



# RIVERVIEWS

NEWS AND VIEWS OF MILWAUKEE'S RIVERWORKS CENTER

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## New Life Comes to the Beerline Recreational Trail

As part of the revitalization of the Beerline Railway into a recreational trail in the Riverworks Center, there was an unveiling and dedication of a mural depicting the historic "Milwaukee Road." The event took place on October 16 in the rear of the building along the Beerline Recreational Trail. More than seventy people took part in the ceremony.

Master visual artist and muralist Reynaldo Hernandez painted the mural, assisted by three youth interns. Hernandez is most recognized for his "Mural of Peace," the state's largest mural, which depicts an eagle and dove with a sunburst rainbow of flags, that greets motorists coming toward downtown Milwaukee from the south on the I-43 High-rise Bridge. The three youths participating in the 5-week internship under Hernandez's tutelage were: Chante Hollinshed, Messmer High School; Raven Brannon, Whitefish Bay High School; and Marcus Beebe,

Waukesha South High School, all of whom live in the Harambee Great Neighborhood.

This mural project is designed to help stimulate the removal of blight and physical decay of the Beerline railway from Keefe Avenue to Burleigh Street; the City of Milwaukee acquired the land in 2006. The creation of this recreational trail will improve the health, safety, welfare and prosperity of the community. The added bonus is that the Riverworks Business improvement District II 36 has taken on a variety of activities to help revitalize this railway stretch and foster community economic development. The improvements will connect residents with recreational opportunities; provide trees, flowers, beautiful planters, artwork, sidewalk sculptures, green space for children to explore; supply safe routes for everyday travel; foster livable communities and awaken diverse neighborhoods to all that their city and county have to offer.

*Continued on back*



More than seventy people took part in the mural unveiling and dedication ceremony.



**Message from the Executive Director**

### *Greetings Friends and Supporters:*

In these challenging times, there have not been many good stories to share but the tide is changing for the Riverworks Center. A Piggly Wiggly store is coming back to the Center. It will occupy 45,000 square feet in the 89,000 square foot building at 709 E. Capitol Drive that once was occupied by Lena's, a locally owned family grocery chain which closed in July of 2008. The remaining space in the building will be leased to A.J. Wright and Citi-Trends which are apparel chains that have several other locations in Milwaukee.

Medovations, a 27 year old manufacture of medical products located at 102 E. Keefe Avenue, has completed its \$3 million facility expansion plan adding 80,000 square feet and increasing its workforce to 54 employees.

Special thanks go out to all of our funders who made our work possible this year:

*CDBGA*

*Elizabeth A. Brinn Foundation*

*Greater Milwaukee Foundation*

*Helen Bader Foundation*

*JPMorgan Chase Foundation*

*LISC*

*MATC*

*M&I Foundation*

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## Riverworks Center Featured Business

### CrossFit Milwaukee *Milwaukee's elite provider of fitness training*

CrossFit Milwaukee has been in operation since 2005 but moved into the Riverworks area only recently, at the beginning of 2009.

The move resulted in a closer location to existing and potential clients. CrossFit Milwaukee is housed in "The Bricks" building at 811 East Vienna Ave., sharing the space with other Riverworks businesses: Big MPG Design & Marketing, Flux Design, and SOS Mailing Services. During the warmer months it's possible to see members of the group fitness classes going for brief sprints up and down Vienna Avenue or Fratney. Occasionally, longer runs take participants to Capitol and Richards.



But running isn't all you'll find at CrossFit. It's a conditioning program that relies on a variety of tools in order to elicit broad, generalized fitness results. The varied, brief (but intense) workouts incorporate a variety of training tools including kettlebells, weights, bodyweight drills, rowing, medicine ball work, jumping rope, and box jumps in order to develop 10 physical traits. The goal is to be strong, but maintain agility; have good endurance without loss of power; and to be flexible, but without instability. The program is scalable to participants of any fitness level.

CrossFit Milwaukee's current clients range from seniors, to local law-enforcement, to firefighters, to professional fighters, to long-distance runners, to house-

## Welcome New Staff Members

**Jezamil Arroyo-Vega**  
Community Support Specialist  
jezamil@riverworksmke.org



Jezamil works for Riverworks through a partnership with Public Allies and AmeriCorps. Her primary focus is on improving

housing infrastructure in the Riverworks target area. This consists of helping property owners and interested home buyers access housing resources through strategic outreach, education, and advocacy. She also supports business in the Riverworks BIDs. Her objective is to improve community prosperity and promote a healthy physical environment for both residents and businesses.

Jezamil has a B.S. in Architectural Studies and a Masters in Architecture, both received from UW-Milwaukee.

*Beerline continued*

#### Funders who supported the project:

- City of Milwaukee*
- Thrivent Financial for Lutherans  
(Thrivent Builds Neighborhoods)*
- Harambee Great Neighborhood Initiative*

#### Project Partners:

- Artworks for Milwaukee*
- Local Initiatives Support Corporation*
- Riverworks Development Corporation*
- Dorchester Auto Body*
- Marek Landscaping*

wives, to young professionals, to Army reservists. Besides group fitness training, CrossFit Milwaukee offers private and semi-private training. For more information, please visit their website at [crossfitmilwaukee.com](http://crossfitmilwaukee.com).

**Jennifer Wuest**  
Benefits Coach  
jenniferw@riverworksmke.org



Jennifer joined RDC through a partnership with LISC AmeriCorps. As the Benefits Coach for the Center for

Family Prosperity, she provides assistance to local residents in gaining access to public benefits. Also, she supports the workforce development activities of RDC. Jennifer has a B.A. in Geography from Southern Illinois University Edwardsville and is currently pursuing a M.S. in Urban Studies at UW-Milwaukee.

*Executive Director, continued*

- Microsoft*
- MillerCoors*
- Wal-Mart*
- Wisconsin Energy Foundation*
- United Way of Greater Milwaukee*

Also, I wish to thank the countless volunteers, individuals and businesses who continue to support our ongoing work in the community.

For more information about how you can support Riverworks, please visit our website at [riverworksmke.org](http://riverworksmke.org).

*Darryl Johnson*

## Riverworks Development Corporation Open House

Please join the Riverworks Staff on Saturday, December 5, 2009 at our office 301 E. Vienna Avenue between 10:00 am to 12:00 noon. At the open house, we will have information on all the programs and services we offer.