

JANUARY 2008-DECEMBER 2009

River Revitalization Foundation

BIENNIAL REPORT

Celebrating Our 15th Year Of Conservation Success



MESSAGE FROM THE CHAIR

I am pleased to report that the River Revitalization Foundation (RRF) continued building upon our strong platform of abilities and assets throughout 2008 and 2009. We have developed the strength of RRF through proper financial and management controls, and enhanced relationships and networks. Our staff is lean, efficient and ready for the tasks ahead. This approach has led to our recent successes.

RRF's accomplishments, which we marked with a 15-year celebration at Hubbard Park Lodge in September, 2009, bring with them welcome challenges for the future.

We have purchased the former Melanec's Wheelhouse restaurant property, providing nearly three acres of extremely valuable habitat for Butler's gartersnake and other wildlife, protecting watershed, and improving public access along the Milwaukee River in downtown Milwaukee. We must now raise nearly \$500,000 to retire the debt and convert the property to the appropriate use.

We purchased and donated to the Milwaukee County Park System the West Bank Trail from Gordon Park to the Wheelhouse property. We must now complete construction of the Trail, effectively link the communities and assets it serves, and maintain the effectiveness and success of the Trail in the future.

We helped put together plans for the Milwaukee Rotary Centennial Arboretum, and we developed the East Bank Trail connecting Riverside Park to Caesar's Park along the east bank of the Milwaukee River. We must now secure a zoning overlay from the City that protects these assets (in what will be known as Milwaukee's "Central Park" or Greenway) from the encroachment of development and other negative impacts.

RRF is the facilitator of choice in Milwaukee County for conservancy, public access and environmental restoration. We give a voice to urban conservation with a unique emphasis on the Milwaukee River basin. Our challenge is to continue to facilitate, advocate and act to ensure public access, natural habitat and water quality.

We thank you for your past efforts to help RRF to become what it is today. We will welcome any assistance or support you might provide as we embrace our challenges for the future, and we encourage you to contact us about service opportunities. Together we can make RRF an even greater force to protect the environment and improve our community.

Christopher J. 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.



Photo courtesy of Bob Israel, RJI Photography

1994

Founded in 1994 by the Rotary and Kiwanis Clubs of Milwaukee to implement the *Riverway Plan* and improve the environmental quality of the Milwaukee River basin. Based on these plan recommendations, we have made a significant investment in the river valley.

June 2006: Created the East Bank Trail in partnership with Milwaukee County Parks. Funded in part by the Wisconsin Coastal Management program (\$225,000). Designated a National Recreation Trail by the U.S. Department of the Interior.

May 2002: Purchased the CMC property (4.5 acres for \$400,000) to accommodate the Beerline Trail link between Gordon Park and North Avenue. Expected timeline for trail construction is spring 2010. Funding secured from the Wisconsin Department of Transportation. \$400,000 project.

November 2004: Co-Founder of the Milwaukee Environmental Consortium. RRF moves to its current, Farwell Avenue location.

2002





2006-2009: Habitat restoration on seven acres in the City of Milwaukee with urban youth/interns who in turn created the RiverQuest — Take a Hike! In '08 and '09, RRF employed students through Earn & Learn, the City's program to help young people by providing opportunities to develop job-readiness skills while they earn wages working in the community.

2006: Hosted a Great Lake Gathering with Gathering Waters Conservancy/Lake Michigan Shorelands Alliance to bring attention to land use issues in the Lake Michigan Basin.

2008: Purchased Koch Woodlands property (2.5 acres for \$10,000) in the interest of the Koch family to preserve their homestead. RRF conducted Southbranch Creek restoration with the Village of Brown Deer, which traverses this property and provides critical habitat. A \$200,000 project funded in part by Wisconsin Coastal Management Program.

Through annual events like Earth Day, National Trails Day, National Public Lands Day, RRF has mobilized thousands of volunteers each year to improve the river valley!



Photo courtesy of Bob Israel, RJJ Photography

OUR 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.



2009: Secured a significant Joyce Foundation grant to the Southeastern Wisconsin Watersheds Trust: \$1.9 million over three years to seven nonprofit partners. This grant enables RRF to complete its Menomonee River Land Protection Plan.

2008: Engaged University of Wisconsin-Milwaukee service learning students in restoration activities and river trail hikes.

Rotary Arboretum — Central Park/Greenway project partner. Club raises necessary funds for their Centennial project, leveraging a generous land donation.

2009: Milwaukee River Work Group (MRWG) awarded a Coastal grant for a master plan for an 800-acre Greenway. MRWG is a coalition of organizations including RRF and citizens formed to protect the Milwaukee River corridor.

December 2009: RRF purchased former Melanec's Wheelhouse property (\$1.4 million for 2.8 acres funded by the WDNR Stewardship Fund and MMSD Greenseams) to create a riverfront park which will connect to Milwaukee's trail system and become a Gateway to the natural river valley upstream.



Photo courtesy of Bob Israel, RJI Photography

FUNDING – AN INVESTMENT IN THE FUTURE

Our donors are critical to our mission and directly support:

Conservation – costs associated with land purchase, land protection planning as Milwaukee's urban rivers land trust

Restoration – removal of harmful invasive plant species and planting of native trees and plants on our conserved properties, improving habitat and water quality

Education – Ecological Restoration summer crew – “Earn & Learn” program participants, River Quests and volunteer engagement

Public Access – trails and plans to connect communities and people to the river valley

LEVERAGED PUBLIC, STATE, AND FEDERAL SOURCES

Milwaukee Metropolitan Sewerage District – Greenseams flood management program \$400,000 for Wheelhouse acquisition.

Wisconsin Coastal Management Program – Southbranch Creek \$90,000 restoration project in partnership with the Village of Brown Deer.

Wisconsin Department of Natural Resources – Stewardship Fund \$700,000 for Wheelhouse acquisition

DONORS

Corporate

Bank Mutual
Boston Store –
Community Day
Davis & Kuelthau
Invivo Wellness
Mayes Wilson
Associates
Natural Resource
Technology
Patagonia
PieperPower
REI
We Energies

Foundations

Argosy Foundation
Helen Bader Foundation
Everyday Philanthropists
of Milwaukee
Forest County Potawatomi
Community Foundation
Greater Milwaukee
Foundation
Nonprofit Management
Fund
Inbusch Foundation
The Joyce Foundation
Lux Foundation
Natural Resources
Foundation's C.D.
Besadny Conservation
Grant Program
Northwestern Mutual
Foundation
Ortgiesen Foundation
Usinger Foundation
Wisconsin Energy
Foundation
Wisconsin Environmental
Education Board

Individuals – Our River Allies

Chris Abele
Belle Bergner
Tom Bliffert
Andrew & Anita Boyd
Cheri & Tom Briscoe
Robo Brumder
Susan Buchanan
Dean & Lois Cady
Jan & John Carroll
Tim Cigelske

Ron Clayton
Eddee Daniel
Lou Davit
Brian Dettmering
Kerry Dolberg
Allen & Jan Duncan
Cindy & Skip Dziedzic
Linda Elmer
TJ & Kristi Estabrook
David Fenner
Tim & Sue Frautschi
Eileen Gibbs
Kimberly Gleffe & Dean
Eggert
Mike & Mary Hahn
Ed Hashek
John Heywood
David & Margaret Hobbs
Julie & Jon Holubowicz
Phyllis & Wm. Huffman
Mary Huston
John Idzikowski
Christopher Jaekels
Charlie James
Bob Kabitzke
Dan Kaemmerer
Bob Karnauskas
Russ Klisch
Bill Krawczyk
Ray & Barb Krueger
Grace La
Robert Landry
Carolynn Leaman
Ken & Shauna Leinbach
Anne Loo & Brad Nyberg
In honor of Ann
McIntyre
Frederick Luedke
John & Martha Lunz
Janette Marsh
Jeff Martinka
Michelle Mason
Margaret McGuire
Steve Mech
Brenda & Corey Mooney
Peggy Noonan
Jerry Patzward
Sven Peters & family
Jim Pittelkow
Glenda Puhek
Charla Reetz

Lorette Russenberger
Liz Sanderson
Dean & Elaine
Schultzbank
John & Susan Scripp
Marsha Sehler
Bill Sell
Kevin & Carole Shafer
Doretta Sheridan
Alan Sherkow & Debra
Hartmann
John Stilp
Yves Struye
Nici & Bill Teweles
Frank Thometz
Angie Tornes
Charles Trainer
Erika Voss
Dennis & Sue Webb
Julie Whelan Capell
Groshek Yanasak
Robert Zimmerman &
Tom Derenne
Dan Zitomer

Associations and Schools

El Puente High School
Lake Park Friends
Kiwanis Club of
Milwaukee
Rotary Club of
Milwaukee
Tamarack Waldorf School
Wild Ones

In-kind Donations and Technical Assistance

City of Milwaukee
The Conservation Fund
Davis & Kuelthau
Bob Desens
Eggert Creative
Gathering Waters
Conservancy
Lakefront Brewery
Land Trust Alliance
Marek Landscaping
Mead & Hunt
Michael Best & Friedrich
Milwaukee Area
Workforce Investment
Board

Milwaukee County Parks
Department
Milwaukee Metropolitan
Sewerage District:
Greenseams Program
National Park Service,
Rivers and Trails
River Network
Riverwest Currents
RJI Photography
Southeastern Wisconsin
Regional Planning
Commission
Village of Brown Deer

15-year Anniversary Event: Turtles and Trails (Raffle Donations)

Alterra Coffee Roasters
Aveda
Bartolotta Restaurant
Group
Charles Allis Villa Terrace
Art Museums
Cream City Ribbon
Garden Room
Green Bay Packers
Milwaukee Brewers
Milwaukee Bucks
Milwaukee County Zoo
Milwaukee Public
Museum
Milwaukee Wave
Out There LLC
Roots Restaurant and
Cellar
Riverwest Co-op and
Café
Sprecher
Stone Creek Coffee

Sponsors

Morgan Stanley
Kiwanis Club of
Milwaukee

In-kind donors

Eggert Creative
Lakefront Brewery
Riverwest Currents

15-year Anniversary Event: Hubbard Park Lodge (Silent Auction Donations)

Air Tran
Beans & Barley

Belle Bergner
Bravo! Italian Cucina
Breadsmith on Downer
Centro Café
Cheesecake Factory
Chris Whittet
County Supervisor Gerry
Broderick
Devons Seafood Grill
ecosocialnomics
Eddee Daniel
George Watts & Son
Harley's
Invivo
Kiddie Kandids
Laacke & Joys
Neroli Salon
Oak Crest Tavern
Out There LLC
Ovation/ I Pic
Entertainment
Potawatomi Bingo Casino
Riverwest Co-op
Robo Brumder
Ron Clayton
Starbucks
UrbanRE Vitalization
Group
Walnut Way
Conservation Corp

Sponsors

Frank Thometz, Morgan
Stanley
Brian Dettmering, CPA,
Riverwest Accounting
Services
Davis & Kuelthau
Rotary Club
Kiwanis Club
Baird Foundation
Workshop Architects
MillerCoors
Natural Resource
Technology
Nonprofit Management
Fund
Village of Shorewood

FINANCIALS

STATEMENT OF FINANCIAL POSITION

(Audit available upon request)

Revenue	FY 2008	FY 2009
Corporations	\$ 2,500	\$ 7,535
Foundations	70,250	134,750
Individuals	6,167	9,740
Events & Programs	3,960	3,860
Organizations	5,210	1,500
Other:		
Wisconsin Department of Natural Resources	82,500	77,500
Wisconsin Coastal Management Program	37,275	40,725
Interest	3,000	1,475
Total Revenue	210,862	277,085
Expenses	FY 2008	FY 2009
Dues	\$ 350	\$ 1,580
Consulting	7,215	29,785
Meetings	15	140
Events & Programs	1,385	7,595
Human Resources	166,060	148,282
Insurance	1,590	1,627
Licenses & permits	85	215
Postage	1,300	1,305
Printing & Promotion	4,055	1,325
Professional fees	6,530	9,235
Projects (Land and Trails)	6,050	2,200
Rent	8,015	8,136
Supplies	2,810	1,725
Telephone	1,607	483
Travel	3,093	4,221
Total Expenses	\$ 210,160	\$ 217,854
Balance	\$ 702	\$ 59,231



BOARD OF DIRECTORS

The River Revitalization Foundation board of directors consists of members from our founding clubs, 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
TJ Estabrook, Ernst & Young
Jim Pittelkow, Our Lady of Good Hope
Frank Thometz, Morgan Stanley

Rotary Club

Chris Jaekels, Davis & Kuelthau, chair
Michelle Mason, ASQ
Dean Schultzbank, We Energies
Jan van den Kieboom, Workshop Architects
*Victoria Wellens, Wisconsin Humane Society

At Large

Chris Abele, Argosy Foundation, past chair
Rebecca Abraham, Hawley Environmental School (retired)
Brian Dettmering, CPA, Riverwest Accounting Services, treasurer
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, secretary
Kevin Shafer, Milwaukee Metropolitan Sewerage District, vice chair

**deceased*

Staff

Executive Director, Kimberly A. Gleffe
Project Manager/Land Steward, Vince Bushell

We thank the following staff for their significant contributions before their departure:
Volunteer Coordinator, Andrew Kurth (through August 2009)
Restore Campaign Coordinator, Kristen Wilhelm (through August 2009)



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