



NWSCDC ORGANIZATION NEWSLETTER

Table of Contents

Message from E.D. • P. 2

Lending Stories • P. 3

Green Tech Station • P. 6

Farmers Market • P. 11

Promise Zone Bike Ride • P. 12

40TH Anniversary • P. 14

WELCOME

NORTHWEST SIDE NEWS

Welcome to NWSCDC's newsletter! 2023 was a momentous year, as the organization celebrated it's 40th anniversary.

NWSCDC has served the economic development needs of Milwaukee communities since its founding in 1983. The organization exists to create economic opportunities, build partnerships and strengthen communities on the Northwest Side of Milwaukee.

See more Online at: nwscdc.org
Stay up to date on all things happening by following us on:
Facebook, Instagram, Twitter, and LinkedIn.

MESSAGE FROM THE E.D.

WILLIE SMITH



As we work through the new year, we take a moment to think about all that was accomplished last year. 2023 marked our 40th anniversary as an organization and allowed us to reflect on our history, impact, and growth through the years.

Through our business lending and technical assistance work, we have connected with numerous small business owners and worked with clients to expand their vision, increase their sales and employ more people. We're proud to announce that NWSCDC is officially a Small Business Administration (SBA) Community Advantage lender. This new designation will assist us in deploying even more funds to more businesses.

Additionally, with a transition from community organizing to economic development, we've made great strides in various areas, including improving the quality of child care businesses and working to expand access to Commercial Driver's Licenses (CDLs) for Milwaukee residents.

Turning a focus to environmental efforts, NWSCDC celebrated the official grand opening of Green Tech Station, Milwaukee's newest outdoor environmental education destination, and welcomed more than 900 visitors to the space in 2023. We've also continued engaging residents and stakeholders in the design of MMSD's West Basin stormwater project, hosting seasonal festivals, cleanups, a skate night, and a farmers market. Community members' ideas have been and continue to be included in the design for the site, which will be finalized in 2024.

As we look ahead, NWSCDC will strive to build on our successes by thinking in creative ways to increase our overall impact on the community and improve residents' quality of life. We look forward to connecting with new entrepreneurs and supporting more businesses through our mission-driven lending program, and we're excited to continue our planning and community engagement work with green infrastructure. Along with your help, we optimistically look towards the future of Milwaukee and the broader community.

BUSINESSES

LENDING STORIES

Lean Design Werks



NWSCDC leverages resources to support business owners along their own unique journey towards entrepreneurial success.

On July 26th, NWSCDC closed on a loan to Lean Design Werks. The Beloit-based business focuses on specialized automation services that include machine design and robotics. They design and build systems for a variety of industries, including healthcare and aerospace. Their products are created to optimize efficiency, accuracy and improve safety for workers.

Click [HERE](#) to learn more about Lean Design Werks.

(Above): Business owner, Renata Bunger and Lean Design Werks team are photographed at their Beloit-based working space within the Ironworks Campus. The NWSCDC business lending team had the opportunity to tour their facility in November.

(Below): Owner of Craft Beverage Warehouse, Kyle Stephens, explains the can printing process to NWSCDC Senior Commercial Lender, Akayna Morrison.

Craft Beverage Warehouse

NWSCDC is honored to have been able to watch Craft Beverage Warehouse (CBW) grow since its inception in 2020. The business is a direct-to-can UV digital printing provider, offering exceptional printing in a variety of can sizes. For convenience, CBW has also developed a system to supply buyers with all of their packaging needs directly from the Warehouse.

To learn more about Craft Beverage Warehouse, visit their website [HERE](#).



Nana's Cozy Corner



NWSCDC is proud to support business client, Nana's Cozy Corner Inc. The licensed group child care center is located at 4008 N 42nd Street, open weekdays from 6:00am until 6:00pm. Nana's Cozy Corner is rated a 4 with Young Star and serves children ages 6 weeks - 13 years old. For your childcare needs or employment inquiries, contact Kelly at 414-442-NANA.

(Left): NWSCDC staff photographed with business owner, Kelly Brown, in front of Nana's Cozy Corner.

At NWSCDC, we are devoted to every stage of business growth.



Hundred Acre



(Left): NWSCDC staff photographed with business owner, Chris Corkery, at Hundred Acre.
(Right): A closer look at Hundred Acre's premium greens growing system.

NWSCDC business client, Hundred Acre, continues to flourish in the Century City Building within Milwaukee's 30th Street Industrial Corridor. Using vertical hydroponics, Hundred Acre is able to grow fresh greens all year round in a controlled environment. Supplying local grocery stores, restaurants and hotels with high quality greens, the business is addressing supply chain issues in Milwaukee.

To learn more about Hundred Acre, its process and its impact on the community, visit their website [HERE](#).

Visit from Lt. Governor Rodriguez & State Representative Goyke



Lieutenant Governor Sara Rodriguez and State Representative Evan Goyke visited the NWSCDC office on March 6th to meet with Willie Smith and Cheryl Blue, Executive Director of the 30th Street Industrial Corridor.

(From left to right): Willie Smith, Cheryl Blue, Lieutenant Governor Sara Rodriguez and State Representative Evan Goyke.

Visit from Dr. Lanikque Howard

On October 31st, we had the pleasure of welcoming Dr. Lanikque Howard to the NWSCDC office. Dr. Howard is the Director of the Office of Community Services (OCS) in the Administration for Children and Families (ACF). As the recipient of 24 OCS grant awards, with the first grant being received in 1986, OCS has been instrumental in helping NWSCDC to expand its loan program, deploy lending capital, make technical assistance more accessible, and promote job creation within the community. Following a meeting with the Staff, Dr. Howard toured NWSCDC project sites that have been made possible by the support of OCS.



(Above): NWSCDC staff photographed with Dr. Howard during her visit to Milwaukee.

PLANNING & PUBLIC SPACES

GREEN TECH STATION (GTS)

15 dedicated volunteers joined NWSCDC for a spring workday at Green Tech Station on May 13th. New wood chips were spread for walking paths, weeds were removed, seeds were planted and trash was cleaned up. Thanks to a day of hard work, Green Tech Station looked great and was ready for students and visiting groups to enjoy.



Volunteer Workday at GTS



(Above): Sarah Bregant assists with plant identification.

(Left): Volunteers participate in a workday cleanup at Green Tech Station.



Mayor's Design Award

On May 24th, NWSCDC joined numerous other award recipients at the Mayor's Design Awards. NWSCDC was recognized in the **Places and Spaces** category, winning for Green Tech Station. The project team, shown at the left, was able to celebrate the culmination of 7 years of work alongside Mayor Cavalier Johnson.

MANDI Award Finalist

NWSCDC was honored to be a MANDI Award Finalist in 2023, with Green Tech Station being nominated for the **Brewers Community Foundation Public Spaces Award**. The category recognizes a public space that "positively impacts the quality of life of the community". Our team attended the ceremony in August (right).



Grand Opening

Alongside City officials, partners, funders and community members, NWSCDC celebrated the official Grand Opening of Green Tech Station on September 28th. The celebratory day highlighted the extensive collaborative work that has taken place since 2015, when the project first began.

To learn more about GTS, visit NWSCDC's website page [HERE](#).

(Right): Willie Smith shares opening remarks at the grand opening event.



(Above): Fitting for the occasion, a green ribbon was cut in celebration of the official grand opening.



One Year of Solar Power

October 2023 marked the first anniversary of solar power at Green Tech Station. Our system on the site includes 24 solar panels placed on the rooftop of the pavilion, which have generated 10,000 kWh of electricity so far. The solar installation serves as an important environmental education piece for tour groups and the community. We are proud to display alternative sources of energy at GTS that will have a positive impact on the environment for years to come.

WATERMARKS

WaterMarks Poetry Workshop



On April 8th, NWSCDC partnered with WaterMarks to host a Poetry Workshop at the Century City Tower building. Local Poets, Kavon Cortez Jones, Nakeysha Roberts Washington, and Portia Cobb facilitated the session. Nearby Garden Homes neighbors and community members attended, participating in creative activities and short writing sessions. Consistent themes relating to water were explored, commemorating the WaterMarker planned for Green Tech Station.

To learn more about the WaterMarks project, click [HERE](#).



REINVESTING FOR THE NEXT GENERATION.

WaterMarker Installation

Green Tech Station was honored to be the first North Side location to have a WaterMarker. The installation took place on May 31st, as a blue letter G was placed 30 ft in the sky. The letter was chosen by the community, to represent: gather, growth, grit and Garden Homes. The WaterMarker acts as a light, powered by solar power, flashing during times when heavy rain is expected to notify residents to reduce their water usage. Students and tour groups can also access free wifi at Green Tech Station provided by the WaterMarker.



(Left): WaterMarker installation in progress. (Middle): G WaterMarker installed, overlooking Green Tech Station. (Right): QR code links visitors to resources where they can learn more about WaterMarks and GTS.

WEST BASIN STORMWATER MANAGEMENT PROJECT

Over the course of 2023, work continued on the West Basin Stormwater Management Project. Designs for the site, located at 4350 N. 35th Street, have continued to progress with the valuable input of residents and stakeholders. Opportunities to share feedback on the site designs were collected through online surveys, meetings and one-on-one conversations at events. We look forward to continuing work on the project in 2024! To learn more about the West Basin Project, visit MMSD's website page [HERE](#).

Spring Cleanup

On Earth Day 2023, NWSCDC participated in the Milwaukee Riverkeeper Spring Cleanup as a site captain at the MMSD West Basin. Volunteers helped cleanup a section of Lincoln Creek that runs along the northwest side of the site.



Bike & Play Fest



On June 24th, NWSCDC hosted a Bike & Play Festival at the MMSD West Basin. Numerous organizations tabled at the event, including: MMSD, MMSD Fresh Coast Guardians, Route of the Badger, and Nearby Nature Milwaukee. DreamBikes was present to offer free, on-site bike repairs to all residents. MKE REC provided bike workshops and lessons. Additionally, two bikes were raffled off to participants.

(Above): Free bicycle repairs and bike lessons offered at Bike & Play Fest. (Right): Residents visited a number of resource tables. Food trucks were on site providing free meals to the first 150 attendees.



Skate Night

On July 13th, NWSCDC hosted a Skate Night event at the MMSD West Basin. Over 200 attendees participated on a beautiful Thursday evening. The event was intergenerational, with all ages joining in the fun skating event. Chef Arty from Arty's Sweet Talk Cupcakes, cooked brats, hot dogs and veggie burgers for attendees. MMSD was present at the event to engage with residents regarding West Basin Project plans and future development.



(Above): Community members enjoy a summer afternoon rollerskating at the MMSD West Basin.



Fall Pumpkin Fest

On October 6th, NWSCDC hosted the Fall Pumpkin Fest at the MMSD West Basin. Nearly 300 community members attended the event, our largest of the season. Participants picked out their own pumpkin and visited a number of vendor tents with resources and information, including: Rails-To-Trails, Red Bike & Green, ArtWorks for Milwaukee and MKE REC. Residents conversed with MMSD, learning updates about the West Basin Project and sharing their ideas about the design.



NORTH SIDE POP-UP FARMERS MARKET

NWSCDC hosted its 4th Annual North Side Pop-up Farmers Market on Tuesdays in August. Four markets throughout the month took place at four different North Side locations including: Ascension All Saints Family Health Center, the MMSD West Basin, Century City Business Park and the Embassy Center. Products at this year's markets included: fresh fruits and veggies, herbs, honey, tea, rice, salsa, desserts, plants, essential oils, soap and crafts. UWM Mobile Story Cart had a booth at most of the markets, collecting stories from residents to help properly depict food stories. The project aims to shed light on the issue of food access, which aligns with the mission of the North Side Pop-up Farmers Market, to promote healthy foods and lifestyles.



MELVINA PARK GROUNDBREAKING



(Above): Yvonne McCaskill and Willie Smith photographed at the groundbreaking ceremony. (Right): NWSCDC Staff join NWSCDC Board Member and Resident Leader, Yvonne McCaskill, for a photo.

2023 marked a significant time for Melvina Park, located within the Century City Triangle Neighborhood. After years of planning, the park held two Ground Breaking ceremonies with the community and City leaders. The redevelopment project will create a larger park for residents to enjoy, address minor environmental contamination, and show working examples of stormwater management practices. Construction is currently in progress and expected to be completed in 2024.



ECONOMIC DEVELOPMENT

EQUITABLE TRAIL DEVELOPMENT

Promise Zone Bike Ride

NWSCDC would love to see the North Side of Milwaukee become a more bike friendly environment. We support the idea of bringing a rail with trail concept to the 30th Street Industrial Corridor, to improve the quality of life for residents and spur economic growth. NWSCDC believes safe places to walk and bike are key to sustainable community economic development.



June 3rd, 2023

In 2023 we celebrated the 6th annual Promise Zone Bike Ride during Bike Week in June. Over 70 community members participated in the 6-mile bike ride showcasing North Side neighborhoods and nearby developments. Stops along the route included: Green Tech Station, the MMSD West Basin, Stark Playfield and Custer Playfield, and other points of interest. Excitement and momentum, with hopes for a future trail, could be felt by participants in attendance. We can't wait for our 2024 bike ride, happening June 1st!



June 3rd, 2023



June 3rd, 2023

(Above): A group photo at Garden Homes Park following the completion of the Promise Zone Bike Ride.

Soul Roll MKE

The Promise Zone Bike Ride was a part of a larger initiative being developed in 2023 called “Soul Roll MKE”. Numerous partners from around Milwaukee collaborated in planning a master calendar of dozens of biking events happening in Milwaukee. Soul Roll MKE’s goal is to promote biking throughout Milwaukee, specifically throughout the 30th Street Industrial Corridor, which is lined with a railroad. The hope is to have a rail with trail system in the central corridor of the city to significantly improve the amount of residents that have access to a recreation trail. Learn more about the larger initiative by visiting the Rails-To-Trails website [HERE](#).



Soul Roll MKE artwork was designed by local Artist, Ammar Nsoroma.



PRIORITIZING COMMUNITY SAFETY AND HEALTH.

FINANCIAL LITERACY SERIES

In partnership with Providers Taking Action (PTA) and By The Book Accounting & Tax Solutions, NWS CDC hosted a Financial Literacy Workshop series for child care businesses. The three week series focused on a new category each week, including: budgeting, bookkeeping, financial statements and tax preparation. The series had a total of 19 individuals participate.



(Left): Workshop participants gather for a photo at the conclusion of the three week series.

40TH ANNIVERSARY

NWSCDC 40TH ANNIVERSARY GALA

On Wednesday, September 13th, NWSCDC celebrated its 40th Anniversary in downtown Milwaukee at Saint Kate - The Arts Hotel. Nearly 300 people joined us in recognizing four decades of community economic development. NWSCDC Board Chair, Bernadette Karanja, shared opening remarks at the event, highlighting her role and the transformation she has witnessed during her time on the Board.



(Right): NWSCDC Board President, Bernadette Karanja.



(Above): Attendees enjoying the program at Saint Kate - The Arts Hotel.

Event Presenting Sponsor, PNC Bank, had the opportunity to share remarks at the podium, presented by Marquita Hicks. NWSCDC's partnership with PNC was highlighted, speaking upon the collaboration that has been done to provide lending capital to businesses. Marquita presented a Founder's Award to Howard Snyder who founded and led the organization for 37 years.



Marquita Hicks (PNC BANK) and NWSCDC Founder, Howard Snyder.

Gala photo credit: OH Snap! By Shell Photography

The organization received a Mayoral Proclamation, recognizing the hard work and dedication NWSCDC has exemplified over the last 40 years.

(Right): Department of City Development Commissioner Lafayette Crump and Willie Smith.

Four videos were created for the Gala that further depict the work of NWSCDC. The videos have been added to the organization's website and can be viewed by clicking on the names below:

Longevity, Collaborative Lending, In The Field, Expanding Our Impact.



A keynote conversation took place, featuring Todd Greene (CED) and Frank Cumberbatch of Bader Philanthropies. Greene shared insights from his extensive experience as an Institute Fellow at the Urban Institute and the Executive Director of WorkRise. Greene offered insight to business owners, entrepreneurs and individuals working in the field of economic development.

(Left to right): Frank Cumberbatch and Todd Greene.



Willie Smith shared closing remarks at the Gala, providing insight on the direction of the organization. He shared details about projects on the horizon at NWSCDC. Willie challenged those in attendance to dream bigger, to aspire for more in their own ventures and for our shared vision for Milwaukee. He encouraged everyone to lean into collaboration, stating that together we will be able to have a greater positive impact on the community.

(Right): NWSCDC Executive Director, Willie Smith.
Gala photo credit: OH Snap! By Shell Photography.



RECOMPETE PILOT PROGRAM

GROW MILWAUKEE RECOMPETE COALITION

On December 20th, 2023 the Biden-Harris Administration announced the selection of 22 Finalists for the U.S. Economic Development Administration's Recompete Pilot Program. The Grow Milwaukee Recompete Coalition was selected among the Phase 1 Finalists, looking to advance a plan that could potentially bring 50 million dollars of investment into Milwaukee's 30th Street Industrial Corridor area. Each finalist was awarded a Strategy Development Grant that will allow applicants the support to further develop their plan that will be analyzed in Phase Two. The Grow Milwaukee Recompete Coalition, led by NWSCDC, is made up of a diverse group of partners, including: the Milwaukee Bucks, Rockwell Automation, Milwaukee School of Engineering, Milwaukee Area Labor Council, W RTP | Big Step, JobsWork MKE, City of Milwaukee, Milwaukee County, Wisconsin Economic Development Corporation (WEDC), Jonco Industries, MKE Tech Hub, Altius Building Company, Eaton Corp and more. The Grow Milwaukee Recompete Coalition Plan focuses on manufacturing business expansion and job creation in an area of the city that has experienced historic disinvestment for decades. To learn more about the Plan click [HERE](#).





The team at NWSCDC offers gratitude and appreciation to our funders, project partners, Board, supporters and volunteers who all helped make 2023 a phenomenal year.

