

Making Progress Toward Creating the Greenway Gateway, Our Newest Riverfront Park

If you haven't been down to the old Wheelhouse site, which we are now calling the Greenway Gateway, there has been quite a transformation taking place! The abandoned building has been demolished, the parking lots removed, and the entire area seeded with native cover crop. It is incredible how the space has opened up, creating a whole new perspective of the river and an entrance to the 800-acre river valley upstream! Made possible by a WDNR River Planning grant, we have hired a

landscape architect to consult with us to create our preliminary site plan. Connections will be made to the Beerline Trail, the North Avenue Dam pedestrian bridge, the Milwaukee Rotary Centennial Arboretum on the east side of the river, and the downtown Riverwalk. Kiwanis Club of Milwaukee has pledged \$100,000 to name the boat landing (see inset). Volunteers and additional donations are needed. Please inquire! and get involved in the following events in support of the project:

Stakeholder Meeting

Wednesday, April 6th,
4:00 – 6:00 p.m.
at Workshop Architects
1736 North 2nd Street

Kiwanis Golf Outing

May 23rd fundraiser for
the boat landing!

**Kiwanis has pledged
\$100,000** toward the
campaign to name Kiwanis
Landing – please support us
by swinging your clubs!
See inside for more info.

MillerCoors – River Network Grant Contest

River Revitalization Founda-
tion has been chosen as one
of six finalists to receive a
\$30,000 grant from Miller-
Coors, and River Network,
a national non-profit working
to improve the health
of rivers and water-
sheds.

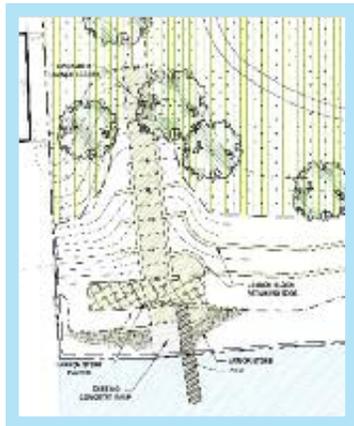
**VOTE
NOW**

See back cover for more info.

Other Grants

RRF has received several other
grants benefitting the Wheel-
house campaign and affiliated
programs.

See inside for more info.



*See pictures of the Wheelhouse
demolition inside*

Kiwanis Landing



SITE DESIGN CONCEPTS

Wheelhouse Demolition Makes Way for New Riverfront Park



In November of last year, the old Melanec's mystery dinner theater was torn down! It seemed unreal that after sitting vacant on the lot for over 10 years, it only took 2-1/2 days to demolish! Nearly 95% of the building materials were recycled. All the parking lots have been removed and the site regraded and seeded. Phase 1 is complete!



This photo, shared with us by the Lazenby's, the former neighbors of the Wheelhouse on Riverboat Road, shows us what the river frontage looked like in the 1970s. The North Avenue dam is still there, and a boat landing with a bait shop! Much has changed over the years, with more to come!



OTHER GRANTS

benefitting the Wheelhouse campaign and affiliated programs:

- Bayshore Community Foundation Change for Charity recipient \$10,000
- Forest County Potawatomi Community Foundation \$10,000
- Wisconsin Coastal Management Program – recommended, \$28,000

River Revitalization Foundation



RIVER REVITALIZATION FOUNDATION STEWARDSHIP PLEDGE FORM The River Revitalization Foundation was created 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.

Thank you!

Yes! I'd like to support the Wheelhouse campaign.

Enclosed is my/our gift of \$ _____

Checks should be made out to River Revitalization Foundation.

Please charge my credit card. Visa Master Card

Account number _____

Expiration date _____

Signature _____

\$ 25

\$ 50

\$ 100

\$ 250

\$ 500

\$ 1,000

\$ Other

Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

Please remit to: **River Revitalization Foundation** | 1845 N. Farwell Ave. | Suite 100 | Milwaukee, WI | 53202

Give securely online at www.riverrevitalizationfoundation.org

CELEBRATE EARTH DAY

Participate in these spring events!



SATURDAY, APRIL 16, 2011 Take a Hike! Plant a Tree!

Join RRF to hike and plant trees along the beerline trail in the river valley.

9:00 a.m. – noon

Gordon Park (Humboldt and Locust)

This event is being held in conjunction with Global Youth Service Day, engaging Milwaukee area youth in community service (April 15-17)

To register, contact Vince Bushell at 414-588-7281

FREE!

MONDAY, MAY 23

The 9th Annual "KIWI OPEN" Golf Outing

will be held at Western Lakes Country Club in Pewaukee. Lunch, dinner, cocktail hour, appetizers and 18 holes of golf are all included for the low price of \$450 per foursome, or single entries at \$125. A silent and live auction will take place after golf. All proceeds will benefit the Kiwanis Landing Project. This is great fun, a great value, and a great cause! Please join us on Monday, May 23. If you don't golf, join us for dinner at 5:00 p.m. or become a golf sponsor. **For more information, please contact Janice Morgan at 414-276-1331 or email her kiwanismke@sbcglobal.net.**

SATURDAY, JUNE 4, 2011 National Trails Day

10:00 a.m. – noon

Celebrate our riverfront trails with a hike along the Beerline Trail loop, 2.5 miles along the Milwaukee River, within the Greenway, anchored by 3 County Parks – Gordon, Riverside and Caesar's – and the Wheelhouse Gateway!

We'll start at Gordon Park on Humboldt and Locust. Parking available in the lot, enter from Humboldt. Bring water and a snack; dress appropriately for a leisurely hike.

FREE!

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Stewardship Fund Alert!

The Stewardship Program, a state land protection program invaluable to the work of land trusts, including RRF, has been temporarily put on hold by the Wisconsin Department of Natural Resources. As a supporter of our work in the community, we want to keep you informed of what we've learned regarding the status of the Program and what you can do:

What We've Learned

We have heard that the GOP legislative leadership and the governor plan to have the state budget signed no later than June 30, 2011. In previous statements, the Governor said he is "committed to the Stewardship Program and to continuing it in the future, but we need to react right now to alleviate the immediate state fiscal crisis." The next step in March and April is the legislature's Joint Finance Committee (JFC) review of the executive budget. They will likely hold public hearings as part of this process. It will be critical for our voices to be heard at this time

— especially in home districts of JFC members. Our message is that the Knowles-Nelson Stewardship Program is critical to our economy, our communities and the people of Wisconsin.

What You Can Do

Contact your legislators to let them know how important the Stewardship Program is to this community. The River Revitalization Foundation is the **ONLY** urban rivers land trust in the state, working to protect and enhance the Milwaukee River basin. Sending a message about the importance of urban conservation is critical to our mission. Remember that the best stories are the ones that show what will happen in your backyard. For instance, how would a cut to the Stewardship Program affect you and your community? And what would be the loss to the recreation industry, forestry industry, wildlife habitat, and quality of life in your area?

*Resources: www.gatheringwaters.org
Issue postings updated regularly.*





VOTE FOR
RRF



Help Us Win \$30,000!

We are excited to announce that River Revitalization Foundation has been chosen as one of six finalists to receive a \$30,000 grant from MillerCoors, and River Network, a national non-profit working to improve the health of rivers and watersheds.

But in order to win the grant, we need your help! This is an online voting competition; the finalist with the most votes will win the \$30,000 grant, while second place will receive \$10,000 and third place will receive \$5,000. The remaining projects will each receive \$3,000.

The money we receive will go towards a restoration project at the Wheelhouse site; depending on the amount, we can create a rain garden, improve the boat landing, install paths, plant trees!

Please show your support! **VOTE for River Revitalization Foundation between February 22 and March 20 at**

www.rivernetwork.org/2011-millercoors-watershed-grants-contest

Winners will be announced on March 24 at rivernetwork.org.

You can only vote once, so please pass this on to family and friends and encourage them to VOTE!

