

# MILWAUKEE COMMERCE

Fall 2015 - Volume 94, No. 3

WHY DOWNTOWN MATTERS 06

CITY DEVELOPMENT IS A  
HIGH-STAKES POPULARITY  
CONTEST 08

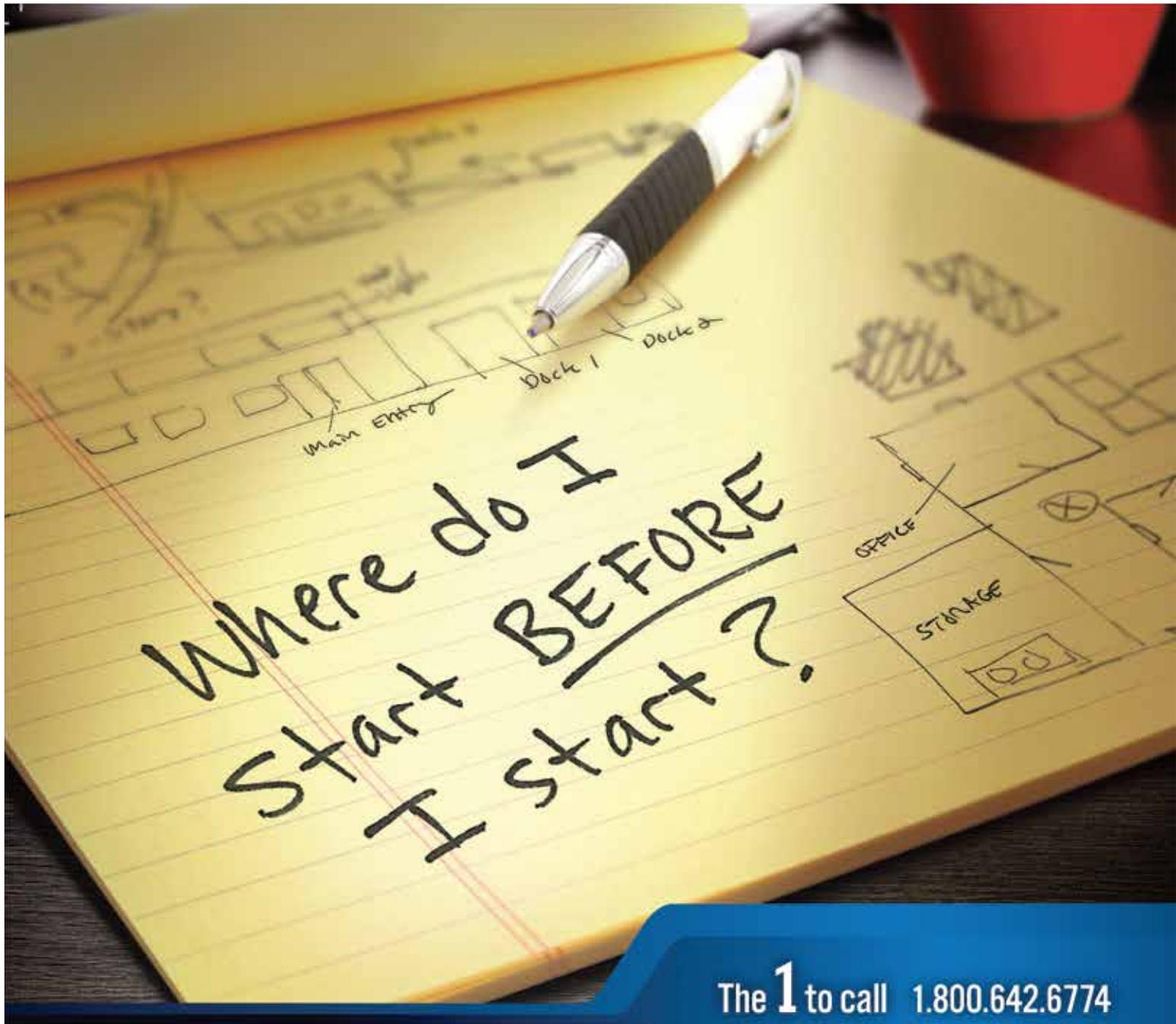
FEATURING PERSPECTIVES FROM:  
Milwaukee Mayor Tom Barrett  
Peter Feigin - *President, Milwaukee Bucks*

## WITH DOWNTOWN IN THE SPOTLIGHT

The Milwaukee Region shines

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# Milwaukee's Rising

By TIM SHEEHY - *President, MMAC*

**M**etropolitan Milwaukee is a region on the rise...high-rise, corporate rise, NBA-rise, and downtown housing rise.

We are at what former Intel CEO **Andy Grove** would call a "strategic inflection point," where the fundamentals are about to change, in this case for the good. The fundamental change here is the catalytic string of investments being made over the next five years. In the past 30 years that I have been in this business, the pace of development is unprecedented.

Let's review for a moment:

- In the early 1980s, the Grand Avenue and the Bradley Center were game changers
- The '90s brought us the RiverWalk and the prospects for urban housing (warehouse condos along the river, and a budding 3rd Ward)
- The early 2000s delivered Miller Park, a rebooted Summerfest and the Menomonee Valley revitalization.

In the next few years we will see the completion of the 833 East Michigan building, multiple office towers near the venerable U.S. Bank building; the iconic lake-facing Northwestern Mutual tower, luxury high-rises, and a reconfigured lakefront gateway park, not to mention the catalytic development of a new NBA entertainment center, and surrounding investments that will come.

What happens from here as we grow to 25,000 residents in the downtown market from barely a discernable number two decades ago? Based on what we see, a continuing boom-let of housing, people, commercial development and jobs.

All this has required vision, planning and investment. But we should not and will not overlook the tragedy in our midst. A significant prosperity gap exists in our community. Too many K-12 students in our city cannot read and compute at grade level and not enough graduate from high school. Racial tensions persist, dividing neighborhoods and our community. Each of these challenges deserves our focus and our resources.

But as you read the story of urban development in this issue of *Milwaukee Commerce*, it is a reminder of the highly attractive livability that is Milwaukee. And a big reminder to stop looking at our shoe tops (in that humble Milwaukee way) and look up at the changing skyline. Downtown Milwaukee is a great urban asset in the region. This is a message that needs more messengers.



*Tim Sheehy*



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# Why downtown matters

## Back to the City, back to the future?

In the past year, there has been a flurry of announcements for major downtown developments, culminating most recently with the funding resolution for the downtown sports and entertainment arena. Milwaukee's skyline is changing. How people live, work and play in the region's city center is evolving. But what does it all mean and why this is important to people who may work and live outside the city and county?

Five to six decades ago, there was a significant exodus of business and residents from downtowns and cities to the suburbs — for a variety of reasons. More space; larger, newer homes; access to green field land; and increased privacy. As the population shifted to the suburbs, many employers eventually followed.

## The turnaround: taking another look at downtown

But beginning in the late 1990s, demand for downtown housing was on the rise. Some of those first historic developments were in the Third Ward, which was gentrifying and renovating “cool”

The following comments were made at a September, 2015 event on downtown development sponsored by the *Milwaukee Business Journal*.



“Our company is competing globally for talent. For me, Milwaukee needs to be all that it can be.”

**Alex Molinaroli**  
*Chairman/President/CEO*  
Johnson Controls  
MMAC VICE-CHAIR



“No one’s apologizing for Milwaukee anymore. Everyone (urban and suburban) needs to see downtown as their neighborhood.”

**Bob Monnat**  
*Partner*  
The Mandel Group, Inc.

office space that was filled by advertising and architectural firms. Social scientist and author **Richard Florida** coined the phrase “Creative Class” in 1999 and a new idea formed: people and employees make decisions about where to work and live based mainly on the attractiveness of a place. And as the war for the best talent wages on, the concept continues to drive economic development.

Restaurants, retail, entertainment venues and more businesses followed the trend. Younger generations of workers want to live closer to where they work and play. Economic uncertainty leaves more people second-guessing home and car purchases, making transit and walkability key factors in location decisions. On a more instinctual level perhaps, is a social and desire for community.

### ManpowerGroup led the way

Being attractive to a younger workforce as well as projecting a contemporary big city image were two of the reasons ManpowerGroup



cited in choosing to build its new headquarters downtown 2007 (above). **Jeff Joerres**, then chairman and CEO of the company, said the downtown Milwaukee location is more in line with the company’s global image. “This represents us so much better,” he said.

By 2015, the attraction to all that downtown Milwaukee has to offer businesses and employees has reached critical mass. People of all ages want to live and work downtown and density has become not only hip, but practical.

## WHAT’S IN IT FOR YOU?

But back to the original question: If you live and work (or own a business) outside the city, what does downtown development have to do with you?

The economic makeup of the region needs both strong suburbs AND a strong urban core. In fact, metros with thriving downtowns tend to have higher per capita income across the metro, lower unemployment and are attracting more people. In a state that continues to see population declines, that’s an important metric.

The simple answer to the question is that a rising downtown tide lifts all neighborhoods throughout the metro area. Being located on the beautiful shores of Lake Michigan should make that tide even stronger.



“We need reinvestment in our cultural institutions as well, and money for our parks.”

**Greg Marcus**  
*President/CEO*  
Marcus Corporation  
MMAC BOARD MEMBER



“The potential for return on investment for the state in Milwaukee has never been better,”

Milwaukee County Executive  
**Chris Abele**

# Location, location location.

## City development is a high-stakes popularity contest

When it comes to attracting people and business, looks, amenities and investments matter. Milwaukee is undeniably on a positive trajectory. Downtown housing, commercial real estate, packed restaurants and bars, plus a new arena on the horizon are all strong indicators of progress. But while we are moving forward, so are many other cities across the U.S. Many are making a concerted effort to enhance their communities to attract business and people. These examples can provide insights and lessons for Milwaukee.

**A**fter posting population declines in the 1980s, Milwaukee's downtown has registered accelerated gains in each of the past two decades. Population in the century's first 10 years saw growth nearly three times higher than those posted in the 1990s (25.5% vs. 8.6%).

### WHERE ARE THE MILLENNIALS LIVING?



### EDUCATION LEVELS HIGHER DOWNTOWN

Over half (55.6%) of downtown Milwaukee residents age 25+ have a bachelor's degree or higher, significantly higher than either the City (21.7%) or metro (31.7%) area figures.

### Cleveland is capitalizing on a cluster

According to *Forbes*, Cleveland began its revitalization nearly 20 years ago. More than \$3.5 billion in corporate and public investments have furthered the city's redevelopment.

Somewhat similar to Milwaukee's Global Water Center, Cleveland's Global Center for Health Innovation leverages the region's leadership position in healthcare. The area is home to the Cleveland Clinic, University Hospitals, MetroHealth Medical Center and more than 700 bioscience companies.

The Global Center for Health Innovation, which opened in 2014, is adjacent to a 750,000 square foot convention center. It had a total price tag of \$465 million, which was publicly funded by Cuyahoga County citizens. According to the Center's website, it is "intended to serve as a catalyst for improvements in healthcare quality, access and cost. There are currently 15 occupied suites in the Global Center, with tenants such as CISCO and Milwaukee-based GE Healthcare and Johnson Controls.

Meanwhile, a number of recreational projects have also premiered within the last couple of years. The Greater Cleveland Aquarium, which opened in 2012, features 70,000 square feet of exhibit space.

cleveland



baltimore

## Millennials are redefining Baltimore neighborhoods

Baltimore, a city of 622,104 residents according to 2013 census data, is not merely a Washington D.C. after-thought. City leaders are focused on creating a critical mass of housing and retail development: it's all about attracting the coveted Millennials. "This age group, by and large, really wants to live in places that are diverse and vibrant and walkable," said **Kristen Mitchell** with the Maryland Department of Planning. "Baltimore city since 2000 experienced the third largest percentage gain in college educated 25-34-year-olds out of all the U.S. cities with a population greater than 600,000."

From data gathered from 2009 to 2013, nearly 110,000 Millennials now choose to call Baltimore home and make up nearly 20 percent of Baltimore's total population. The increase is being fueled by economic incentives for first-time home buyers. Some of those incentives are specific to income levels, while others are limited to particular neighborhoods. Livebaltimore.com is a website dedicated to helping would-be homebuyers (and renters) with all of the challenges of setting down roots.

Numerous housing and hotel projects were completed last year, with more coming due. The city continues to work on revitalizing its Inner Harbor and reinventing Harborplace – a "festival marketplace" that opened in 1980 and which has suffered from mall fatigue, not unlike Grand Avenue.



chicago

## If you post the jobs, they will come

Our neighbor just 90 miles to the south has a long reputation of attracting Milwaukee's young people. But the job market continues to provide opportunities just a train ride away from home.

While Chicago's job growth numbers have been on a "slow and steady" path for the last few years (much like Milwaukee's), many of those jobs are being created in key industry sectors that attract the young and college-educated. According to the Bureau of Labor Statistics, the largest over-the-year employment increase in the Chicago metropolitan area in May 2015 was in professional and business services, up 18,300 or 2.3%. This industry "supersector" also accounted for the second largest share of employment in the area.

## Relocation trends are in Chicago's favor

Annually, United Van Lines, a St. Louis-based moving company, compiles a list of metro areas that its clients are moving to or from during the peak moving season. Last year, according to the report, "not only did considerably more people move to the Chicago area than away, but Chicago was the most popular locale for moves in the nation, trailed by Washington, Atlanta, Boston, Los Angeles, Dallas, Phoenix and New York."



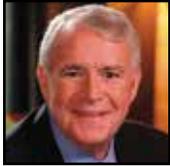
Downtown is just 3.2% of the City's land mass, but that area contributes 18.6% of the property tax revenue.

## THE RHYTHM

1634 N. Water St.

- Approx. 140 one-bedroom and studio apartments
- 120 interior parking spaces

# Downtown's positive tipping point by Mayor Tom Barrett



Something amazing is happening in the center of Milwaukee. We've reached a tipping point – a positive pivot that has set downtown in a great new direction. The signs are visible with construction cranes, Milwaukee residents working on building sites, and more activity with people, events, and buzz.

There is also a change in the perception of downtown Milwaukee. This is the place successful businesses grow, where arts, culture and entertainment thrive, and it's where the young – and the young-at-heart – choose to live.

To understand how much perceptions have changed, take a look at the recent negotiations surrounding a **new home for the Milwaukee Bucks**. From the outset, it was simply assumed that the new arena would be built downtown. That was the only neighborhood even considered. Thirty years ago there was a very different sensibility. When the Bradley Center was planned, a downtown site emerged only after sites in more suburban locations were studied and debated.

It is a priority to build on downtown's current momentum. As **Northwestern Mutual's new tower** and **apartment building** rise, and the Irgens project at **833 East Michigan** nears completion, more commercial development is planned. As the Posner building opens, work continues at the **North End**, and as the **Buckler** takes shape at the old Blue Cross/Blue Shield building, even more housing is planned.

City government plays an important part in downtown's future, particularly when it comes to infrastructure and amenities. We have done extensive planning work, focusing on key downtown locations and catalytic projects, and two of those catalytic projects highlight the city's role. The **streetcar** is moving forward and will provide valuable transportation links – downtown in the near term and into other city neighborhoods in the future. And the **lakefront gateway**, with its connections and public space, is generating interest.

Stakeholders and civic-minded people have joined the effort to define downtown's future. Good ideas and additional investments are a big part of determining what will be achieved next. There is every reason to be optimistic.

In my enthusiasm for downtown's future, I am not ignoring real problems troubling other parts of Milwaukee. Concentrated poverty, a jump in homicides, a lack of employment opportunities, foreclosed homes, and other significant issues are headwinds gusting against our progress. The City is investing – financially and programmatically – to attack these problems. We also work with partners including other levels of government and not-for-profit organizations.

And in an era of tight budgets, downtown provides resources that are essential to address issues throughout Milwaukee. Downtown is just 3.2% of the City's land mass, but that area contributes 18.6% of the property tax revenue. Every Milwaukee resident benefits from downtown's success, now and into the foreseeable future.





## RIVER HOUSE

1775 N. Water St.

- Phase 1: 243 units in two four-story buildings on former Gallun Tannery site
- Phase 2: Additional two buildings totaling 205 apartments

## THE NORTH END

Northwest corner of N. Water St. and E. Pleasant St.

- Phase 3: 168 units over two buildings joined in a horseshoe shape
- Includes grocery store on the first floor



## SPORTS & ENTERTAINMENT ARENA

- \$500 million arena north of the BMO Harris Bradley Center with potential for an additional \$500 million in development

## NORTHWESTERN MUTUAL RESIDENTIAL, RETAIL & PARKING TOWER

Block bounded by N. Van Buren, N. Jackson, E. Mason and E. Wells Streets

- 33-story upscale apartment tower
- 308 high-end apartment units/16 penthouse units

## NORTHWESTERN MUTUAL TOWER & COMMONS

720 E. Wisconsin Ave.

- 32 story tower
- Adjoins the two-block-long, three story space known as the Commons
- 3-acre public green space



## THE BUCKLER

401 W. Michigan St.

- 207 apartments, ranging from efficiencies to two-story units with private patios

## 833 EAST MICHIGAN

- 18 floors with more than 358,000 square feet of Class A office space



## THE COUTURE

On the site of the current Downtown Transit Center at 931 E. Wisconsin Ave.

- 44-story tower
- 300 high-end apartments
- Features retail & restaurant space
- Includes lakefront stop for the Milwaukee streetcar

Phase 1 Streetcar route    Streetcar stop



# Making Milwaukee Mil-WALK-ee

by Carrie Davis - Creative Director, MMAC

**T**he art of designing streets that are useful, safe, comfortable and interesting is a complex challenge facing many U.S. cities. Yet those willing to take on the task are reaping benefits beyond a smaller waistline.

Businesses across metro Milwaukee in every industry understand the challenge of finding and keeping talent. The walkability of a city's downtown plays an important, if understated, role.

Men and women ages 18-34 are less likely to own their own home – or cars – than the generations before them. Overall, Millennials drive 25% less — meaning they need a community that economizes where they live, work and play. And while Milwaukee's downtown is well-known for its distinct neighborhoods, entertainment options and restaurants, these amenities are often too spread out to be walkable and reaching them by transit can be a hassle. The new downtown streetcar will help minimize these gaps, but once riders exit, walking to their destination needs to feel safe and entertaining.

## Building an entertaining urban experience

Areas with surface parking lots, empty storefronts and large buildings with blank walls facing the street can detract from a walker's experience. Without neighborhoods that invite people to both use and enjoy their sidewalks, a city sends the message that it is closed for business.

Earlier this year, the Downtown BID & the Greater Milwaukee Committee released a comparative

analysis of Milwaukee's downtown against 10 peer cities. The results ranked Milwaukee high for the number of stage/concert venues and boutique hotels but low for:

- Walkability surrounding the convention center
- Connectivity to dining and nightlife

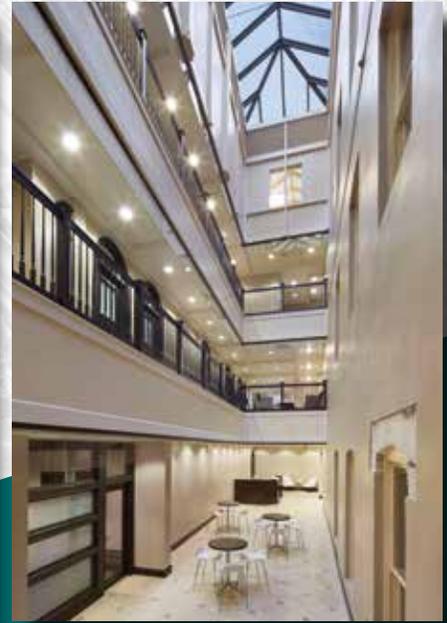
The key to address these issues is to minimize the real and perceived distance between these elements through development. In *Walkable City: How Downtown can save America one step at a time*, the author states that "walking down a narrow, shop-lined street in icy Boston or sweltering Savannah is a vastly superior experience to walking down an arterial between parking lots and car dealerships on San Diego's best day. Get the design right and people will walk in almost any climate."

## Development knits downtown together

Connecting walkable areas such as the new sports and entertainment district through transit options can open up areas for development previously overlooked. In 2001, Portland targeted an area similar to Milwaukee's Park East for development by removing a freeway ramp. The neighborhood was then connected via a new streetcar to the downtown. Over time, the city has seen nearly \$3.5 billion in new investment around the line. And according to a Brookings Institute report, adjacent property value has risen by 44 to well over 400 percent.

Whether living in the suburbs or a high-rise, Milwaukee's downtown belongs to everyone. And investing in its physical attributes will create a more connected and charismatic urban fabric that will benefit the entire region.

# Dental Associates embraces history with headquarters renovation



In 2012, Dental Associates purchased and carefully renovated the Iron Block building on the corner of Wisconsin and Water Streets in downtown Milwaukee and moved into its new headquarters in 2014. We wanted to know why the company made this move. CEO **Anthony Vastardis** gave us the answers.

**Q** Why did you decide to move your headquarters from Wauwatosa to downtown Milwaukee?

**A** We are a growing company and were in need of additional space at our location in Wauwatosa. Our company was founded in Milwaukee 40 years ago and [this move] was an opportunity for us to get back to being part of the fabric of the city of Milwaukee.

**Q** Why refurbish a historic building?

**A** The Iron Block is a prominent downtown building that's a significant piece of the city's history. It was constructed in 1861, at a time when Milwaukee was a recognized leader in commerce and industry. It's an heirloom that represents the innovation

and prominent position our city held. It was a great opportunity to show our commitment to the downtown Milwaukee community by celebrating its history yet focusing on the future.

**Q** Does downtown play a role in attracting employees/clients?

**A** We felt being downtown would be a better place for our employees than a suburban environment. There is a variety of shopping, restaurants, the lakefront and in the summer, Milwaukee hosts a number of festivals that are blocks from our new headquarters. Our employees don't have to get in their car to take advantage of all that downtown Milwaukee has to offer. There is something about the vibrancy of a downtown setting. You feel like you are in the middle of the action.

**Q** What do you think about the prospects for downtown Milwaukee?

**A** The momentum has been building in downtown Milwaukee for the last few years. The streetcar, new arena and entertainment area, the Third Ward, and all the investment in new buildings and refurbishing older buildings will shape the future of downtown. I believe the City has strategically set itself up for sustained downtown business and residential growth. More people want to live and work downtown and be part of what is happening. We are excited to be part of it.



*Downtowns are where it's at — even in the 'burbs*

## Quaint village serves as Wauwatosa's gathering spot

Investment and development in downtown Milwaukee positively influences economic growth throughout the region. Likewise, the development of smaller downtowns within surrounding suburbs can unite the community and contribute to regional prosperity. In recent years, many communities from Whitefish Bay to Waukesha have invested in new downtown development; however, two suburbs stand out.

Downtown Wauwatosa resembles a European village in terms of architecture, historical preservation and design, and is home to more than 100 thriving stores, restaurants and businesses. The Village of Wauwatosa continues to expand and build upon the small, yet vibrant, metropolis.

HSI Properties, a professional real estate company and a MMAC member, is involved in a four-story development project in the 7400 block of west State Street. In January, the Wauwatosa Common Council approved the preliminary plan of the State Street Station project, a complex of 150

apartments, underground parking and street-level retail including Chase Bank and George Webb.

Alderman **Jeff Roznowski** said, "I see this as providing a dwelling for people at all stages of their life, which is the type of development we need."

Across the street, HSI Properties plans to create a public plaza with seating, plants and a Bublr bike-share station. It is estimated the new developments will generate \$730,000 in additional property taxes per year. Continued development of the Wauwatosa Village not only contributes to financial gains for the village, but attracts residents. Walkability, convenience, a sense of community and day/night recreation help build this metropolitan suburb.

*(Right): Proposed State Street Station in the Wauwatosa Village*





The proposed Port Washington Blues Factory

## Port Washington builds on Main Street appeal

Just 25 miles up the Lake Michigan shoreline from downtown Milwaukee, another suburb is making its mark in the region. In addition to Port Washington's two beautiful beaches and nature trails, its downtown offers historic buildings, restaurants, entertainment, and retail. At the heart of its downtown, Port Washington Main Street is made up of 28 blocks and over 125 businesses.

According to a recent study by Nelson\Nygaard Consulting Associates of Boston, there is room for more development opportunities along the lakefront and downtown. With a 7-0 vote, Port Washington's Common Council recently approved the building of a \$4.75 million Blues Factory that will hold a restaurant, second-floor banquet hall, theater and Paramount Hall, honoring Paramount Records — which called Port Washington home in the 1920s.

In an effort to brand the Marine District, Port Washington's Community Development Authority identified five major sites for redevelopment. The town has high hopes that new development along the waters of Lake Michigan will attract new business year round.



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# Pabst is the comeback kid for near west side neighborhood

by Sarah Zens - Communications Program Coordinator, MMAC

# A

healthy downtown sets the pulse for economic growth and development, but the vibrancy of its individual neighborhoods drives the cultural flavor of the region as a whole. One of Milwaukee's most iconic neighborhoods sits just to the west of downtown, emerging from a page in the city's history books into a new chapter in Milwaukee's renaissance.

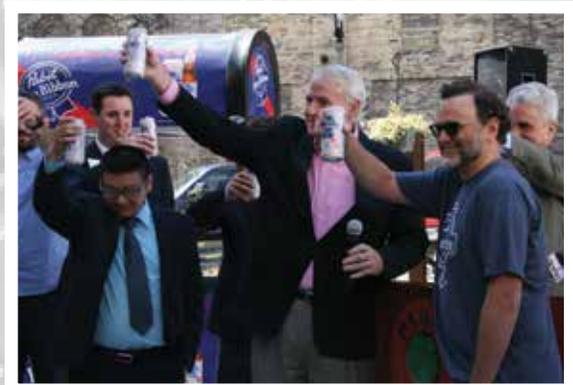
From 1844 to 1996, Milwaukee was home to **The Pabst Brewing Company**, one of the world's leading beer producers, famous for its Pabst Blue Ribbon brand. But after the site closed in '96, workers abandoned the neighborhood and the community depreciated for almost two decades until philanthropist Joseph J. Zilber bought the 20 acre complex. Although Zilber passed away in 2010, his vision remained. He created the **Brewery Project LLC** to oversee the development initiative and after \$85 million in investments, this one-time ghost town now represents a vibrant gateway to Milwaukee's downtown.

## HISTORIC AREA NOW INCLUDES EDUCATION, RETAIL AND APARTMENTS

Taking a closer look into the neighborhood, you will find the **Cardinal Stritch University's School of Education and Leadership** and **University of Wisconsin-Milwaukee's School of Public Health** campuses, two parking structures, **The BrewHouse Inn and Suites**, a number of apartment complexes, restaurants and bars. Ranked on the 25 Best things to do in Milwaukee list, **The Best Place** tavern was purchased and renovated beginning in 2001. It embodies the historic character of the neighborhood while embracing downtown's new customer base.

## BREWERY RETURNING TO ITS ROOTS

On July 15, 2015, Pabst Brewing Company announced it will be returning to the site where it all began 171 years ago, opening a brewery, tasting room and beer garden in the former First German Methodist Church located at 1037 W. Juneau Ave. At a time when customers demand engagement and brand personalization, Pabst Brewing Company saw an opportunity to get back to its craft roots and appeal to the younger residents of Milwaukee's growing downtown community. Two months after the announcement, Milwaukee's City Plan Commission approved architect **Engberg Anderson's** plan to renovate the church, a project that is estimated to create 122 jobs. According to a statement by the architects: "The intent is to clean and preserve the cream-city brick and stone exterior as well as restore existing wood windows, flooring and other historically significant building features. The preservation of the historical building is a top priority for the project."



Mayor Tom Barrett joined in a toast to Pabst Blue Ribbon at the announcement of the company returning brewing operations to Milwaukee.

## CARDINAL STRITCH UNIVERSITY

As the first tenant in the Pabst Brewery redevelopment, Cardinal Stritch University moved its College of Education and Leadership to Building #14 in 2009. The location serves nontraditional students with adult literacy and Latino, African-American and American Indian leadership programs.



## THE BREWHOUSE INN AND SUITES

The Brewhouse Inn & Suites showcases original features of the brewery, including a five-story central atrium with six copper brew kettles and a stained-glass window of King Gambrinus, the patron saint of brewers.



## BUILDING 29

The former Pabst Brewing Co. is being converted into a full service education and housing complex. The cream-city brick, wood-support beams, and other historically significant building features will be preserved to the greatest extent possible. It is expected to open in 2016.



## THE BEST PLACE TAVERN

Next door to the site of old the Pabst Brewery gift shop, the Best Place Tavern sits on the corner of Juneau Ave. & 9th Street and offers a cultural trip back in time along with beer history tours and banquet hall rental facilities.

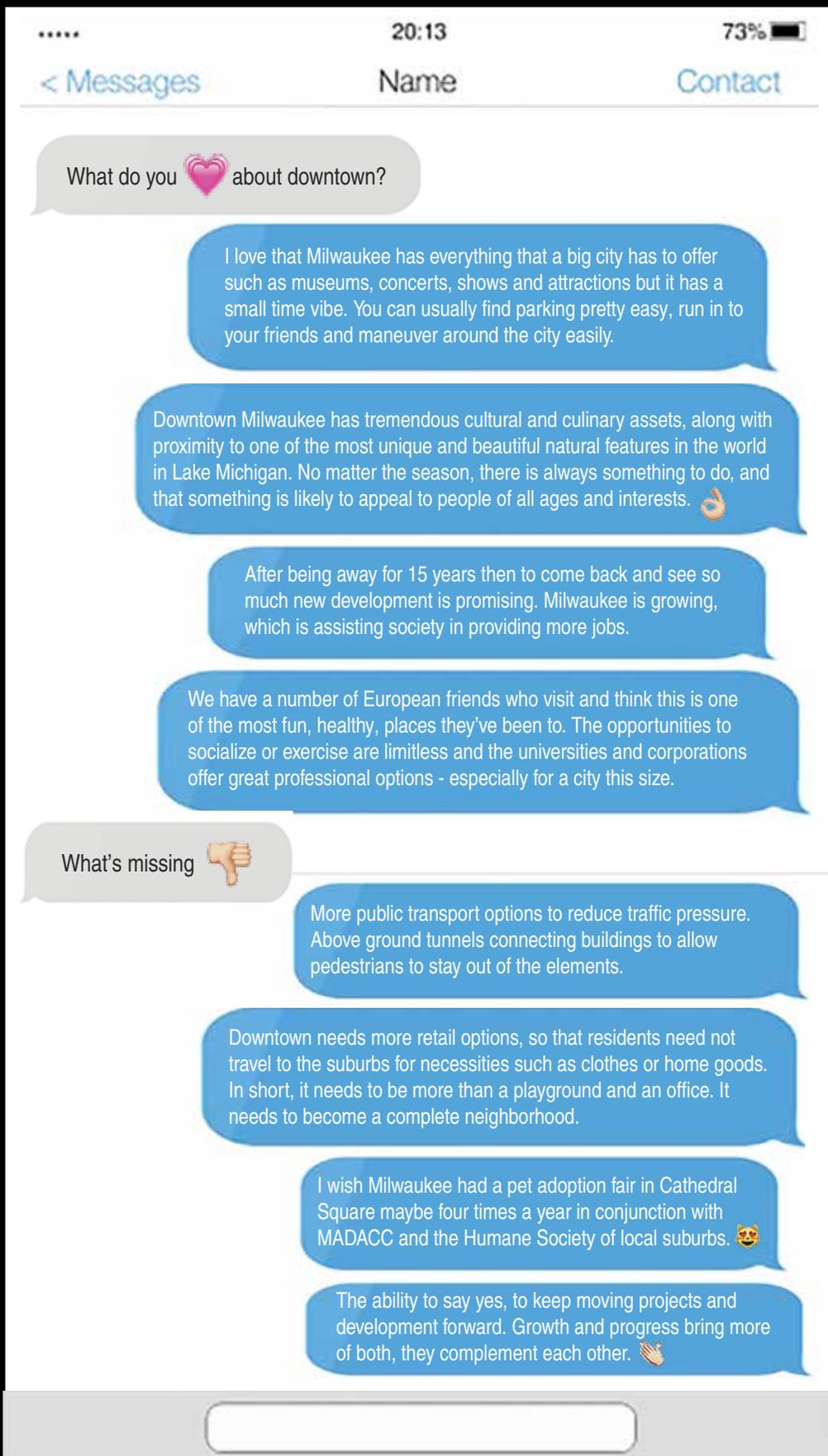


# We asked & Millennials responded

FUEL Milwaukee — MMAC's young professional network — recently asked 30 of its members two key questions: What they love about downtown, and what they think is missing. What surfaced are some perennial favorites and a few surprises...

**BLOCK 5**

95,432 SF  
2.19 acres





Using the City of Milwaukee's Park East data, the Milwaukee Bucks' rendering envisions 1.5 million square feet of residential, office, parking, retail and other new development.

## Arena will be catalyst for revitalization

by Peter Feigin, Milwaukee Bucks



When our new Bucks ownership group came on board in 2014, the vision was to create something much larger than an arena. So we set in motion an aggressive plan to help revitalize downtown Milwaukee.

Earlier this summer, as I stood on the roof of the Stock House building in Schlitz Park overlooking a crowd of over 10,000 that represented every corner of our city, region and state, that vision really began to come into focus. I was struck by the amazing sense of community the Bucks can create, and blown away by the level of support we received from such a diverse crowd.

As the summer has gone on and the financing for this historic project has come into place, a much broader community than diehard Bucks fans has rallied around our vision for what downtown Milwaukee can become. The business community, the labor unions, community organizations and countless other interest groups have spoken out on how we can build a better Milwaukee, not just for the Bucks but for everyone who calls Wisconsin home. There's been a collective realization that this project isn't just about basketball, but about creating jobs, building community,

revitalizing a city and making Milwaukee a more attractive location for people of all backgrounds to live, work and play.

Now the real work is just beginning. This project won't be successful just because it happens; it will be successful because of how it happens. It's not just about creating jobs – it's about creating jobs for those who need them most. It's not just about the \$1 billion that will be invested – it's about developing in a way that continues to attract further investment in the surrounding areas and throughout the region.

It's not just about the \$1 billion that will be invested – it's about developing in a way that continues to attract further investment in the surrounding areas and throughout the region.

In the coming months, we'll begin preliminary work on getting the Park East land prepped for this massive undertaking, and look forward to hosting the largest groundbreaking ceremony the city has ever seen in November. Construction of our new training center will begin shortly after, and we'll continue to push

forward as aggressively as possible in hopes of opening up a world-class arena in the fall of 2017. There are still countless steps to take, but with each step forward our vision of a better Milwaukee comes further into focus. **Go Bucks!**

# Manufacturers share ideas for talent attraction



**Mary Isbister**  
GenMet



**Susan Koehn**  
Milwaukee 7



**George Blumgren**  
The Good Jobs

**T**he recently-launched Milwaukee 7 Talent Partnership held its first event in early October to focus on the critical issue of attracting talent to the area's manufacturers – a persistent issue that according to employers is holding the region back from further growth. The half-day summit kicked off with a welcome address by Bucks President **Peter Feigin**, who echoed the importance of finding the best people to produce the best results for an organization.

Representatives from Palermo's, Midland Plastics, Glenroy, Kenall and Hermle provided insights into how their companies are tackling this challenge.

**Susan Koehn**, M7 director of industry partnerships, said a key takeaway from the panel was the need for a perception change. "We need to be able to attract nontraditional candidates to careers in manufacturing, including women, veterans, Millennials, and creative 'makers,'" she said. **Anne Nordholm**, M7 director of education and training, added, "With the labor market so tight, successful companies will look

to community partnerships to develop the talent pipeline: local high schools, nonprofits and training providers with access to individuals who have an aptitude for and interest in manufacturing careers.

Panelists agreed on several basic recruiting approaches:

1. Focus on creating a positive, collaborative culture in your workplace;
2. Engage all employees to be part of the company team and solve company problems, e.g., cross train to fill in when production increases or there is difficulty filling particular positions;
3. Promote employee-based career development so employees do not leave the company for wage or growth issues;
4. Offer progressive benefits and flexible work options;
5. Encourage employees to refer their friends and family members to work at the company.

In addition to the panel, **George Blumgren** with The Good Jobs presented a "Toolkit" for attracting manufacturing talent. All the tips and information presented at the event can be found on the Milwaukee 7 website at: [www.mke7.com/talent](http://www.mke7.com/talent)

**Anne Nordholm** (far left) introduced a panel who discussed the challenges of attracting talent to manufacturing jobs. (l to r): **Natalie Glumm**, Midland Plastics, Inc.; **Angie Kasten**, Palermo's Pizza; moderator **Alicia Dupies**, Milwaukee Bucks; **Rachel Lloyd**, Glenroy, Inc.; **Patrick Jungenblut**, Hermle Machine Co.; and **Waylon Gross**, Kenall Manufacturing





Lt. Gov. Rebecca Kleesfish spoke at the groundbreaking.

## M7 assists Allcast with \$14 million expansion plans

Allcast LLC, a custom aluminum die-casting manufacturer, is expanding with a \$14 million addition to its Washington County facility that is expected to create 88 new jobs.

The expansion includes a 29,000-square-foot addition to its current facility in the Town of Addison that will increase the company's casting capabilities to meet growing customer demand. Founded in 1973, Allcast manufactures highly engineered precision aluminum tooling and die services, including casting capabilities ranging from 400 to 1,800 tons. Construction of the first phase, a 14,420-square-foot expansion of the company's foundry, is expected to be completed by October.

The effort to keep Allcast in Addison included assistance from the Milwaukee 7, Wisconsin Economic Development

Corporation (WEDC) and Economic Development Washington County. WEDC is providing up to \$350,000 in state tax credits to Allcast over a four-year period, with the actual amount of credits earned contingent upon the company meeting specific job creation and wage level requirements.

"We're delighted that Allcast is expanding again in southeastern Wisconsin," said **Gale Klappa**, co-chair of M7, and chairman and CEO of WEC Energy Group. "The continued growth of Allcast here and the company's significant investment underlie the strong assets that make our region a premiere manufacturing hub. The economic prosperity of our region depends on the job growth and business success of small- and mid-sized manufacturers like Allcast."



MMAC represented all things Milwaukee with beer, brats and bipartisanship at 2015's Milwaukee Night in D.C. in September. The day's agenda included a WisPolitics 2015 Election Preview Breakfast, Milwaukee Night in D.C. Reception, legislative dinner with speaker Gwen Moore and concluded with an after party sponsored by The Firm and Sosh.

1. Milwaukee Mayor **Tom Barrett**; **Steve Baas**, MMAC; and Milwaukee County Executive **Chris Abele** presented a gift basket of Milwaukee products to a lucky attendee.
2. **Buckley Brinkman**, WI Manufacturing Extension Partnership, and Rep. **Gwen Moore**
3. Rep. **Sean Duffy**



# MILWAUKEE NIGHT IN WASHI



4. **Jennifer Gonda**, City of Milwaukee, and Rep. **Glenn Grothman**

5. **Tim Sheehy**, MMAC; Sen. **Tammy Baldwin**; and **Paul Stewart**, PS Capital Partners LLC

6. **Alex Hayes**, **Katie White** and **Sarah Petre**, Michael Best & Fredrich

7. **Jim Popp**, Chase; **Jill Didier**, SAS Institute; and **Carmel Ruffalo** and **Michael Lovell**, Marquette University

8. **Amy Herbst**, **Lindsey Punzenberger**, and **Michelle Mettner** from Children's Hospital of Wisconsin

9. Sen. **Ron Johnson**



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NGTON D.C.

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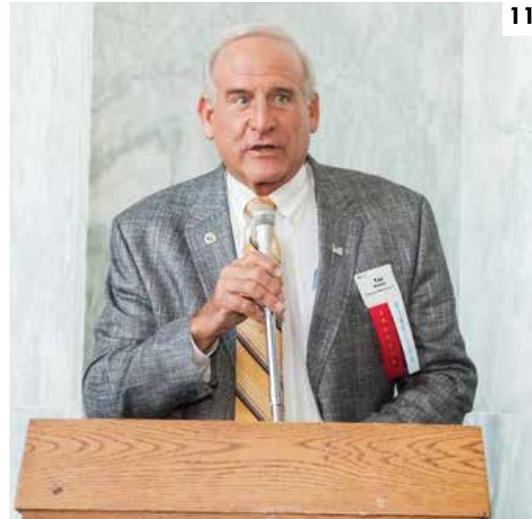


10. Wisconsin State Rep. **Mandela Barnes** and **David Beightol**, Flywheel Government Solutions

11. MMAC Chair **Ted Kellner**, Fiduciary Management

12. (l to r): **Jim Popp**, Chase; **Scott Beightol**, Michael Best & Friedrich LLP; **Steve Baas**, MMAC; **Ed Moreland**, Harley-Davidson, Inc; **Paul Stewart** and **Paul Sweeney**, PS Capital Partners; Rep. **Gwen Moore**; **Ron Bast**, Go Riteway Transportation Group; **Tim Sheehy**, MMAC; **Aldo Madrigano**, Beer Capitol Distributing Co. Inc.; **Nate Elias**; and **David Beightol**, Flywheel Government Solutions enjoyed the view from the rooftop of Charlie Palmer Steakhouse.

11



12



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### Business After Hours @Chinooks Baseball

Attendees took in a Chinooks baseball game at Concordia University's Kapco Field.

- 1. **Katie Huener**, Cedarburg Pharmaceuticals; and **Harriet Pedersen**, Commerce Industrial Chemicals, Inc.
- 2. **Mike Mangold**, Mangold Creative (left)



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### Business After Hours @Ambassador Hotel

Members celebrated the past, present and future of Milwaukee's near north side at the historic Ambassador Hotel. Owner Rick Wiegand and Keith Stanley, president of the Avenues West Association, shared updates on the surrounding community.

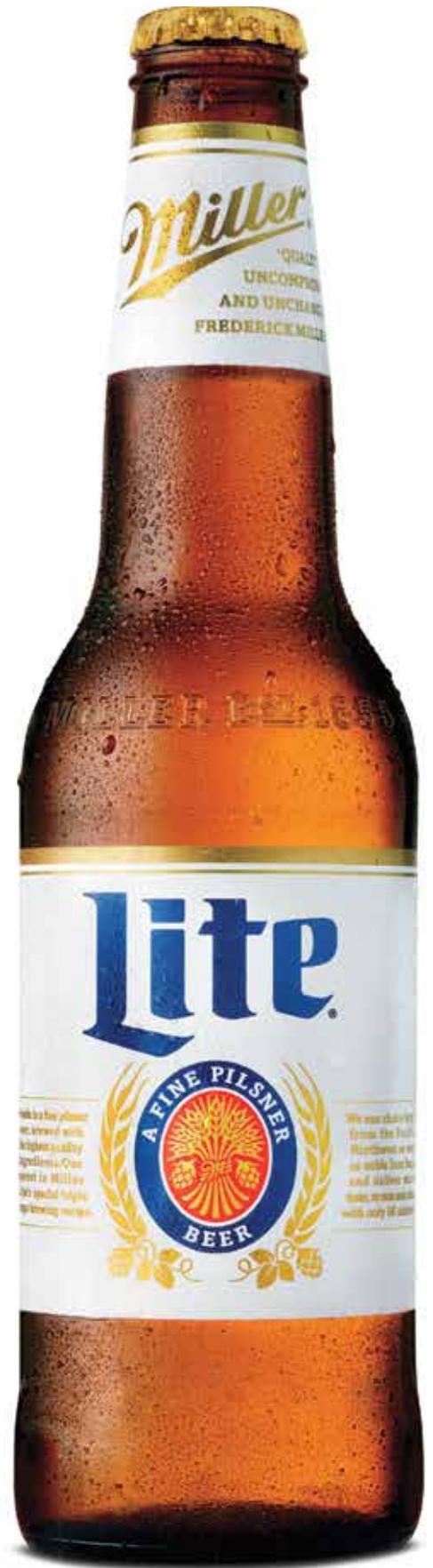
- 3. **Laura Kissee**, Rotaract MKE, and **Jamie Elder**, WI Dept. of Children & Families
- 4. **Barbara Maszk**, SITE Staffing, Inc.; **Noreen Minessala**, Ambassador Hotel Milwaukee; and **Gerri Pitroski**, SITE Staffing, Inc.
- 5. **Jason Berthelson**, Newport Network Solutions, Inc.; **Tim Flatley**, USO Wisconsin; **Tyler Denham**, Newport Network Solutions Inc.; **Eric Berthelson**, Newport Network Solutions, Inc.; and **John O'Neil**, Building Service, Inc.



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## FUEL Milwaukee Leadership Luncheons

Each month, FUEL Milwaukee members have the opportunity to hear from a community leader about his or her organization and personal experience. Recent luncheons featured:

1. **Thelma Sias** - Vice President of Local Affairs, We Energies
2. **Jeff Sherman** - Co-Founder, OnMilwaukee.com
3. **Dr. Michael Lovell** - President, Marquette University
4. **Julie Tolan** - President/CEO, Milwaukee YMCA
5. At the YMCA event, attendees were encouraged to get up and stretch.



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## Transmission improvements needed to keep businesses in business

With transmission line projects in the news, some people are asking why there's a need for continuing power line development. The answer is simple: it would not make good public policy or business sense to wait until there was a problem on the system. The most expensive transmission line is the one you don't have when you need it.

At American Transmission Co., we continue to develop and maintain our system.

We're asking the grid to do more than ever before. The last big transmission line build-out was in the 1970s and, like any other infrastructure, system renewal is needed. Failure to maintain and upgrade its components would compromise the stability and reliability of the system.

The generation mix is changing. Generation retirements are planned and new types of generation are coming on line. Evolving markets, renewable energy sources, and new technologies also are changing the way the grid is used. New lines will reduce regional congestion, providing access to renewable resources and lower cost generation options.

We want to make sure everyone understands the need for a robust electric transmission system. To learn more, visit [www.atcllc.com/PowerForward](http://www.atcllc.com/PowerForward).



### Former Japanese Ambassador visits Milwaukee

On September 16, MMAC's World Trade Association partnered with the International Institute of Wisconsin to host Japanese Ambassador Mitsuo Sakaba and his representatives as part of the *Walk in the U.S. - Talk on Japan* program.

1. Former Ambassador **Mitsuo Sakaba** and **Steven Wallace**, The Omanhene Cocoa Bean Co.
2. **Leo Finley**, Mainfreight, Inc., and **Sally Anlin**, ethiEffects
3. **Calixta Munena**, **Jodi Schneider**; and **Brad Schneider**, WEDC
4. **Dr. Michael Dietz** and **Christine Kao**, Concordia University
5. **Michael Stone** and **Ken Wasylik**, EM Wasylik Associates LLP; and **Jonathan Ward**, U.S. Commercial Service



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## WTA hosts Manufacturers Roundtable

Members of MMAC's World Trade Association shared best practices related to exporting at a discussion exclusively for manufacturers on September 18.

1. The group toured Waukesha Metal Products plant in Grafton.
2. Waukesha Metal's CEO **Jeff Clark**



2

## Educating small biz on the WI Fast Forward grant program

Wisconsin Fast Forward has nearly \$15 million in grants available to support employer-led worker training. COSBE and the Milwaukee 7 Talent Partnership hosted an informational session to help small businesses through the grant writing process.

3. **Jon Koeller**, Waukesha County Technical College
4. Attendees learned how to apply for funds.
5. **Brian Wargula** and **Matthew Bynan**, Christopher Morgan Fulfillment Services



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## MMAC's Member Orientation

New, seasoned and prospective members learned ways to best utilize their membership, get involved and grow their business at MMAC's Member Orientation.

1. **Megan Frahm**, Modis
2. **Heather Behling**, Rural Mutual Insurance Company, and **Cathy Harrison**, MMAC
3. **Manuel Merkl**, Hermle Machine Company LLC
4. **Ron Strube**, Cedar Crest Ice Cream
5. **Mike Thompson**, Action Coach



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## Future 50 Awards Luncheon

Honoring 50 fast-growing businesses throughout the Milwaukee Region, MMAC's Council of Small Business Executives held its 28th Annual Future 50 Awards Luncheon in September with keynote speaker Cynthia LaConte, CEO and president of Dohmen.



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1. Master Mettle (Third year) winners were: Cornerstone Plumbing, LLC; EmbedTek; KS Energy Services Inc; Smart Choice MRI; Transcendent; Trefoil Group; W.I.S. Logistics
2. Keynote speaker **Cynthia LaConte**, Dohmen
3. Event sponsors **Ryan Pflanz** and **Greg Herpel**, Technology Resource Advisors, Inc.
4. **Dave Werner**, Park Bank, Future 50 presenting sponsor
6. Second year winners **Ted Wentzel** and **Amy Cousland**, Concurrency, Inc.
7. First year winners **Ginni Ziegler** and **Matt Ziegler**, ZMac Transportation Solutions



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Have you asked yourself or someone you know about the next step in your professional development? Perhaps you have wondered about the value of a master's degree or a professional certification. This can lead to other questions such as "What is the best and most affordable option for me?" and "Are all masters degrees the same, or is there one that stands out and offers me the practical skills I need to make a difference in my life's journey?"

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# MMAC Member Milestones

Congratulations to these companies celebrating membership anniversaries (*June-August 2015*)

## 110 YEARS

Foley & Lardner LLP  
Johnson Controls, Inc.

## 100 YEARS

Briggs & Stratton Corp.

## 80 YEARS

HY Connect

## 75 YEARS

Milwaukee School of Engineering  
Spic & Span, Inc.

## 45 YEARS

Stein's Garden Centers

## 40 YEARS

Associated Bank N.A.  
Herzing University Ltd.  
Modern Business Machines

## 35 YEARS

Time Warner Cable - Wisconsin  
Tripoli Shrine Center

## 30 YEARS

Central Office Systems  
M Barrington Corp.

## 25 YEARS

Educational Credential Evaluators, Inc.  
Fastsigns  
SASI  
SEEK Careers/Staffing, Inc.

## 20 YEARS

Charter Manufacturing Co., Inc.  
GZA GeoEnvironmental, Inc.  
Visual Impressions, Inc.

## 15 YEARS

Aquent  
Hampton Inn & Suites  
Hilton Garden Inn MKE Park Place  
Lamar Advertising  
Marking Services, Inc.  
M:Milwaukee's Lifestyle Magazines  
Next Act Theatre  
Skyline Catering, Inc.

## 10 YEARS

Crisis Prevention Institute, Inc.  
Fund Development Corp.  
Jacobus Wealth Management, Inc.  
Larson Engineering, Inc.  
R S InfoCon, Inc.  
Sussex Zinc Plating Inc.  
Waukesha County Economic  
Development Corp.  
Techteriors LLC  
W2EXCEL LLC  
WI Petroleum Marketers &  
Convenience Store Assoc.

## 5 YEARS

Assured Mortgage, Inc.  
Aerotek  
Amcadata LLC  
Art Institute of Wisconsin  
Bernklau Surveying, Inc.  
Brew City Pizza Dbá Domino's Pizza  
C.Catalano Co., Inc.  
Catalyst Construction  
Chart Drywall, Inc.  
Creative Cabinets, Inc.  
Elements Therapeutic Massage -  
Whitefish Bay  
Fastsigns Greenfield  
Fondy Food Center, Inc.  
Goldstein Law Group SC  
Kohner Mann & Kailas SC  
Lakeside Engineers LLC  
Matzel Manufacturing, Inc.  
Noffke Roofing Co., LLC  
Optimum Vehicle Logistics  
Parking Lot Maintenance  
Present Music  
Quality Assurance Home Health  
Real Chili, Inc.  
Ruby Isle Auto Tire Service & Sales  
SaintA, Inc.  
Shover's Realty LLC  
Siebert Lutheran Foundation  
Sitzberger Hau & Co.  
SmartWave Consulting  
Smreck & Co. SC  
Summit Investment Management LTD  
Tarkis Barsamian DDS  
Town of Delafield  
WI Association Management LLC

## 1 YEAR

Adaptive Micro Systems LLC  
ADP Business Services  
The Ambrose Group  
American Advantage - Petersen  
& Associates  
Beechwood Sales & Service  
BestEd LLC  
Bottom Line Experts  
Bridge Logistics Services, Inc.  
Broan-NuTone LLC  
Bungee Promotional Marketing  
Café Corazón  
CenturyLink  
Corporate Contractors, Inc.  
Corporate Design Interiors LLC  
EDGE Business Management  
Consulting LLC  
FirstMerit Bank  
GDLSK LLP  
GlobalConnect LLC  
Healics, Inc.  
Huf North America  
Johnson's Nursery, Inc.  
Liberty Mutual Insurance  
Lyft, Inc.  
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Mid-West Energy Research Consortium  
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Donna Gagnon, Office Manager  
12660 W. Capitol Dr. • Brookfield WI 53005  
(262) 796-0662.....www.assuredmortgage.com  
*Mortgages*

## Best Place at the Historic Pabst Brewery

Jim Haertel, President  
901 W. Juneau Ave. • Milwaukee WI 53233  
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## Building Advantage

Melanie Mager, Communications Director  
3303 S. 103rd St. • Milwaukee WI 53227  
(414) 897-1146.....www.buildingadvantage.org  
*Associations*

## Calderone Club

Gino Fazzari, Owner  
842 N. Old World 3rd St. • Milwaukee, WI 53203  
(414) 273-3236.....www.calderoneclub.net  
*Restaurants*

## Costco Wholesale - New Berlin

Kelly Gagnon, Marketing Manager  
15300 W. Grange Ave. • New Berlin, WI 53151  
(262) 678-4917.....www.costco.com  
*Retail*

## Core Computer Solutions

Alex Olson, Owner  
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[mmac.org/directory](http://mmac.org/directory)

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*Health Care Services*

## HB Performance Systems, Inc.

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*Manufacturers*

## Hystro Products, Inc.

Robert Hammel, Controller  
900 Armour Rd. • Oconomowoc, WI 53066  
(262) 567-4517.....[www.hystro.com](http://www.hystro.com)  
*Industrial Pipe-Valves-Fittings*

## Indulge Restaurant

Marta Bianchini, Owner  
708 N. Milwaukee St. • Milwaukee, WI 53202  
(414) 390-9463.....[www.getindulge.com](http://www.getindulge.com)  
*Caterers*

## inVantage

Kelly Renz, CEO  
W279 N8607 Twin Pine Circle • Hartland, WI 53029  
(414) 758-0269.....[www.invantagehc.com](http://www.invantagehc.com)  
*Business Consultants*

## Kenall Manufacturing

Randy Hernandez, EVP Operations  
10200 55th St. • Kenosha, WI 53144  
(262) 825-8705.....[www.kenall.com](http://www.kenall.com)  
*Manufacturers*

## Kesslers Diamonds-Jefferson

Jon Schultz, Store Leader  
450 E. Mason St. • Milwaukee, WI 53202  
n/a ..... [www.kesslersdiamonds.com](http://www.kesslersdiamonds.com)  
*Jewelers-Retail*

## International Concrete Products

Therese Hurlley, Business Development Manager  
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# It's a wonderful life in Milwaukee

By CATHY HARRISON - *Membership Services Director, MMAC*

Dear Member,

Remember George Bailey and Clarence Obody? If you don't, please go immediately to your Netflix account and watch "It's a Wonderful Life." Aside from being warmed from the inside out, you will be reminded what Bedford Falls might have looked like...if George and the Bailey Brothers' Building and Loan hadn't invested in the people and city of Bedford Falls.

Corny analogy for this edition of *Milwaukee Commerce*? Absolutely. But it works for me.

Although complex and distressing issues surround us, I am personally proud of the efforts being made toward a better Bedford Falls.... er, I mean Milwaukee. I am proud that my organization, the MMAC, has taken a long-term leadership position. I'm proud that the MMAC has recently led the charge as well on issues like the downtown arena and lakefront development. And I'm proud that we will continue to do so.

Here's where you come in. Your support allows the MMAC to be effective and successful. At the same time, you are benefitting from the wide variety of services the MMAC provides and our vibrant city. YOU are Milwaukee's 'Bailey Brothers' Building and Loan. You have made an investment and you will see a mighty return. We thank you for that.

What about the business next door to yours? Have they invested in Milwaukee through the MMAC? This is an unabashed invitation for you to think about who is not part of the Building and Loan team. Who is not a MMAC member...and should be? Please spread the word about our accomplishments and leadership role. Let other businesses and executives feel the pride of being part of our group. Call or email me. The Membership Department will follow up with a level of professionalism that will make you proud. Better yet, bring them to our next event and introduce us!

Thanks for your membership!



*Cathy Harrison*  
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414-237-4159

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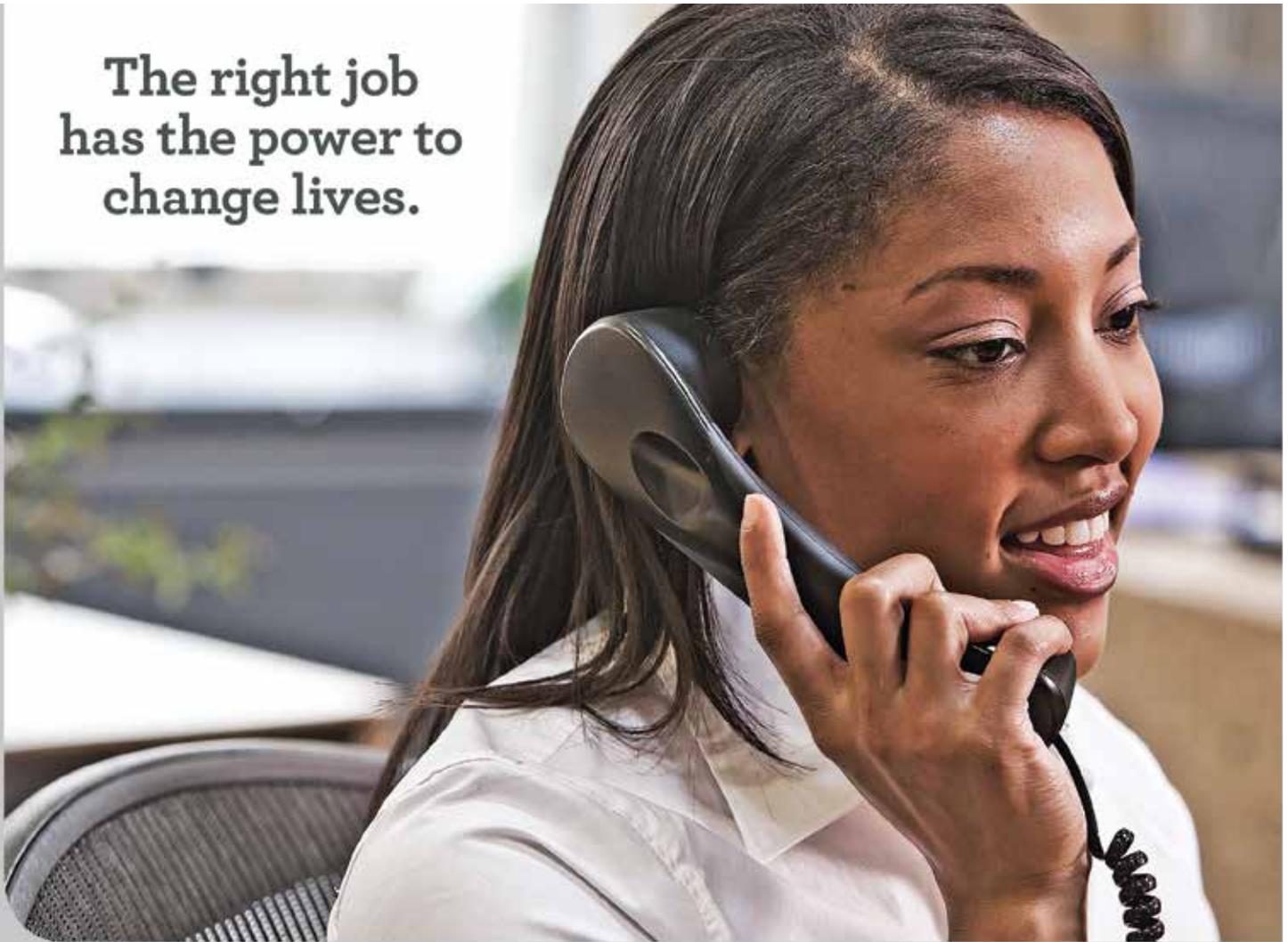
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