



JANUARY 2006–DECEMBER 2007

BIENNIAL REPORT

RIVER REVITALIZATION FOUNDATION

MESSAGE FROM THE CHAIR

The River Revitalization Foundation is now in its fifteenth year! I have had the pleasure of being involved for nine of those years and I am pleased to report that the RRF continues to grow, to mature, and to increase its focus. This focus has allowed us to accomplish the following during the last two years:

- Develop staff and infrastructure, funding and support networks, and a set of goals and principles that serve our mission well;
- Increase our real estate portfolio. We now own two river/stream bank properties outright, and are good stewards of those properties;
- Build financial strength. Through generous board giving, individual gifts and donations from private foundations and public sources, we have maintained stability, and have systems in place that protect RRF and its donors;
- Be the facilitator of choice in Milwaukee County for conservancy, public access, and environmental restoration. No other organization has the track record (in such a short history) of bringing together diverse groups and public and private funding to accomplish goals that are universal to our community; and perhaps most importantly,
- Serve as Milwaukee's urban rivers land trust, giving a voice to urban conservation with a unique emphasis on the Milwaukee River basin.

To those who have been involved in RRF's development in the first fifteen years, whether by your contributions of time or money, please accept our thanks. For those who might be interested in joining us, we welcome your support and encourage you to contact us about service opportunities. Together we can make RRF an even greater force for the environment and the community over the next fifteen years.

— Chris Jaekels



OUR MISSION

THE RIVER REVITALIZATION FOUNDATION was founded in 1994 as a conservation organization to establish a parkway for public access, walkways, recreation and education, bordering the Milwaukee, Menomonee and Kinnickinnic Rivers; to use the rivers to revitalize surrounding neighborhoods; and to improve water quality.

Milwaukee's urban rivers land trust

Goals & Outcomes

CONSERVATION IN THE CITY →

Additional land acquisition Our thanks to the Koch family! Thanks to their generous donation, an additional 2.5 acres is under conservation and held in the public interest through the River Revitalization Foundation Land Protection Plan. Located in the Village of Brown Deer at the intersection of Teutonia and Green Bay, this parcel is bounded on the north by Southbranch Creek, potential habitat for the state-threatened Redfin Shiner. Preserved according to the Koch family's wishes, we will engage in restoration efforts to increase biodiversity and beauty of the area for the neighborhood and future generations to enjoy.

Protection of the Primary Environmental Corridor Our praises to the City of Milwaukee Common Council for passing an interim study overlay to protect the Milwaukee River corridor as Milwaukee's "Central Park" – nearly 800 acres of greenway for people and wildlife to enjoy as we strive to balance the natural and built environment. Find out more at www.protectmilwaukee.com.

SOUTHBRANCH CREEK



URBAN
ACQUISITION
CONSERVATION
RESTORATION

URBAN HABITAT RESTORATION

EMPLOY A STUDENT CREW FOR ECOLOGICAL RESTORATION →

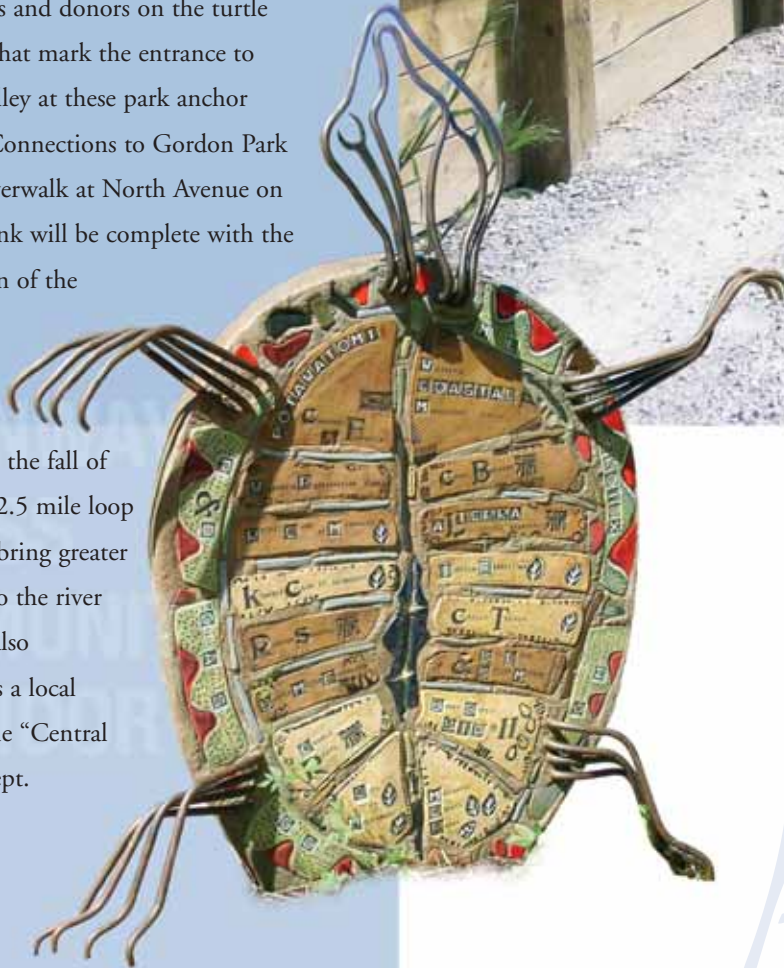
Through a partnership with United Water and Washington High School's internship program, and the City of Milwaukee's Summer Youth Employment Program, RRF engaged high school and college students from diverse backgrounds to assist with invasive species removal and planting of native trees and plants on our conservation lands. Exposing urban youth to environmental field work and connecting them to nature in a dense urban area, is an enriching experience for all. See photos of our youth crews on the following pages.

Turtles & Trails

EAST BANK TRAIL

COMPLETED EAST BANK TRAIL RECEIVES NATIONAL RECREATION TRAIL DESIGNATION →

Our vision to connect Caesar's Park with Riverside Park through the creation of a pedestrian trail along the Milwaukee River for additional public access and preservation of the environmental corridor is realized. We gratefully acknowledged our partners and donors on the turtle sculptures that mark the entrance to the river valley at these park anchor locations. Connections to Gordon Park and the Riverwalk at North Avenue on the west bank will be complete with the construction of the Beerline segment of the Oak Leaf Trail in the fall of 2008. The 2.5 mile loop has helped bring greater awareness to the river valley and also functions as a local model of the "Central Park" concept.



NATIONAL RECREATION TRAIL

NATIONAL RECREATION TRAILS are components of the National Trails System and recognize already existing trails that connect people to resources and improve their quality of life. Each of the trails inducted into the system join a network that contains more than 11,000 miles of trails. RRF is proud to have received this designation for the East Bank Trail in partnership with Milwaukee County Parks.

Pedestrian Trail

Mobilizing the Community

EDUCATION AND OUTREACH →

Earth Day is celebrated annually to honor the vision of Gaylord Nelson and locally by RRF to increase public support for our urban rivers land trust work. Service Learning students enrolled at UWM and Marquette University, volunteers from Kiwanis Club and the Riverwest neighborhood planted 35 large native trees in the valley increasing biodiversity and wildlife habitat.

National Trails Day, celebrated each June, provides RRF with a local opportunity to lead hikers along the river on the beerline loop, exploring the 2.5 mile trail and learning about native plants, the history of the area, and experiencing first hand what improvements are planned in this area of the Milwaukee River on both the east and west banks between Locust Street and North Avenue.

Urban Rivers Conference held at Discovery World in October 2007, awarded mini-grants to teachers and students and community groups who wanted to implement creative solutions to water pollution. Thanks to the Center to Restore Urban Waters for funding this important event and the planning committee for making it happen.

Soil Erosion Control Workshop educated members of the Metropolitan Builders Association (MBA) about stormwater management and runoff at construction sites. The partnership between RRF and MBA to provide this workshop, funded by the Great Lakes Commission, helped to link the development community with the environmental sector in a positive and productive way.



UNITED WATER
WASHINGTON
HIGH SCHOOL
INTERNS
CITY YOUTH
SUMMER CREW

SUMMER CREW '06 AND '07



Reflections from our staff...



“The two highlights of 2006 and 2007, to me, are being featured on Wisconsin Public Television’s *In Wisconsin* show, and being nominated to serve on the Stewardship Advisory Council to Governor Doyle and the Wisconsin DNR. Each has provided RRF with an opportunity to emphasize the value of urban conservation despite all of the difficult and unique issues we face in the heart of the city. Nature is present here too and is worth protecting, especially amid the density of the most populated region in our state. My thanks to Gathering Waters Conservancy for nurturing us as Milwaukee’s urban rivers land trust.”

—Kimberly Gleffe, **Executive Director**



“The fruits of our labor are beginning to be visible in the Milwaukee River valley. We have been working with volunteers and both high school and college age students in our restoration efforts. As the impact of invasive species is diminished, native plants are starting to take hold. Our primary focus over the last several years has been to eliminate the woody invader, buckthorn, and replace that with a variety of native trees. As we eliminate the buckthorn more light falls on the understory and coupled with efforts to remove invasive garlic mustard, allows native herbaceous plants to reappear.”

—Vince Bushell, **Land Manager**



“I am proud to have completed Phase II of our Land Protection Plan that identifies and ranks priority sites most important for river protection. I enjoy meeting with landowners and municipalities to provide guidance on land management and land use that will further protect water quality. Involvement with the Milwaukee River Work Group to promote the Central Park riparian corridor concept, has become an important element in our river protection goals.”

—Kristen Wilhelm,
“Restore” Campaign Coordinator



“I’m excited to have joined the RRF team. A lot of really great progress has been made at our site in Brown Deer, due in large part to the great effort put forth by our corporate and community volunteers. With their help this past winter we have been able to greatly reduce the amount of buckthorn on site. As we plan ahead for spring I am looking forward to continuing to work with this dedicated group removing the buckthorn and garlic mustard as well as reintroducing native plants to the area.”

—Andrew Kurth, **Public Ally**

VISION The River Revitalization Foundation, Milwaukee’s urban rivers land trust, advocates environmental conservation, public access and sensitive recreation in metro Milwaukee’s river watersheds.



STATEMENT OF FINANCIAL POSITION

(Audit available upon request)

Revenue	FY '06	FY '07
Corporations	\$ 4,500	\$ 700
Foundations	314,933	86,955
Individuals	14,545	11,125
Events & Programs	3,095	500
Other (WCMP)	–	75,508
Total Revenue	337,073	174,788
Expenses		
Awards	500	–
Dues	750	1,000
Consulting	17,005	6,590
Meetings	186	–
Events & Programs	2,824	4,500
Human Resources	139,311	143,638
Insurance	1,690	1,590
Licenses & Permits	195	108
Postage	1,522	1,329
Printing & Promotion	4,515	2,360
Professional Fees	6,310	3,425
Projects (Land & Trails)	120,193	22,530
Rent	6,372	6,907
Supplies	1,332	2,495
Telephone	910	943
Travel	3,108	2,717
Total Expenses	306,723	200,132
Balance	\$ 30,350	\$ (25,344)

BOARD OF DIRECTORS

The River Revitalization Foundation board of directors consists of members from the Kiwanis and Rotary Clubs of Milwaukee as well as at-large members from the community. We thank our volunteer board for their vision, leadership and dedicated service over the last two years:

Kiwanis Club

Robo Brumder, R.W. Baird
Ron Clayton, M & I Trust
David Drent, War Memorial Center
Jim Pittelkow, FEMA
Frank Thometz, Morgan Stanley Dean Witter

Rotary Club

Harry Franke, Cook & Franke
Chris Jaekels, Davis & Kuelthau, Chair
Dean Schultzbank, We Energies
Victoria Wellens, Wisconsin Humane Society

At Large

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Brian Dettmering, CPA, Riverwest Accounting Services
Ray Krueger, Michael, Best & Friedrich, Past Chair
Bob Karnauskas, Natural Resource Technology
Grace La, La Dallman Architects
Carolynn Leaman, University of Wisconsin-Milwaukee
Steve Mech, CSA Commercial
Kevin Shafer, Milwaukee Metropolitan Sewerage District, Vice Chair

Staff

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Kristen Wilhelm, "Restore" Campaign Coordinator
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Andrew Kurth, Public Ally kurt0113@gmail.com

FUNDING

Leveraged Public, State and Federal Sources

Milwaukee County Parks Department
Wisconsin Coastal Management Program
Wisconsin Department of Natural Resources
Wisconsin Department of Transportation

DONORS Corporate

Alterra Coffee Roasters
Badger Meter
CG Schmidt
Mayes Wilson Associates
McKey Perforating
Natural Resource Technology

PieperPower
The Spice House
United Water

Foundations

Argosy Foundation
Helen Bader Foundation
Brico Fund
Everyday Philanthropists of Milwaukee Giving Circle
Godfrey Trust
Greater Milwaukee Foundation
Bright Futures Milwaukee Fund
John C. & Harriett Cleaver Fund
Enroth Family Fund
Mary L. Nohl Fund
William & Alicia Schoeneich Conservation & Preservation Fund
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Great Lakes Commission
Grootemaat Foundation
Inbusch Foundation
Lux Foundation
Morgan Stanley Dean Witter Foundation
George & Julie Mosher Family Foundation
National Fish & Wildlife Foundation
Orgiesen Foundation
Stevens Family Foundation
David & Julia Uihlein Charitable Foundation
Usinger Foundation

We Energies and the Wisconsin Energy Corporation Foundation
Wisconsin Preservation Fund
Wisconsin Voter Education Fund

Individuals Our River Allies

Chris Abele
Rebecca Abraham & Hawley Environmental School
Belle Bergner & Stefan Schnitzer
Steve Books
Anne Booth & Charles Trainer
Cheri Briscoe
Robo Brumder
Jane Calvin
Julie Whelan Capell
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Dennis Stefanik
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Frank Thometz
Angie Tornes
Nancy & Dan Vogel
Jim Wähler
Dennis & Sue Webb
Victoria Wellens
Dan Zitomer

Associations

Alliance for the Great Lakes
American Society for Quality
Associated General Contractors of Greater Milwaukee
Brady Street BID #11
Historic Concordia Neighbors
Kiwanis Club of Milwaukee
Metropolitan Builders Association
Rotary Club of Milwaukee

In-kind Donations and Technical Assistance

Bergner Associates
City of Milwaukee
The Conservation Fund
Cook & Franke
Davis & Kuelthau
Eggert Creative
Gathering Waters Conservancy
Lakefront Brewery & Palm Garden
Michael Best & Friedrich
Milwaukee Metropolitan Sewerage District: Greenseams Program
Riverwest Currents
Riverwest Neighborhood Association
Southeastern Wisconsin Regional Planning Commission

East Bank Trail In-kind Donors

AlterraCoffee Roasters
Americorps
Bluemel's Florist & Garden Center
Gary Casper
City of Milwaukee
Erotex
Graef, Anhalt, Schloemer
Groundwork Milwaukee
Dennis Grzezinski
Marek Landscaping
Michels Materials
Milwaukee Community Service Corps
Milwaukee County Parks
National Park Service Rivers & Trails
North American Green
Payne & Dolan
Prairie Nursery
Sackerson Construction
Turtles & Trails Raffle Donations
Alterra Coffee Roasters
Bartolotta Restaurant Group

Beginning Dreams Forever
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Café Brucke
Charles Allis Villa Terrace Art Museums
Cream City Ribbon
Green Bay Packers
Steve & Joviann Mech
Milwaukee Admirals
Milwaukee Art Museum
Milwaukee Brewers
Milwaukee County Zoo
Milwaukee Public Museum
Milwaukee Repertory Theater
Noodles & Company
Oriental Theater
Riverwest Co-op and Café
Roots Restaurant and Cellar
Sprecher Brewing



River
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Foundation



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