEVELOPMENT

Workforce: HR Roundtable







Outreach to business and property owners

**Property Improvement Grants** 

**BID** Expansion

**Barclay Charrette** 

Website: Info for Property & Business Owners









**Businesses Well-Informed Annual Event** Marketing/Recruitment Plan for Barclay **Property Improvements** Greater BID Impact thru Expansion

**Property Owners Access Info** 

Waterfront Complete 2023

Restored Buffer Forest w/ Access

Reduced Trash in KK River/Lake

Model Habitat in Riverwalk by 2022

Two Murals; New Gateway Signage

Habitat Connectivity improved; People

Inspirational Wetland Restoration

Feel Ownership







**School Programming** Harbor Fest & Other Community Events Neighborhood Advisory Board Wildlife and Invertebrate Monitoring

# **ENABLERS: SUPPORT FUNCTIONS**

Maintenance (HVP)

Communications: Tours, newsletter, media, web Measuring and Reporting our Impact Financing and Fundraising Board and Committee Support & Management

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Promotion/Retention of Neighborhood History and Culture

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# **NEIGHBORHOOD ENGAGEMENT**





