



RIVERWORKS
DEVELOPMENT CORP

www.riverworksmke.org • 414.906.9650 • 526 E Concordia Avenue • Milwaukee, WI 53212

ANNUAL REPORT 2022



Our Mission: Riverworks Development Corporation (RDC) drives social and economic development by aligning residents and businesses with specialized resources that strengthen Harambee, Riverwest, and surrounding communities.

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DEAR NEIGHBORS,

As Milwaukee, and the world, began opening back up in 2022, Riverworks got back to work quickly reconnecting with our neighbors and our partners to rekindle our focus on community development issues and new challenges brought on by pandemic recovery of the past several years. Throughout 2022, we hosted initiatives and a variety of in-person events that brought neighbors together, celebrated the vibrancy of the Harambee and Riverwest neighborhoods, and made people aware of the resources available to them.

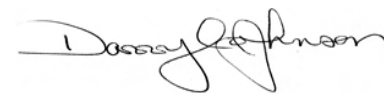
Throughout the previous few years, many things have changed - not only in our organization, but in the needs of our community. Riverworks' Financial Clinic, in partnership with the City of Milwaukee, started the Financial Navigator program to address the financial needs of its residents. Navigators assisted families and individuals by connecting them to financial resources and other important issues impacting them.

Riverworks' Business Development HUB adjusted to the changing world by providing direct technical assistance to small businesses of color, new and existing businesses, and entrepreneurs - especially those in the service and retail industries. The HUB connected businesses to pandemic assistance that helped them keep their doors open or serve more people.

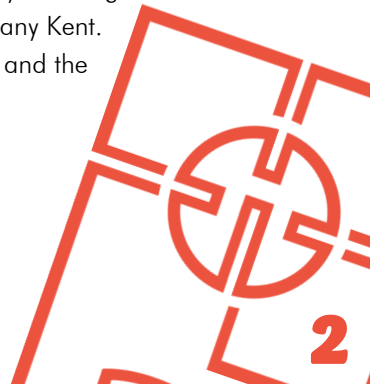
The Riverworks team has been hard at work on several critical projects that have already borne fruit and will change the landscape of the neighborhoods we serve for years to come. We are genuinely excited about our continuing efforts on the Beerline Trail. Our work on the trail has brought local, state, and national attention to this especially important project; economic development and bridging neighborhoods are two key components of the project. The Connector Building is another great development addition that Riverworks has done along the Beerline Trail. The Connector will host Kuumba Juice and Coffee, as well as a community room and outdoor patio for Beerline Trail.

We have so much more to do together to strengthen and build our neighborhoods; therefore, my challenge to you for the coming years is to "immerse yourself in a cause you're passionate about" - Germany Kent. Thank you all for your past support and keep your eyes open for volunteer opportunities with us and the exciting things coming throughout the year in 2023.

Peace and Prosperity,



Darryl Johnson
Executive Director



PROSPERITY

Riverworks spurs

economic opportunities

for the community

& helps residents

build wealth



SMALL BUSINESSES ACCESS RESOURCES TO SUSTAIN & GROW

Riverworks' Business Development HUB provides technical assistance to local entrepreneurs and businesses. Our Business Specialists provide business coaching and strategic budgeting sessions to help find funding and grant opportunities that fit their needs.

In 2022, the HUB assisted 304 businesses in starting, growing, marketing, and funding their ventures. Through the Bounceback grant, Riverworks' Business Specialists assisted 53 businesses apply for and receive a total of \$740,000 to fund leasing of commercial spaces.

Brew City Match Grants

Brew City Match is an initiative, funded by JP Morgan Chase & Co and led by Local Initiative Support Corporation (LISC), that aims to revitalize commercial corridors by supporting Milwaukee entrepreneurs to create and develop business plans, access financial resources, and secure commercial space for their businesses. Applicants for the program are reviewed and the winners receive grant funding that can be tremendously helpful in starting and growing their businesses. Riverworks' Business Development HUB worked closely with entrepreneurs to submit funding applications; in 2022, 11 businesses were awarded a total of \$105,000 for marketing, predevelopment and construction costs.



STAFF SPOTLIGHT Serah Washington Business Development Specialist

Serah Washington has been a Business Specialist at Riverworks since December 2021. She brings a wealth of skills and knowledge to her role, coupled with her energetic personality and passion for serving clients in the community. Serah works with businesses and prospective entrepreneurs to set their own unique goals, and she connects them to resources that help them achieve those goals! As of March 2023, Serah has become the Business Development Manager at Riverworks, and we are thrilled to see her advance into this new role!

"Serah is amazing, she is very knowledgeable and passes along that information freely. I really didn't think I could get anything from a Zoom meeting - in fact, Serah is the first person I actually agreed to have a Zoom meeting with - and I haven't regretted it... She makes it easy to communicate my needs, and I feel comfortable telling her my business accomplishments. I've recommended her to several of my family members who are starting their businesses, along with friends, and they all agree: she's awesome."

Tina Weatherall, Ivory Hills Family Child Care

Riverwest Farmers Market

For over twenty years, the Riverwest Farmers Market has been a hub for residents to buy a wide variety of produce, flowers, bakery, honey, eggs, meats, cheeses, canned goods, soaps and lotions, art, jewelry, apparel, prepared foods, community resources, and so much more! Riverworks Development Corporation has been a proud supporter of the Riverwest Farmers Market and its vendors for several years; in May 2022, it was announced that Riverworks became the official host organization (a role previously held by the Riverwest Business Association) and took over the administration, bookkeeping, record keeping, budgeting and EBT reimbursement processes. In 2022, the market hosted 96 vendors - from full season vendors to those who drop in sporadically - and was visited by several hundred residents each week of its 21 week season. The market is held every Sunday from June through October (with a week off in July) from 10am—3pm on Pierce St between Center St & Hadley St.



VENDOR SPOTLIGHT Cassie's Natural Living

The best products come from honest and passion-filled places. They are produced with a desire and belief that there is a better, healthier alternative. Cassie's Natural Living began with an aspiration to care for her growing family, which turned into a passion to fuel the community. Cassie's makes all things elderberry: syrup, honey, tea, candies, gummies, and more. Cassie and her husband, Rudy, can be seen at the Riverwest Farmers Market each week, and regularly vend at the 53212Marketplace events throughout the year.

53212Marketplace

The 53212Marketplace is a recurring event that hosts dozens of local vendors who sell a wide range of products from soaps, lotions and candles, to art, jewelry and apparel, specialty foods, books, plants, and more!

In 2022, the 53212Marketplace held two main events: the Mother's Day Edition in May and the Holiday Edition in December. There were more than 45 unique vendors between the two events, and attendance exceeded a total of 1,200 shoppers. There was also a series of 53212Marketplace Minis, which were smaller-scale vending opportunities at the Music on the Beerline series and at the Beerline Shuffle.



Riverworks Cleans

Riverworks Cleans provides jobs to six full time, year-round, employees and two seasonal employees. Four members of the crew focus on picking up illegally dumped materials on vacant lots and properties throughout the City of Milwaukee, and the rest of the crew works within six Business Improvement Districts to pick up litter, remove graffiti, perform minor landscaping and streetscape maintenance, empty overflowing garbage cans and return stolen property. The crew also helps with event set up and maintenance during some summer festivals and outdoor events, and works with business owners and residents for furniture and debris removal.

"Illegal dumping is a burden to residents and a blight on our beautiful city. Don't let illegal dumping ruin your neighborhood. Report it and you could be eligible for a reward of up to \$1,000."
- City of Milwaukee, Department of Neighborhood Services website



4,169

BAGS OF LITTER PICKED UP THROUGHOUT THE CITY

15

GRAFFITI TAGS REMOVED

7,172

CUBIC YARDS OF ILLEGAL DUMPS PICKED UP



499

SHOPPING CARTS RETURNED

THE FINANCIAL CLINIC OFFERS CRITICAL SUPPORT TO RESIDENTS IN MILWAUKEE

Riverworks Development Corporation has operated the Financial Clinic, based on a national model from Local Initiatives Support Corporation (LISC), since 2008. The Financial Clinic is a one-stop-shop which provides innovative solutions to help families reach their full financial potential by increasing credit scores, building wealth, and learning new ways to achieve short and long-term financial goals. The Clinic accomplishes this through coaching and group-based education for help with credit repair and credit building, tax preparation, home purchase preparation, debt management, planning and goal setting, and referrals to benefits and resources.

With funding from the Internal Revenue Service (IRS), Riverworks' Financial Clinic has offered free income tax preparation services through the Volunteer Income Tax Assistance (VITA) program since 2009. In 2022, tax preparers worked year-round to file 806 federal tax returns and 366 state-only / homestead tax returns, resulting in over one million dollars of federal funds returned to the clients served. This program also helps individuals to get everything in order to receive their stimulus checks and helps clients who have several years of back taxes to file.

US Bank Access Homes Initiative

In 2022, Riverworks Development Corporation joined a partnership with Acts Housing, Safe & Sound and Milwaukee Urban League as part of the US Bank Access Homes initiative. This project aims to close the homeownership gap in the Black community by providing enhanced financial education and youth outreach, and access to financial opportunities. Riverworks, through this partnership, worked with an initial cohort of nearly 140 Black families in Milwaukee to follow their homeownership dreams; that cohort has since added an additional 200 families.

"Homeownership is the key to stability, financial wellness and generational wealth," said Tim Welsh, vice chair of consumer and business banking for U.S. Bank. "We cannot do this alone and we share tremendous appreciation for our partners who are bringing this work to communities across the country. We are excited to get to work and create lasting impact in so many ways, including education, access to the lending options, financing, our new mortgage loan officer development program designed for reaching the Black community, and more."

"I really appreciate the understanding of how to maintain my credit, the usage/percentage I should use with my credit cards, paying in a timely fashion and so much more. My financial coach was very helpful and patient as I learned a great deal."

Tonya R.
Financial Clinic Client



1,172

FEDERAL & STATE TAX, AND
HOMESTEAD RETURNS
WERE FILED

83

HOMEOWNERS
ASSISTED BY ANTI-
DISPLACEMENT FUND

187

CLIENTS RECEIVED
ONE-ON-ONE
COACHING



1,196

INDIVIDUALS REFERRED TO
FINANCIAL NAVIGATOR
RESOURCES

PLACE

Riverworks supports

quality housing

greenspace

& amenities



THE BEERLINE TRAIL BRINGS TOGETHER COMMUNITIES THROUGH ART & CULTURE

The Beerline Trail, once a historic rail-line that brought raw materials to the many breweries, and later fell into disuse, is now a 3.7 mile-long multi-use recreational trail that runs through and brings together the neighborhoods of Harambee and Riverwest. The Beerline Trail serves to sustain and enrich the lives of people in Harambee and Riverwest by promoting health, well-being and prosperity through increased circulation of resources, voices, ideas, labor, and creativity.

Development and activation of the B-Line Park and Beerline Trail continues to build momentum. Community members spent hundreds of hours on trail and park clean ups, lending a hand in beautification and wayfinding initiatives. Watch for exciting updates in 2023 as we look forward to the opening of the Connector Building, the installation of new public art, and exciting community programming and events!

www.beerlinetrailmke.org



Beerline Trail Stencils & Wayfinding

Riverworks, in collaboration with the resident-led group Guiding Lens and members of Kuumba Juice and Coffee, designed, painted, and installed two new B-Line Park wayfinding signs to mark either end of the future linear park development site. These signs were accompanied by a community paint night with stencils made by local maker, The Urban Craftsman.

The logos that were used in the design were a part of a branding effort done in 2021. Through this wayfinding and signage project, we coordinated local talent and collaboration for programming that fosters creativity and awareness about the future development of the B-Line Park, with support from NIDC and Community Connections.



Collaboration with WaterMarks MKE

In 2022, Riverworks partnered with City as a Living Laboratory to work on the WaterMarks project. WaterMarks MKE is a city-wide initiative to help us all to better understand our relationship with water, and promote personal responsibility and action, through a series of illuminated WaterMarkers which will pulse during heavy rain. Lights on these tall installations will blink, signaling residents to cut back on water usage to reduce flooding and sewer overflows. The Beerline Trail has been selected as the home of one of the twelve locations in Milwaukee to host a WaterMarker art piece. Residents in Harambee and Riverwest selected the letter H to be our WaterMarker, standing for: health, hydration, uhuru, harmony, healing, and, of course, Harambee.

These WaterMarker installations are accompanied by a public art installation and engagement activities with environmental experts and artists that explore our connection to, understanding of, and relationship with water. Riverworks hosted two WaterMarks Walks, led by local artists and environmental experts, as well as a Poetry Picnic in the Park event at Snails Crossing Park.

HARAMBEE QUALITY OF LIFE PLAN REIMAGINES REINVESTMENT

• Resident voice • Resident vision • Resident future •

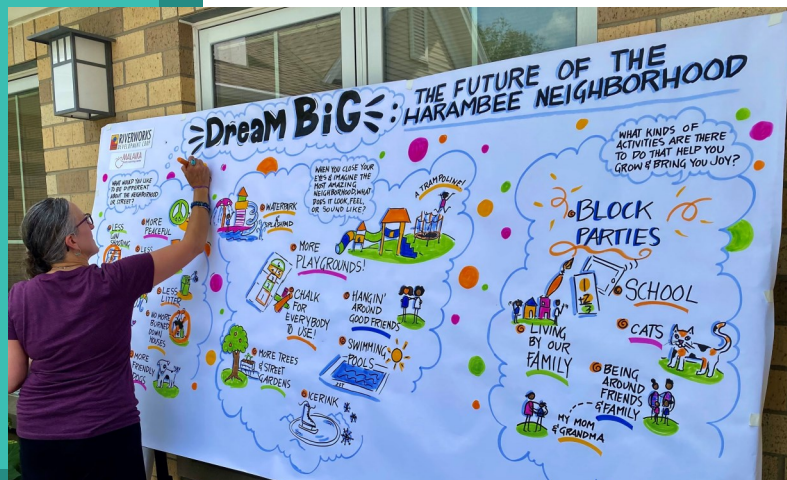
Pulling together for the revitalization of Harambee, Riverworks and its partners began the planning stages for the Harambee Quality of Life Plan. A Quality of Life Plan is a resident-voiced and resident-owned revitalization plan for the community. Residents provide the focus needed to bring to light the vision and spirit of the neighborhood, becoming the foundation of the development of the plan and its action areas.

The process focuses on human, institutional, and physical assets while identifying and addressing specific challenges. By bringing together resident leaders and stakeholders, a community can set goals for its future, decide on priorities, and get the wheels turning for positive change.

In 2022, the Harambee Quality of Life Plan Steering Committee collaborated on community outreach and engagement through surveying and hosting community input sessions. They also worked on several early action projects which included a series of community bus tours that highlighted the unique history, arts & culture, and businesses of the neighborhood, as well as two design charettes which engaged a local artist to bring to life the ideas of the community, and resident interviews.

Quality of Life Plan Steering Committee

- Bader Philanthropies
- Harambee NID #7
- Historic King Drive BID #8
- LISC Milwaukee
- Milwaukee County African American Affairs
- Milwaukee Habitat for Humanity
- St. Marcus Lutheran Church & School
- True Love Baptist Church
- WestCare Wisconsin



Harambee Tot Lot

The Harambee Tot Lot got a much needed facelift with over \$20,000 in improvements to swings, paths, seating areas and landscaping thanks to generous contributions from The Carmax Foundation and MKE Plays, and support from the Department of Public Works.

The Harambee Tot Lot was developed on vacant city owned land on Keefe Avenue between 1st Street and Palmer Street in a partnership between Riverworks Development Corporation, The City of Milwaukee, LISC Milwaukee, The CarMax Foundation, and Kaboom! Over 225 volunteers joined forces to build the park, and the design was inspired by local children's drawings.

In 2022, Habitat for Humanity homeowners, community volunteers and Riverworks staff came out and helped clean up the Tot Lot, paint benches and trash bins, lay mulch, do landscaping, and install a new swing bay and path. With these needed improvements the Harambee Tot Lot is ready to inspire a new generation of children through play, imagination and activity.



Housing in Harambee

Riverworks' Neighborhood Development team understands the valuable role that livable housing plays in residents' lives and in the sustainability of a neighborhood. Through several different programs, Riverworks supports quality home repairs and access to resources for neighbors to rent or own in their neighborhood.

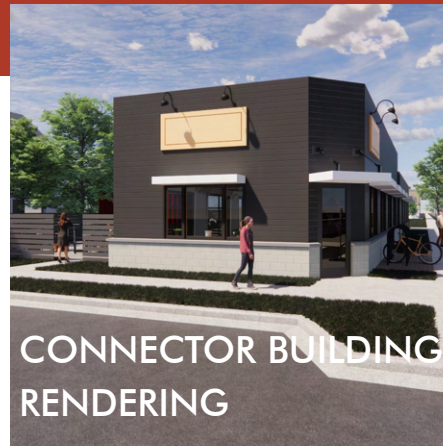
Through Reclaiming Our Neighborhood (R.O.N), Riverworks staff and neighborhood volunteers conducted 3,789 exterior property conditions surveys in 2022.

The Harambee Neighborhood Improvement District (NID) #7 was able to provide critical repairs for the residents within the Harambee NID boundaries, totaling \$186,876 in assistance. The NID also helped to leverage \$54,466 in additional funds to assist with projects costing more than NID funds allowed. In August 2022, the NID approved resolution for one legacy resident to receive extra funds up to \$20,000 to complete critical home repairs.

THE CONNECTOR BUILDING SPURS ECONOMIC PROSPERITY

The corner of Keefe Avenue and Richards Street in the Harambee neighborhood is a highly trafficked intersection, not only with cars, trucks, and other motor vehicles, but also with pedestrians and cyclists - especially those utilizing the B-Line Park section of the Beerline Trail (that runs North up to Capitol Drive). For years, the Northwest corner of the intersection was taken up by a vacant, blighted property, with boards on the windows, that was a frequent hotspot for graffiti and illegal dumping.

In December 2021, Riverworks Development Corporation officially purchased the property at 274 E Keefe Avenue, and began construction on what would become known as the Connector Building. Expected to open in Summer 2023, the Connector will be a multi-use facility featuring a café - operated by Kuumba Juice and Coffee - as well as a community space for events and gatherings. Located at the trail-head of the B-Line Park, the Connector will act as a hub for arts and cultural programs, and a way station for trail visitors. This community development project will breathe new life into East Keefe Avenue, bring people together, and build visibility surrounding the larger linear park development project of the B-Line Park.



Kuumba Juice & Coffee

Business partners and neighborhood residents, Joe Ferch, Alex Hagler, and Ellie Jackson, have teamed up with Riverworks and are set to reinvigorate the Keefe Avenue business corridor and the B-Line Park on the Beerline Trail. Kuumba Juice & Coffee will be moving into the Connector building at 274 E Keefe Avenue, upon the completion of construction in 2023. Soon, residents and visitors of the trail will have a healthy refueling option for their bodies and their minds. Kuumba Juice & Coffee will serve up delicious coffee, juice, and snacks, while offering programming centered on physical health, wellness, and the amplification of local voices, ideas, and creative endeavors. Riverworks is thrilled to partner with Kuumba Juice & Coffee as we commit to benefiting the community through wealth, health, creativity, and engagement.

Green Infrastructure

Riverworks' vision for the Connector Building Green Infrastructure Project is to create a sustainable and accessible public gathering space adjacent to the Connector Building along the Beerline Trail. This project will act as a catalyst and create a precedent for future sustainable development along the trail and its adjacent neighborhoods, and will make it more accessible for residents to learn about the importance of stormwater management, biodiversity, and green infrastructure strategies

The Connector Building Green Infrastructure Project includes de-paving 4,366 sq feet of impermeable pavement on the lot and installing 4,264 sq feet of porous pavers that will be utilized as an outdoor community gathering space. This permeable patio will be surrounded by a 102 sq feet planting section of native landscaping - creating more biodiversity and providing opportunities for wildlife to inhabit.

What is green infrastructure?

According to the Water Infrastructure Improvement Act, enacted by Congress in 2019, green infrastructure is "the range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspire stormwater and reduce flows to sewer systems or to surface waters." Basically, that means these projects help reduce water pollution that carries trash, bacteria, heavy metals, and other pollutants into our lakes and rivers by filtering and absorbing stormwater where it falls.



PEOPLE

Riverworks helps

residents take action

to improve their

community





RIVERWORKS TIGHTENS COMMUNITY BONDS THROUGH RESIDENT ENGAGEMENT

Riverworks engages residents through cleans ups, neighborhood events, and resident-led initiatives. In 2022, community volunteers joined Riverworks staff on nine neighborhood clean ups and eight Beerline Trail clean ups - collecting numerous bags of trash and keeping our neighborhoods healthy and clean.

Riverworks continued to host the annual Bloom and Groom plant sale, which offers highly-discounted flowers and vegetable plants to residents, with support from the beloved local business Bliffert Lumber and Hardware, and the City of Milwaukee's Neighborhood Improvement Development Corporation (NIDC).

The 2022 Fall Frolic at the Harambee Tot Lot was a beautiful day to share in fun and community. Over 45 people came out in costume to play games, do crafts and (of course) eat all the candy! Thanks to our partnering sponsor, NIDC, for supporting us in activating Keefe Avenue and the Harambee Tot Lot. We hope to make this an annual tradition in the Harambee Community.



Riverwest 24 Volunteer Event & Bike Giveaway

Riverworks was thrilled to host a bonus checkpoint for the Riverwest 24 community ride and race with partners Ephesians Missionary Baptist Church, International Free and Accepted Modern Masons, City of Milwaukee Police Department, DreamBikes - Milwaukee, Wisconsin Bike Fed, and St. Marcus School.

Riders and volunteers came out in droves in the hot morning sun to wrench on approximately 75 children's bicycles, all of which were given away to kids in the community later that day.

It was a meaningful and memorable experience, which brought together residents from Harambee and Riverwest and helped to build the future generation of urban cyclists. Riverworks would like to thank all the donors who generously contributed bikes, the riders who volunteered their time, and the dedicated employees and volunteers from our partner organizations.





CELEBRATING MUSIC, ART AND UNITY WITH THE BEERLINE SHUFFLE & MUSIC ON THE BEERLINE

Riverworks Development Corporation's second annual Beerline Shuffle on October 1, 2022 was a great success! Over 250 community members came out and celebrated the Harambee and Riverwest neighborhoods by walking three miles along the Beerline Trail, participating in a stretching exercise with Riverwest Yogashala, learning Shuffle Dance moves with Sabrie, creating a community quilt with Sarah, listening to the music stylings of Milwaukee Hittaz Drum Corp, Bryan Cherry on the FunkClub Wagon, Roxie Beane, and DJ Gidmoney, and engaging with a variety of other activities. The Beerline Shuffle would not be possible without the support of neighbors, partners, and local businesses that volunteered, donated, and provided in-kind contributions; we received a flood of in-kind donation support from 88Nine Radio Milwaukee, Scratch Ice Cream, DreamBikes, Fischberger's Variety, Stone Creek Coffee, Trader Joe's, Outpost Natural Foods, Riverwest Brewery Syndicate, Wisconsin Bike Fed, Lush Popcorn, Truly Spoken Cycles, and Bpstickerdesigns Mke.

The fourth annual Music on the Beerline had a new twist: it was a series! Instead of one jam-packed evening of music, Riverworks hosted THREE nights of local talent, activities, vendors, and more! These events were held every third-Friday of July, August & September at the Beerline Plaza located at 3350 N Holton Street - although the July edition was moved into the West River Collective, home of Amorphic Beer, due to inclement weather. In July, we celebrated hip hop and rap with Twan Mack and DJ Bizzon. In August, we danced and sang along to Roxie Beane and Love Peace & Soul. In September, we got jazzy and eclectic with Extra Crispy Brass Band and The Erotic Adventures of the Static Chicken. We are truly grateful for all of the neighbors and friends who joined us out on the Beerline Trail - it was a record year for attendance - and we look forward to seeing you all back out there in 2023!

Finally, our Beerline Celebration series - comprised of the Beerline Shuffle and three installments of Music on the Beerline - could not have come to fruition without the generous financial support from Wells Fargo, JPMorgan Chase & Co., Bliffert Lumber & Hardware, Powers Jewelry Designers, Company Brewing, Heider & Bott, and Community Development Management Partnerships.



PARTNERSHIP

Riverworks brings

organizations together

to work towards

common goals



THANK YOU TO OUR GENEROUS DONORS!

Over \$100,000

Anonymous
Bader Philanthropies
City of Milwaukee
Greater Milwaukee Foundation
LISC Milwaukee
We Energies Foundation
Wells Fargo Foundation
Zilber Foundation

\$50,000 - \$99,999

A.O. Smith Foundation
Fund for Lake Michigan
Greater Milwaukee Committee
Kresge Foundation
Milwaukee Metropolitan
Sewerage District
United Methodist Children's
Services of Wisconsin, Inc.
US Bank Foundation

\$25,000 - \$49,999

Internal Revenue Service
Richard & Nicole Schmidt
UW-Madison
Wisconsin Economic
Development Corporation

\$10,000 - \$24,999

American Family Insurance
Dreams Foundation
Associated Bank
Brenner/Ostrofsky Charitable
Fund
Carmax Foundation
Forest County Potawatomi
Foundation

George F. Moss Foundation
Giacomo J Fallucca
Herzfeld Foundation
Julia Taylor
Milwaukee County DHHS - ADS
Northwestern Mutual Foundation
Payne & Dolan, Inc.
Rails-to-Trails Conservancy
Spirit of Milwaukee
West Bend Community
Foundation

\$5,000 - \$9,999

88Nine Radio Milwaukee
Green Bay Packers Foundation
Karen Ellenbecker
Nonprofit Management Fund
United Way of Greater
Milwaukee & Waukesha Co

\$1,000 - \$4,999

Bliffert Lumber & Hardware
Ela Family Fund at the Greater
Milwaukee Foundation
Fateh Petroleum
Heider & Bott
John & Debra Kissinger
JPMorgan Chase & Co.
Manyo Motors
Marsha Sehler
Michael Drescher
Milwaukee Arts Board
O'Neil, Cannon, Hollman,
DeJong & Laing
Riverwater Partners

\$250 - \$999

Andrew Ruehl
Brian Monroe
City As A Living Lab
Community Connections Small
Grants Program
Community Development
Management Partnerships
Company Brewing LLC
Dream Bikes
Eaton's Asphalt Service, Inc
Herb Kohl Philanthropies
Michael Trokan
Mobile Car Care
Mustafa Emir
Powers Jewelry Designers
Robert Smith
Scratch Ice Cream LLC
Shawnta Eaton-Leschig

\$100 - \$249

Andrew Holman
Bob Gintoft
Bradley Sehler
Catchafire
Dawn Hutchison-Weiss
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Friess Environmental Consulting
Gina A Peter
Justin Whiteman
McDonald Schaefer
Milwaukee Turners Inc
Pamela Powers
Rachel Sauer
Riverwest Pizza
Shiloh Tabernacle UHCA
Stone Creek Coffee

Under \$99

Amorphic Beer
Benji Timm
Carley Kortendick
Craig Ruhland
Dan & Becky Burzynski
Dana Robb
Denise Salamone
Eileen Kester
Gwenn Harmann
John Heywood
Jovan Bracy
Kim Koch
Lakefront Brewery
Leo Ries
Lorry Powers
Lush Popcorn
Marcel Piatek
Matt Langer
Matthew Staab
Outpost Natural Foods
Riverwest Yogashala
Robert Reinhoffel
Susan Blaustein
Tony Panciera
Trader Joe's
Truly Spoken Cycles
Wendy Baumann
Wisconsin Bike Fed

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Camaurri Studs
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Ricky Williams

BOARD SPOTLIGHT Shawnta Eaton-Leschig, Treasurer



Shawnta Eaton-Leschig has served on Riverworks Development Corporation's Board of Directors since 2017. Currently, she is the Board Treasurer and sits on the Executive and Finance Committees. As an Assistant Vice President at US Bank, Shawnta brings a wealth of financial knowledge to the organization. US Bank is a strong partner and supporter of Riverworks, and Shawnta helps to foster that relationship as a representative of both organizations. Born and raised in the City of Milwaukee, as was her mother, Shawnta says: "This city has given me so much, and now it is my responsibility to give that back to the generations to come."

1992



2022

In 2022, Riverworks Development Corporation celebrated 30 years of serving Milwaukee residents and businesses! In recognition of reaching this milestone, we asked partners, funders and residents to share their stories from the past three decades.

Find all of the stories at www.riverworksmke.org/30-years



A Message from the Executive Director:

This year marks 30 years of Riverworks Development Corporation's (formerly Northeast Milwaukee Industrial Development Corporation) efforts to support residents and businesses in Harambee, Riverwest, and the surrounding communities. We have been honored to be at the table with a great variety of local and national partners and supporters, and look forward to continuing to serve this community with you all for many years to come. Please follow along with us throughout 2022 as we share stories and memories from the past three decades. Thanks for being a part of our history!

- Darryl Johnson, Executive Director
Riverworks Development Corporation



Riverworks Development Corp (RDC) has done so much for me over the years. Living in the Harambee community since 1998, I had always seen the RDC logo throughout the neighborhood, but I had no idea what they did. So, in the summer of 2017, I walked on over from my house, which was only two blocks away, and said "I live in the neighborhood and see your logo everywhere. What do y'all do?" I was then introduced to the Executive Director, Darryl Johnson, who told me about Riverworks' mission and vision. I told him that I was interested in working at the Riverworks Coin Laundry, and my life hasn't been the same since.

While working at the laundromat, I began to explore the other services RDC provided, such as financial coaching. Through my Financial/Life Coach, I was able to speak with someone who helped me attain my main goal of becoming a first-time homeowner within the Harambee community. The resources provided by RDC helped me fix my credit score and identify the difference between a "want" and a "need". This taught me great discipline and helped me to create a budget.

In July 2020, I finally realized my goal of homeownership by accessing over \$50,000 in forgivable loans and grants. Thank you Riverworks for 30 years of educating and encouraging people to not give up on themselves, and for providing a vision for my family's brighter future!

- Shaunta Gibbs
Riverworks Coin Laundry Manager

Happy Birthday, Riverworks!

For the past 10 years, I've been fortunate to be involved with Darryl, his team, and a number of dedicated partners in the vision of developing the B Line Park along the Beerline Trail. It's been a great adventure with visits to other communities to learn how their vibrancy of place work engaged residents and created gathering places. The Riverworks team and volunteers' professionalism, dedication, and reach into the community have kept me and many others around the table to contribute to the vision. This is a family affair and I am blessed to be a part of the Riverworks family. The difference to the community which Riverworks has made economically and culturally is so meaningful and I know the future will be shaped by the continued great work of this amazing organization. My wish for Riverworks is continued strong investment in current and future developments that keep the communities vibrant and strong.

- Julia Taylor
Volunteer & Community Leader





As a Riverwest resident and a frequent collaborator with Riverworks through my work at the Department of City Development, I know the positive impact that Riverworks has in our community. Through their work supporting local entrepreneurs, developing affordable housing, leading numerous community improvement projects, providing financial counseling and anti-displacement assistance to neighborhood residents, and championing the future of the Beerline Trail, Riverworks has shown an ability to deliver on its mission of neighborhood-focused community and economic development. I can't wait to see what Riverworks is able to accomplish over the next 30 years, and hope to have a front row seat to watch it all happen while walking, biking and running the Beerline Trail.

**- Sam Lechtling, City Planning Manger
Department of City Development**



Happy 30th Year Birthday!!!

Riverworks Development Corporation has a very rich history in serving the Harambee and Riverwest areas of the City of Milwaukee.

I have been involved with the Organization since 2006, both from a Staff and Board of Directors perspective. In that time I have seen the Organization grow in its breadth and depth in serving these communities. In its 30 years of existence, Riverworks Development Corporation has lead by example in working with the various stakeholders in addressing the very complex and challenging issues that impact residents and businesses in our area. This has been enhanced by establishing the Riverworks Business Improvement District and the Harambee Neighborhood Improvement District entities, as well as the developing effort centered around the Beerline Trail.

Going into the future, I know the Organization will continue to serve and promote its various efforts and make our Communities the quality places for families and children to strive and thrive!!

**- Steve Adams, Board Chair
Riverworks Development Corporation**



Over the years I've enjoyed walking and biking the Beerline Trail, and watched the gradual improvement of the trail with the addition of murals and special events. But it has been in just the last few years, while co-chairing the Guiding Lens Group which provides community input to the trail, that I've become aware just how central Riverworks is to the development of the trail and the future plans for the B-Line Park. And in the process, I've also been exposed to all the other important work that Riverworks does, and the dedicated staff that put in long hours. The B-Line Park will be a wonderful addition to our neighborhoods, but just as important is the work Riverworks does and will continue to do around housing, economic development, job creation, and all the other support services they provide to the Harambee and Riverwest communities.

**- Michael Trokan
Long-Time Riverwest Resident**



Congratulations on 30 years of greatness!

After repeatedly interviewing for a job with Riverworks Development Corp (RDC), I was finally given an opportunity to serve as a Financial Coach in 2008. I didn't get hired the first time I applied but I was determined to work for RDC because they were the only non-profit I knew of that had a "solution product" to help underserved families become financially stable.

Riverworks has achieved incredible constant growth and success since 2008 - expanding from 6 staff to nearly 30. As RDC grew and adapted to meet the needs of the community, they've always remained faithful to their mission to drive social and economic development by aligning residents and businesses with specialized resources.

RDC has a deep sense of purpose to strengthen communities and change lives. Reaching 30 years of service doesn't surprise me because of its leader, board, partnerships, funders, volunteers, and current and past employees.

Riverworks will always be one of my greatest assets. I am forever grateful to RDC for allowing me to be part of their milestones and big achievements, and for all the lifelong relationships I've acquired during my service to the community.

**- Coretta Herring, Owner
Pathways to Financial Empowerment**



In 1993, 38 acres were acquired by the new Northeast Milwaukee Industrial Development Corp (NMIDC) - later renamed Riverworks Development Corp (RDC) - & WISPAK, the Wisconsin Energy's development subsidiary. Along with those sites, NMIDC coordinated the formation of the Riverworks Business Improvement District with 140 property owners in 2001.

Since late 2003, with Darry Johnson's leadership, RDC has successfully added many programs, including a city-wide financial counseling program, the coordination of the Harambee Neighborhood Improvement District, the renovation of an outmoded industrial building into 32 affordable apartment units, the redevelopment of the former Kohls/Lena's Food Store site into 3 units including Riverworks Coin Laundry and a small business incubator, and planning for the redevelopment of the former Beerline Railroad into an artistic & recreational trail.

Because I had a significant hand in founding RDC, I continue to proudly view it as my 6th child. I am always very eager to serve on its Board & Committees thereby offering my loving fatherly guidance toward its growth, toward its continuous collaborations, toward its successful programs, toward its real estate developments, toward its self-sufficiency, and more importantly toward its ability to positively affect its surrounding neighborhoods and its diverse residents.

**- Bob Gintoft, Vice President
Ogden & Company, Inc.**



In 2006 I came to Milwaukee through UWM's Center for Economic Development and the Consortium for Economic Opportunity. Through a fellowship program, I went to graduate school while also being paired up with Riverworks - learning in the classroom and the field at the same time. What an amazing opportunity! Through UWM and Riverworks I was not just introduced to Milwaukee for the first time, but more specifically to the Riverworks community that to this day continues to be my home and place of work.

Looking back at my 10+ years at Riverworks, it's tough to summarize all we were doing. It was a significant amount of work, and I know Riverworks continues to have a full plate in front of them. From leading a comprehensive community development project together with USC Milwaukee and many resident and organizational partners, to collaborating on all kinds of projects with the many City departments, to crime prevention and safety, and art and placemaking projects - we worked hard to engage residents and businesses and highlight assets while addressing significant challenges at the same time. It's hard to think about the impact you're having when you're on the ground doing community development work, but looking back after five years removed I am confident we made a positive difference during my time, and I know Riverworks continues to be an important community partner.

**- Chris Grandt, Vice President
Metal Forms Corporation**



For the past five years I have been working with Darryl and the Riverworks team to help extend the Beerline Trail from its current northerly endpoint at Capitol Drive to connect with the Oak Leaf trail and the future 30th Street Corridor trail.

As the Project Manager for the Route of the Badger, a program of Rails-to-Trails Conservancy, I've worked throughout the seven southeast counties to expand the trail network. It is critical to find willing community partners who not only can see the vision but who actively participate in getting the trail built. Darryl and the Riverworks team not only "got it" from the beginning but have been champions of the minute details of all aspects of the journey.

Now, as the Executive Director of Riverworks BID #25, the opportunities to collaborate together are multiplied. I personally want to thank Darryl for his 22 years of service as the Riverworks BID #25 Executive Director and I can't wait to work on our shared strategic business initiatives long into the future.

Thank you to the team at Riverworks who continue to make Milwaukee a better place to live, work and play. Congratulations on thirty fabulous years!

**- Willie Karidis
Project Manager, Route of the Badger,
Rails-to-Trails Conservancy
Executive Director, Riverworks BID #25**



Congratulations on celebrating 30 years of service.

I've had the pleasure of working with and watching the work of Riverworks Development Corporation for more than 25 years. The organization's early work in the redevelopment of blighted industrial property led the way to reimagining what the industrial corridor on Milwaukee's North East side could be; it also served as a model for other organizations to build upon in the future. Now, as a leader in serving residents in the surrounding neighborhoods, Riverworks continues to build strong neighborhoods through its investment in the Beerline Trail, its work with area businesses and its support of residents through the Financial Clinic. Congratulations on celebrating 30 years of service - may the organization continue to flourish and impact the residents and businesses of the Riverworks area and the City of Milwaukee.

**- Kathryn Dunn, Senior Vice President
Greater Milwaukee Foundation**



I have been working with Riverworks since 2021 to establish homeownership and build a non-profit business focusing on women in transition and suffering with domestic abuse. Serah has been a very resourceful and delightful person during this entire process of assisting me with the ins and outs of establishing a local business. Her knowledge and expertise is truly an inspiration. She is very professional and motivational. I am honored and grateful that I was referred to this program and assigned to her as my coach.

I have also been working with Jamal to access homeownership. He has been working closely with me to get my credit/FICO score where it needs to be in order to get the best offer possible. When I first started, my credit score was in the mid-500s, it is now over 670. I have followed his direction to build my credit and have watched my score reach new heights! I can go on and on about how great this program is but do not want to take up too much space here.

Moving forward, I am more than confident that I will be a respected business owner and put renting housing units behind me if I stick with the recommendations provided by the Riverworks team! My wish for the future is to be well-known in the community by transforming lives and moving others out of poverty using healthy transformations. Thank you Riverworks for all you do. Please keep up the GREAT work!

**- Latoya Myrick, Resident & Founder
Carries Place of Grace Inc.**



First, I would like to extend a hearty happy birthday to the Riverworks family! My journey with Riverworks began well over 8 years ago while working as a Milwaukee Police Department's District Five day shift commander. I am pleased to say that I am still enjoying our community relationship to this day.

My first experience with the executive director, Darryl Johnson, was one of seeing a passionate and engaged individual who worked tirelessly for Milwaukee's northeast community of residents and business owners. His passion for the community assisted District Five efforts to engage the residents and various stakeholders by working collaboratively on a number of events over the years. Successful partnerships District Five and Riverworks shared in include National Night Out yearly event, Beerline Trail initiatives, collaborative meeting with our Harambee Community Association partner on a new vision for the Martin Luther King Jr., library and, one of my favorites, community walks with long time Riverworks community partner Ruth Weill!

I look forward to continued growth, success and robust partnership with all of you. Congratulations on 30 years of successful engagement and wishing you 30 years more!

**- Police Chief Jeffrey Norman
Milwaukee Police Department**



Congratulations on 30 Years, Riverworks!

I was proud to serve as Executive Director of Riverworks Development Corporation (originally called NMIDC) from 1997-2003. We had a tiny budget and a part-time receptionist. As we grew and strengthened our relationships with the Harambee and Riverwest communities, we decided to rename the organization Riverworks Development Corporation to encompass all aspects of the area including retail businesses, creative sector, industrial properties, and most importantly - the people of the surrounding neighborhoods. This led to the creation of Riverworks BID #25, the Public Service Ambassador program (now known as Riverworks Cleans), and our Stepping Stones program (now known as the Financial Clinic).

When I was asked to join Governor Jim Doyle's Administration, I knew the organization needed an individual that could take it to the next level. I immediately called a colleague that I held in high regard for his community economic development work. Darryl Johnson has truly been the heart and soul of the Riverworks Development Corporation and I want to thank him for his dedication, hard work and friendship.

I also want to thank everyone that have given of themselves to help Riverworks meet its mission. I am grateful to have been a small part of the organization's journey of renewal and growth. Here's to another 30 years!

**- George Christenson, Milwaukee
County Clerk of Circuit Court**



We would like to congratulate Riverworks Development Corporation on their 30th Anniversary! U.S. Bank is proud of our long-time relationship with Riverworks and support of the life transforming work they continue to provide to the community everyday.

The Executive Director, Darryl Johnson, and his outstanding staff continues to exemplify the best in dedication and service to Milwaukee families and individuals. They have strategically intersected programs in neighborhood revitalization, business development, real estate development and individual financial wellness. This work has strengthened the social and economic impact to the families and neighborhoods they serve. Through their innovative Financial Clinic model, they have touched thousands of individuals and families, forging a path to build wealth.

U.S. Bank once again congratulates Riverworks on this special milestone. We will proudly continue to support your mission and assist in seeing your legacy continues.

**- Suzanne Zwaska, Vice President
U.S. Bank**

FINANCIALS

“We are proud to have served the Harambee and Riverwest neighborhoods of the City of Milwaukee for the past 30 years. Looking ahead, the organization continues to be financially strong, allowing us to continue ensuring that our communities are connected, prosperous and vibrant. We look forward to building upon our relationships with our partners and supporters who allow us to be creative and resourceful in adapting to the evolving needs of our communities.”

Mustafa Emir, Riverworks Development Corporation, Board President

| Income 2022 | |
|------------------------|--------------------|
| Contributions & Grants | \$1,884,621 |
| Rental Income | \$435,829 |
| Cleans Crew Income | \$377,957 |
| Coin Laundry Income | \$177,519 |
| Fee Income | \$100,440 |
| Other Income | \$13,845 |
| Total Income | \$2,990,211 |

| Expenses 2022 | |
|------------------------|--------------------|
| Personnel | \$1,212,194 |
| Contract Services | \$406,214 |
| Programs & Projects | \$263,962 |
| Operations & Insurance | \$167,006 |
| Interest Expense | \$129,285 |
| Real Estate Taxes | \$114,090 |
| Other Expenses | \$180,253 |
| Total Expenses | \$2,473,004 |

| | |
|----------------------|-------------------|
| Net Gain/Loss | \$517,207* |
|----------------------|-------------------|

Revenue by Program



- Financial Clinic
- Neighborhood Development
- Business Development
- Riverworks Cleans
- Riverworks Coin Laundry
- Real Estate
- Admin & Fundraising

*Note: \$547,194 of the net gain is set aside for an upcoming real estate development project.

THANK YOU FOR SUPPORTING PEOPLE, PLACE AND PROSPERITY



MAKE YOUR GIFT COUNT TODAY

donate online at
www.riverworksmke.org
 or send a check made out to:
 Riverworks Development Corp
 526 E Concordia Avenue
 Milwaukee WI, 53212

