



RIVERVIEWS

NEWS AND VIEWS OF MILWAUKEE'S RIVERWORKS CENTER

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Holton Street/Keefe Avenue Redevelopment Project Progresses

As major corridors that lead into the Riverworks Center, the health of Holton Street and Keefe Avenue is extremely important to the well-being of the businesses that make up the BIDs as well those who live, work and shop in the Riverworks area. The strength of these highly traveled streets is also vital to attracting and promoting new business. RDC's coordinated efforts to initiate positive change along these corridors are moving beyond the planning and visioning stages, and tangible improvements to these areas are just around the corner. Working in collaboration with government, businesses, neighborhood residents, and higher learning institutions, we are confident that we will be able to dramatically impact these important entranceways into the Riverworks Center.

Through our collaboration with Community Design Solutions (CDS) from UW-Milwaukee and the Department of City Development, we were able to schedule streetscape improvement projects for Holton Street in 2009 and Keefe Avenue in 2010. Final design schemes were developed and approved by the Department of Public Works, and major construction work is scheduled for the Holton/Townsend intersection this

year. Other aesthetic improvements to the Holton streetscape will be made this year as well with the addition of harp lights, signage, benches, trash receptacles, landscaping and hanging planters.

CDS also worked alongside RDC staff to form an overall vision for the sections of Holton Street and Keefe Avenue that lead into the Riverworks Center. Through these efforts we have identified areas and buildings/properties that have redevelopment potential or are in need of improvements and design strategies to promote existing businesses and attract new ones. It is our goal to work closely with business and property owners that buy into our vision for these corridors and help them secure resources, grant monies, and access to funding that will make improvement projects feasible to carry out.

We are confident that the groundwork being established along these corridors today will lead to an improved physical environment that will help bring new businesses and jobs to the Riverworks Center and surrounding areas. For more details on these redevelopment efforts and how RDC can provide assistance, please contact Chris Grandt at chrisg@riverworksmke.org or 414-906-9650.



**Message
from the
Executive
Director**

Greetings Friends and Neighbors:

The Riverworks Center has a number of great events happening within the next few months and I welcome you to get involved. The Biennial Breakfast Meeting is happening on Thursday, April 16th at Lad Lake located at 225 W. Capitol Drive. This year's meeting theme is "I AM RIVERWORKS" focusing on the people and businesses that have made Riverworks a great place to work and do commerce. Come join us as we look back over the past two years and plan for the future. If you have not received your invitation in the mail, please call the office at 906-9650 and let us know you are coming.

The second major event is the 2nd Annual Riverworks Center Golf Outing which will be held on Monday, June 1st at the Brynwood Country Club located at 6200 W. Good Hope Road. At the breakfast meeting we will be accepting early bird registration for the golf outing. If you register

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Riverworks Center Featured Business



Sup Design, Inc. 3275 N Pierce Street Milwaukee, WI 53212

Sup Design Inc. is a family business headquartered in the Riverworks Center that provides residential/commercial/industrial design and fabrication services to the greater Milwaukee area.

Started in 1997, father Konrad Dietrich and son Martin Dietrich set out to establish a spot in Milwaukee's elite custom design/manufacturing community using a "word-of-mouth referral business model." This model proved successful, rewarding Sup Design with immediate interest from private residential commissions doing everything from custom furniture pieces, to bathrooms and kitchens, to every possible built area of a designed environment that exists in one's home or condo.

They also cater to Milwaukee's established and emerging businesses by creating environments and workspaces within a number of bars and restaurants - Hooligans Bar (Eastside), Roots (Brewer's Hill), Café Hollander (Eastside), Centanni (3rd Ward), and Tutto's (Old World 3rd St.) just to name a few. Sup has also had their place

Executive Director, continued
at the meeting you will receive \$15.00 off your registration fee and the opportunity to win other great prizes.

For more information about both events please visit our website at www.riverworksmke.org.

These are challenging economic times for the unemployed, underemployed and businesses in the area. In an effort to help individuals and businesses navigate through these harsh times we have hired two good individuals, Lynette Jarreau, Financial Coach and Marvele Carter, Benefit Navigator, to expand and strengthen our workforce development program. This expansion of the program will increase our ability to improve our access and knowledge of resources available to better serve our clients and our business partners.

Darryl Johnson

in recent projects such as the Ironhorse Hotel and the new Associated Bank on Downer Avenue. Sup Design's high quality, high-crafted designs coupled with the use of reclaimed materials and sustainable wood products create a sense of environmental design that holds a unique allure and richness, especially in the pretense of where these materials come from and the value they hold. If you haven't heard of Sup Design, chances are you've seen their work.

Sup Design is in the process of undergoing a transformation to further its focus and direction in designed environment, and this will result in the creation of a new company called Our Power Company, LLC. Our Power will be committed to the investment and expansion of

Welcome Marvele

Marvele Carter has joined Riverworks Development Corporation to assist residents



of Milwaukee who seek access to public benefits and employment. Marvele, along with Lynette Jarreau and Vanessa White, will be working collaboratively to implement the new program called Center For Family Prosperity (CFFP).

Marvele graduated with a Bachelor of Science Degree in Human Services from Springfield College with honors. He served three and one half years in the Armed forces and he brings a wealth of knowledge and energy to the new position.

"I am honored to have an opportunity to work with RDC and look forward to working with the community in developing the CFFP."

MARK YOUR CALENDAR NOW:

Thursday, April 16th
Biennial Breakfast Meeting

Monday, June 1st
2nd Annual Riverworks
Center Golf Outing

alternative and renewable design programs for private and public demand. Stay tuned in for Our Power to show up soon...hopefully in the Riverworks area.