



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



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 I look back over 2021, I reflect on a year of uncertainties, and yet a year of promise and progress. A year where, still in the midst of COVID -19, our interactions were limited and we had to be quick on our feet to adjust to the changing needs of our community. We got creative, switching between virtual, in-person and hybrid means of engagement, and continuously kept residents and businesses at our forefront.

2021 was also a year of growth for the organization. The Financial Clinic expanded to accommodate a growing team and need for meeting space. The Business Development HUB increased their services and scope for working with businesses and entrepreneurs, and the Neighborhood Development team started developing programs and activities that will continue to build over the coming years.

I cannot stress enough how grateful I am for all of those who make this mission a reality. RDC's hardworking staff are on-the-ground in the neighborhoods, listening, engaging, and educating. RDC could not do this work without the support of our Board, volunteers and partners who open opportunities to have a greater impact on the community. And lastly, but certainly not least, my sincerest gratitude to RDC's donors who understand the importance of the resources needed to create a more equitable Milwaukee.

Finally, I am inspired by the energy that is driving forward the upcoming projects on the Beerline Trail. The resident-led group, Guiding Lens, has become a hub for great stakeholders on the trail and the B-Line Park. The mixture of their leadership capabilities with their deep knowledge of the area and their neighbors, is a perfect collaboration to ensure that the development of that space is done equitably and responsibly for those who live here. It is the ultimate goal to provide resources and a foundation, so that neighbors can come together to have pride and ownership of their community.



Darryl Johnson
Executive Director



PROSPERITY

**Riverworks spurs
economic opportunities
for the community
& helps residents
build wealth**



Small businesses access resources to sustain and 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 2021, the HUB assisted 96 businesses in starting, growing, marketing, and funding their ventures. Through the Bounceback Grant, the HUB assisted 28 businesses in receiving a total \$280,000 to fund leasing of commercial spaces. Through the Riverwest Business Improvement District (BID) #25, the HUB assisted 4 businesses/organizations in receiving a total of \$27,650 in Property Improvement grants and Safety & Security grants.

Wells Fargo Open for Business Fund

Wells Fargo has committed roughly \$420 million to the Open for Business Fund, which helps entrepreneurs and small businesses stay open, maintain jobs, and grow. Riverworks will use their portion of the funds to provide technical assistance to businesses and entrepreneurs in our neighborhoods.

"This allows us to serve the residents in communities, many who came from humble beginnings, without having a business network or the net worth to start up or compete with businesses who have mentors and capital. Because of Well's Fargo's funding, we can create a more equitable growth environment for Black and Brown entrepreneurs who have the vision and passion to start their own businesses, and build family wealth for future generations."

Darryl Johnson, Executive Director



STAFF SPOTLIGHT Travis Spell Business Development Manager

Travis works with businesses and entrepreneurs to connect them to resources and establish their budget and financial goals to start, maintain, or grow their business. Travis has also taken on the role of managing the Business Development HUB and Financial Clinic teams to ensure the best level of care for our clients. As a public speaker and author of the book "Become the Director of Your Life - Refuse to be an EXTRA," Travis has spent years inspiring people to expand their ideas, challenge themselves to succeed, and reach well past their comfort zone to achieve their goals.

Riverwest Farmers Market

Riverworks has teamed up with the Riverwest Farmers Market to provide opportunities for small businesses and entrepreneurs to sell their goods, and for residents to support local food and craft vendors. The market is held every Sunday from June through October, and sees hundreds of resident and commercial shoppers each week. Riverworks and the Riverwest Farmers Market will continue to deepen our collaboration in 2022 and beyond.





53212Marketplace returns to in-person

The 53212Marketplace is a platform for makers, artists and other entrepreneurs who want to sell their products and services, benefiting from a shared community. Due to safety concerns surrounding COVID-19, we stayed virtual for our Valentine's Day edition in February, 2021; this entailed an hour-long showcasing of each vendor and an online directory for folks at home to find and support the businesses.

Partnering with the West River Collective at 3700 N Fratney Street, we safely hosted an in-person Holiday edition in December. The turnout was amazing, as several hundred masked shoppers showed up and many vendors sold out of their products!



Riverworks Cleans ensures clean, safe, and cared for spaces

"Granville looks amazing! Why? The crew from Riverworks Development Corp. partnered with the Granville Business Improvement District to keep the area clean of debris, garbage, trash, and clutter. Applause to the amazing crew and their leader, John Cervantes. If you see the guys, say hi and thanks!"

Mary Hoehne, Executive Director
Granville Business Improvement District



4,053

BAGS OF LITTER PICKED UP
THROUGHOUT THE CITY



22

GRAFFITI TAGS
REMOVED

6,049

CUBIC YARDS OF ILLEGAL
DUMPS PICKED UP

384

SHOPPING CARTS
RETURNED

Financial Clinic offers critical support to residents throughout Milwaukee

The Financial Clinic expanded into the office space at 518 E Concordia Avenue, and grew the team to include a Financial Clinic Director, two Financial Coaches, a Financial Navigator, a Program Assistant and an AmeriCorps member. This full team allows the Financial Clinic to offer one-on-one financial coaching and group-based education, provide free year-round tax assistance through the Volunteer Income Tax Assistance (VITA) program, and connect residents to resources through Financial Navigators.

In collaboration with the City of Milwaukee, funded by the Cities for Financial Empowerment Fund, Riverworks completed the first year of the Financial Navigator program, and kicked off the second year in October. The Financial Navigator program is a free call-in resource center for residents seeking help with prioritizing living expenses, budgeting, maximizing income, managing debt, avoiding predatory scams, and accessing other social services.



"I personally would like to extend my gratitude to all of you at Riverworks and to your volunteers. I know there are countless 'unaccounted for hours' volunteers and staff have selflessly sacrificed to provide services to our tax payers. That you continued to provide services during a pandemic gives testament to your dedication and commitment. The Internal Revenue Service couldn't sustain the VITA/TCE programs without partners like you."

Sheila Siegal, Internal Revenue Service

88
CLIENTS RECEIVED
ONE-ON-ONE
COACHING



1,000
TAX, HOMESTEAD, &
STIMULUS RETURNS
WERE FILED

76
HOMEOWNERS
ASSISTED BY ANTI-
DISPLACEMENT FUND



1,375
INDIVIDUALS REFERRED TO
RESOURCES THROUGH THE
FINANCIAL NAVIGATOR PROGRAM

PLACE

Riverworks supports

quality housing

greenspace

& amenities



Branding the Beerline Trail & the B-Line Park

Development of the B-Line Park on the Beerline Trail continues to build momentum. Riverworks brought together over 200 neighbors, artists, business owners, and trail users to share their voice and creative talents to design a new brand for the trail. Watch for the new B-Line Park and Beerline Trail logos popping up on future communications.



Green Infrastructure at the Beerline Plaza improves environmental impact



The Beerline Plaza has become a main hub for Harambee and Riverwest neighbors to come together and share in community events and programming. In 2021, Riverworks gave the Beerline Plaza new life through the implementation of a green infrastructure project, in collaboration with Fund for Lake Michigan, Milwaukee Metropolitan Sewerage District (MMSD), and Riverworks Business Improvement District (RBID) #25. The Plaza became more accessible and sustainable with the use of pervious pavers, new shade trees and a new bioretention basin. This project sets the stage for future sustainable development and education in Harambee, Riverwest, RBID, and along the Beerline Trail.



Residents lead Beerline Trail initiatives through the Guiding Lens group

The Guiding Lens is a resident-led group, facilitated by Riverworks and made up of residents, local artists, and businesses in Harambee, Riverwest, and the Riverworks Business Improvement District (BID) #25. The group assists in steering the growth and development of the Beerline Trail and B-Line Park. In development decisions, it provides the community voice and is in charge of the trail programming, event facilitation, community outreach, and volunteer management. In addition, the group acts as the point of contact for community members and groups that want to host events on the trail.

To learn more, or to join the Guiding Lens, please visit:
www.beerlinetrailmke.org/guiding-lens



Connecting residents to housing resources

Riverworks takes a holistic approach to assisting homeowners - from providing help with credit repair to home improvement. Once a resident's home within the Harambee Neighborhood Improvement (NID) #7 is assessed for possible repairs, Riverworks begins building a trusting relationship with the resident homeowner, prioritizing legacy homeowners and ensuring neighborhood preservation. Home repair assistance can include exterior and interior repairs as well as security mediations.

Riverworks leverages funds through other partnering organizations as well, including the City of Milwaukee's Compliance Loan Program, Strong Homes Loan, and Targeted Investment Neighborhoods (TIN), to ensure Harambee's home repair needs are met, limiting the blighted areas within the neighborhood. Through surveying efforts in the Harambee neighborhood, 1,942 homes were assessed in 2021, and out of that number, roughly 550 were determined to need repairs.

In addition to home repair assistance, Riverworks values its partnership with Habitat for Humanity as it promotes first-time homeownership in Harambee. In 2021, Habitat kicked off its efforts to build new affordable homes within the community. Alongside Habitat's efforts, Riverworks will continue to promote and foster Harambee residents to take pride in their homes and in their community.



HOMEOWNER SPOTLIGHT James Phillips

James Phillips has been a longtime resident-homeowner of the Harambee community, living in his home for 17 years, and in Harambee for over 50 years. As a dedicated neighbor, James has participated in many clean ups and other projects on his block. Mr. Phillips was referred to Riverworks and the Harambee Neighborhood Improvement District (NID) by his neighbor who was a NID grant recipient in 2019, receiving funds to replace their roof. In 2021, Mr. Phillips received NID grant funding to replace the gutters along his house and was grateful for the assistance. Though the size of the project may vary, ensuring legacy residents, such as Mr. Phillips, remain in their homes guarantees Harambee NID residents the ability to maximize the quality of their lives and living conditions.



Healing Spaces eliminate blight and engage residents

In January 2021, the City of Milwaukee's Neighborhood Improvement Development Corporation (NIDC), with support from Bader Philanthropies, introduced an initiative to create Healing Spaces in the Harambee Neighborhood. These efforts were focused on reducing the isolation many felt through COVID-19, to build relaxing natural environments, and eliminate blight on city-owned properties. Riverworks oversaw three of these spaces: our first at 2nd & Vienna, our second at the Tot Lot on 1st & Keefe, and our third on the Beerline Trail near Holton & Townsend.

PEOPLE

**Riverworks helps
residents take action
to improve their
community**





Neighborhood clean ups & resident engagement

The Riverworks Neighborhood Development team engaged 150 residents through ten community clean-ups within the neighborhoods of Harambee and Riverwest, as well as on the Beerline Trail. In 2021, Riverworks also partnered with other local organizations for the Fourth Annual MKE Harambee Clean Up which welcomed neighborhood residents and volunteers throughout Milwaukee to work together to beautify the Harambee community. Volunteers for the clean up received a \$5 food truck voucher, courtesy of MKE Black.

Riverworks continued to support community and resident-led initiatives such as Friends of Rose Park and Keefe Avenue Safety Taskforce, which promote safety, beautification, and neighborhood cultural preservation projects. Additionally, in collaboration with the City of Milwaukee's Neighborhood Improvement Development Corporation (NIDC), Riverworks hosted the annual Bloom and Groom plant sale, which offers highly-discounted flowers and vegetable plants to residents. Due to plant shortages from the usual supplier in 2021, Riverworks partnered with Bliffert Lumber and Hardware to sell high-quality, locally-grown plants at the same discounted rates.

While continuing to prioritize community development projects, Riverworks is leading the development and implementation of the Harambee Quality of Life Plan to benefit Harambee residents. Stakeholders and residents began assessing the neighborhood in Summer 2021 and will begin to develop a sustainable and equitable plan for health, wealth, and development of Harambee in 2022.



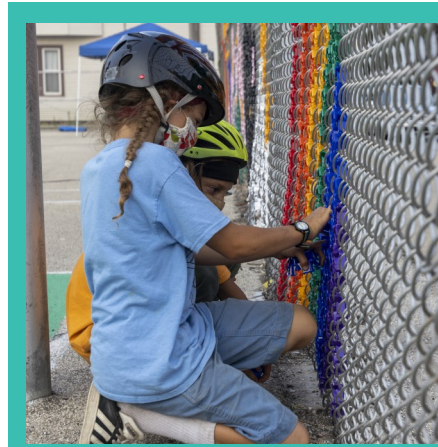
Center Street Calm increases traffic safety

Guided by Riverworks, a group of residents, community stakeholders and representatives of the Riverwest Business Association began meeting in 2018 regarding the high speeds of traffic witnessed on East Center Street. The project, now called Center Street Realized, was focused on the safety of the students, along with the residents and business customers, walking and biking on the corridor.

In 2021, the City of Milwaukee Department of Public Works (DPW) announced a grant program geared toward nonprofit and community-based organizations to execute projects aimed at reducing reckless driving. Riverworks was awarded this grant, and began to brainstorm how to use these funds. It was discovered that big art projects such as murals have been shown to passively slow drivers down as they experience the beauty of the mural, and they got to work.

Students from Riverwest Elementary came up with ideas for a large fence cup mural with local muralist, Aisha Valentin, who curated a master design from their ideas. Many volunteers helped to plot out the design over the course of a week, and the final installation was completed as a bonus checkpoint during the Riverwest24 community bike event. The mural is located on Riverwest Elementary's fence between Pierce and Fratney.

Over the course of two Sundays at the Riverwest Farmers Market, Riverworks also collected suggestions for slogans to be printed on pole banners along Center Street between Holton and Humboldt. The final slogans were chosen to reflect the community and businesses along that corridor. A local artist, Emily Bury, created fun and colorful designs.



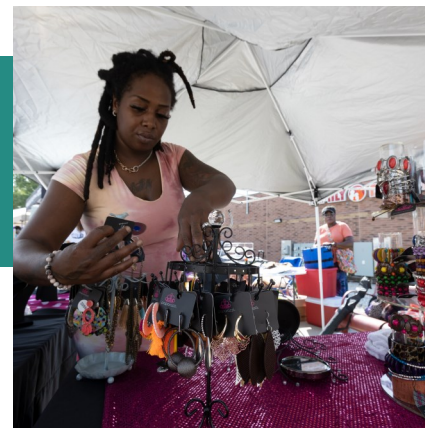


Celebrating music, art and unity with The Beerline Shuffle & Music on the Beerline

Riverworks had a busy month of August, hosting the third-annual Music on the Beerline and its inaugural event, The Beerline Shuffle!

Music on the Beerline was held at the Beerline Plaza and featured a variety of music from local artists Anthony Deutsch, DJ DripSweat, Ms. Lotus Fankh, and Alyssia Dominguez. The evening also had an array of local food vendors, creatives selling art, and a face-painter for the youth. Riverworks was able to create this memorable event with the support of Wells Fargo, 88Nine Radio Milwaukee, Catera, and Chris Siegel.

After a music-filled evening, Riverworks welcomed families back to the Beerline Plaza for the first ever Beerline Shuffle. The Shuffle was a community walk on the trail covering the area from Snail's Crossing Park to the Capitol Drive overpass. Shufflers were encouraged to participate in a scavenger hunt, a community puzzle mural and a water balloon challenge, and were treated to Scratch Ice Cream. The Shuffle was led by the Nei Phi Neph Marching Knights for the first half and Pocket Change on the Funk Wagon for the second half. Musicians Roxie Beane and Michael Bootzin also performed along the way. Finally, the event was capped off with a vendor market hosted by MKE Black. This event would not have been possible without all who participated and volunteered, as well as the support from Wells Fargo, Colectivo, Trader Joe's, Outpost, Hometown Mart, Scratch Ice Cream, Urban Craftsman and The City of Milwaukee.



PARTNERSHIP

THANK YOU DONORS!

Over \$100,000

City of Milwaukee - CDBG
US Bank Foundation
Wells Fargo Foundation

\$50,000 - \$99,999

Bader Philanthropies
Fund for Lake Michigan
Greater Milwaukee Foundation
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Zilber Family Foundation

\$25,000 - \$49,999

Herzfeld Foundation
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Sewerage District
Northwestern Mutual

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Dreams Foundation
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Miami Foundation
Riverworks BID #25
United Way of Greater
Milwaukee & Waukesha Co
Verizon

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Brewers Community Foundation
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Greater Green Bay Community
Foundation
Greater Milwaukee Committee
John C. & Harriet Cleaver Fund
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Steve Adams

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BOARD SPOTLIGHT Mustafa Emir Secretary

Mustafa has been on the Riverworks Development Corp Board of Directors for five years, and currently sits on the Development, Finance, and Executive Committees. Bringing his professional knowledge as a leader at Clark Dietz - an engineering company working for the City of Milwaukee and other local governments - Mustafa brings a greater perspective on how Riverworks interacts with government entities. His passion for Riverworks' mission is for the focus on economic education and resources; he believes that economic freedom provides a path out of poverty. Mustafa sites a quote from activist Bryan Stevenson:

"...the opposite of poverty is not wealth, but justice."

FINANCIALS

“Riverworks Development Corporation has a very rich history in serving the Harambee and Riverwest areas of the City of Milwaukee. Coming up on our 30th year, the organization continues to be financially strong, allowing us to keep serving these communities. Despite the challenges brought on by COVID-19 and other circumstances in 2021, we were able to be resourceful and creative with the help of our partners and supporters.”

Steve Adams, Riverworks Development Corporation, Board President

Income 2021 (unaudited)	
Contributions & Grants	\$1,102,476
Rental Income	\$425,885
Cleans Crew Income	\$312,362
Coin Laundry Income	\$177,685
Fee & Membership Income	\$138,200
Other Income	\$11,589
Total Income	\$2,168,197

Expenses 2021 (unaudited)	
Personnel	\$1,075,863
Contract Services	\$240,116
Programs & Projects	\$221,087
Operations & Insurance	\$163,059
Interest Expense	\$127,097
Real Estate Taxes	\$121,612
Other Expenses	\$213,308
Total Expenses	\$2,162,142
Net Gain/Loss	\$6,055

Revenue By Program



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

THANK YOU FOR SUPPORTING
PEOPLE, PLACES 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

