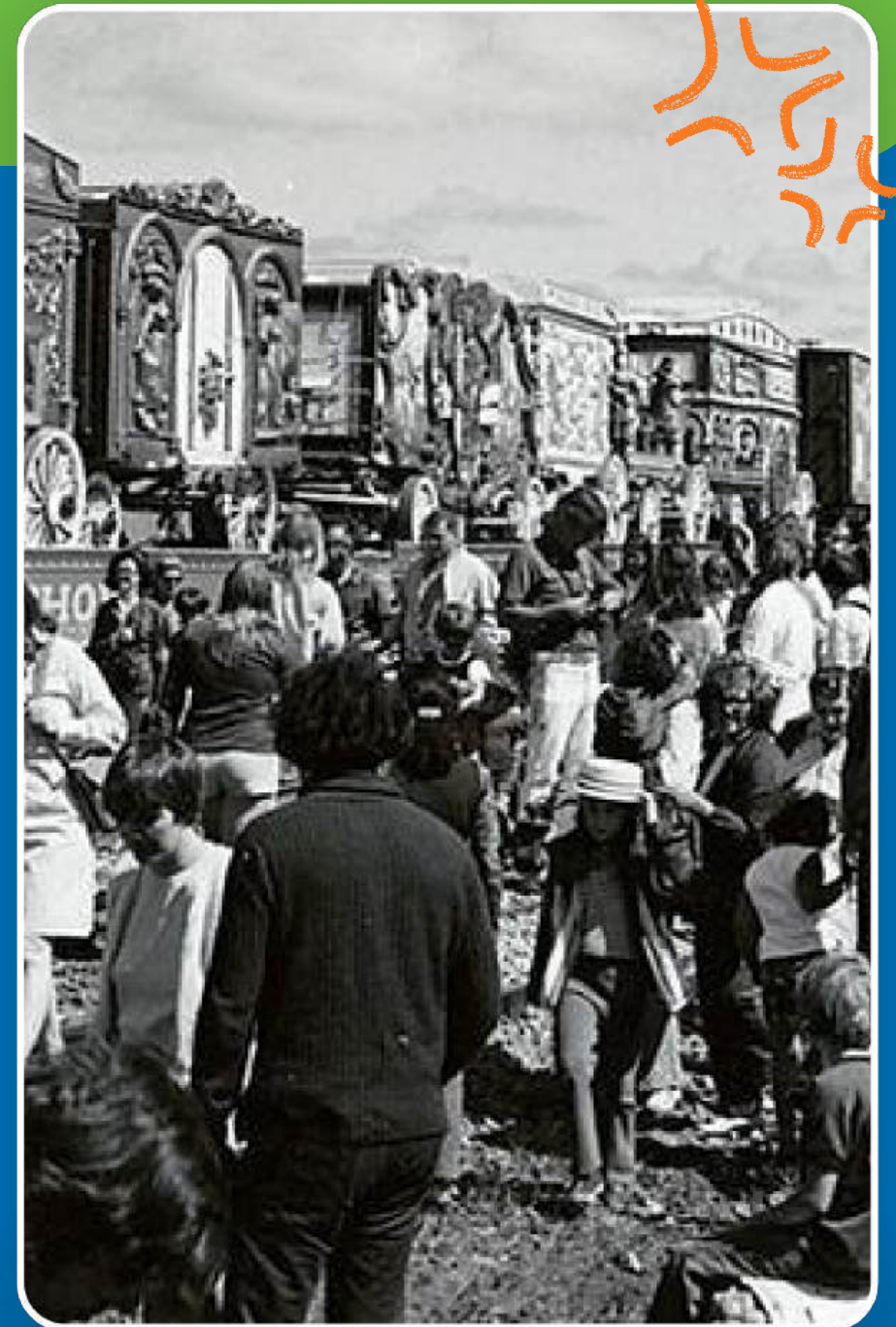




CONNECTING COMMUNITIES CAPITAL CAMPAIGN

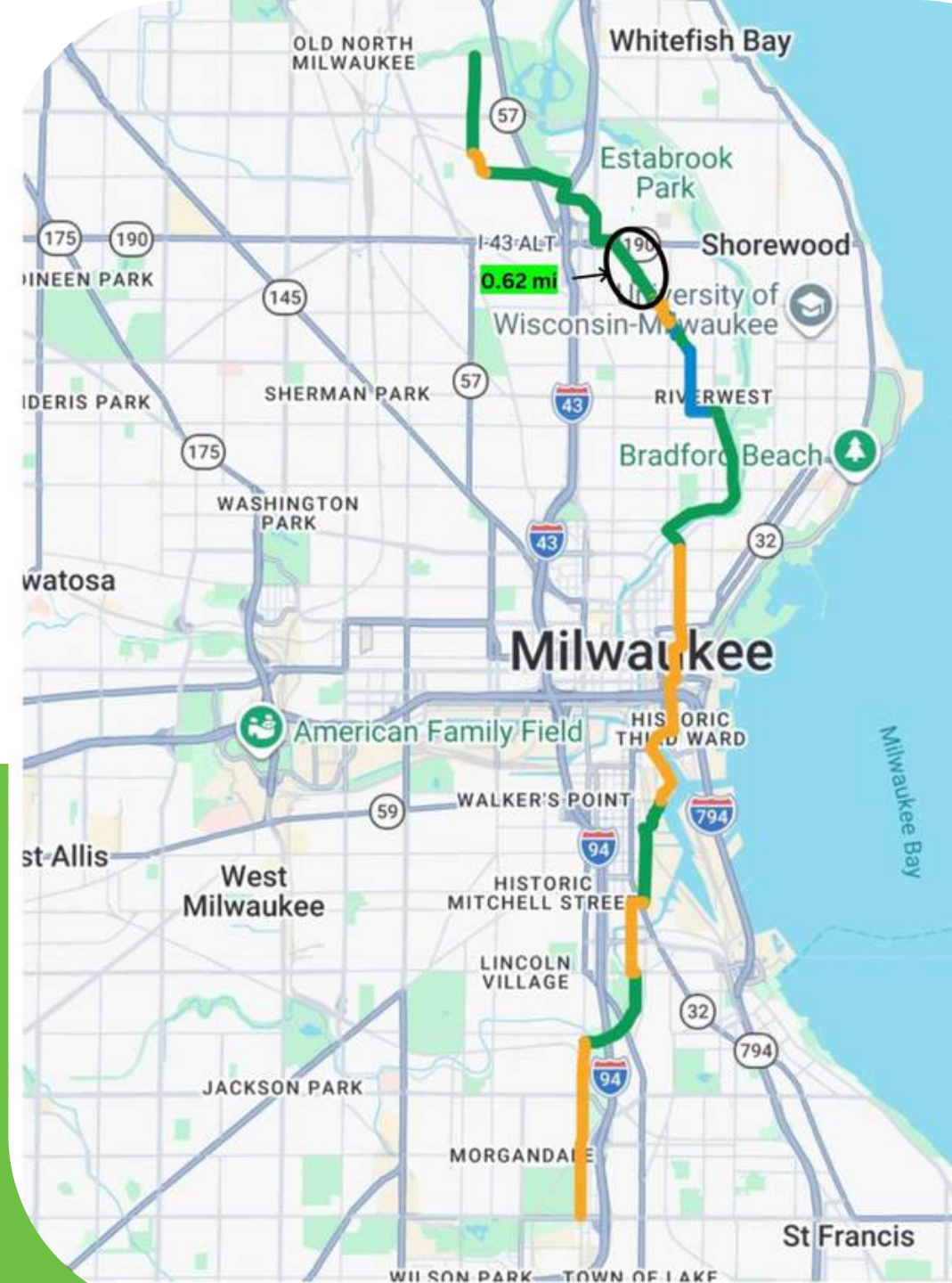
ABOUT THE BEERLINE TRAIL

- At one time, the Milwaukee Road had more than 10,000 miles of track throughout sixteen states and its busiest branch was the “Beer Line,” running through the Harambee and Riverwest neighborhoods and ending on Commerce Street
- By 2001, factory closures along the Milwaukee Road Rail Line resulted in 75,000+ jobs disappearing in the Greater Harambee neighborhood.
- In 2002, dedicated volunteers started to remove railroad tracks, clean up debris and make the area more accessible.
- In 2014 a formal partnership created the Beerline Trail, running from Capitol Drive to Commerce Avenue, provides 4.2 miles of active transportation and access to nature in an area lacking green space.
- Recent projections track annual usage at 2400 neighborhood residents and 4000 bicyclists, runners and walkers via the regional trail access.



RIVERWORKS DEVELOPMENT CORP

Maintains and activates
the trail from Burleigh
Street to Capitol Drive





JOIN US FOR MUSIC ON THE BEERLINE
FROM 6-9 PM. PLUS SHOP LOCAL AT
THE 53212 MARKETPLACE MINI

BEERLINE PLAZA

JUL 17

LOVE PEACE & SOUL

Danceable and energetic performances
of old-school R&B and soul classics

AUG 21

SUGO

1970's New Orleans style FUNK band

SEP 18

DE LA BUENA

10-piece band electrifying audiences
with Afro-Cuban and Latin jazz.

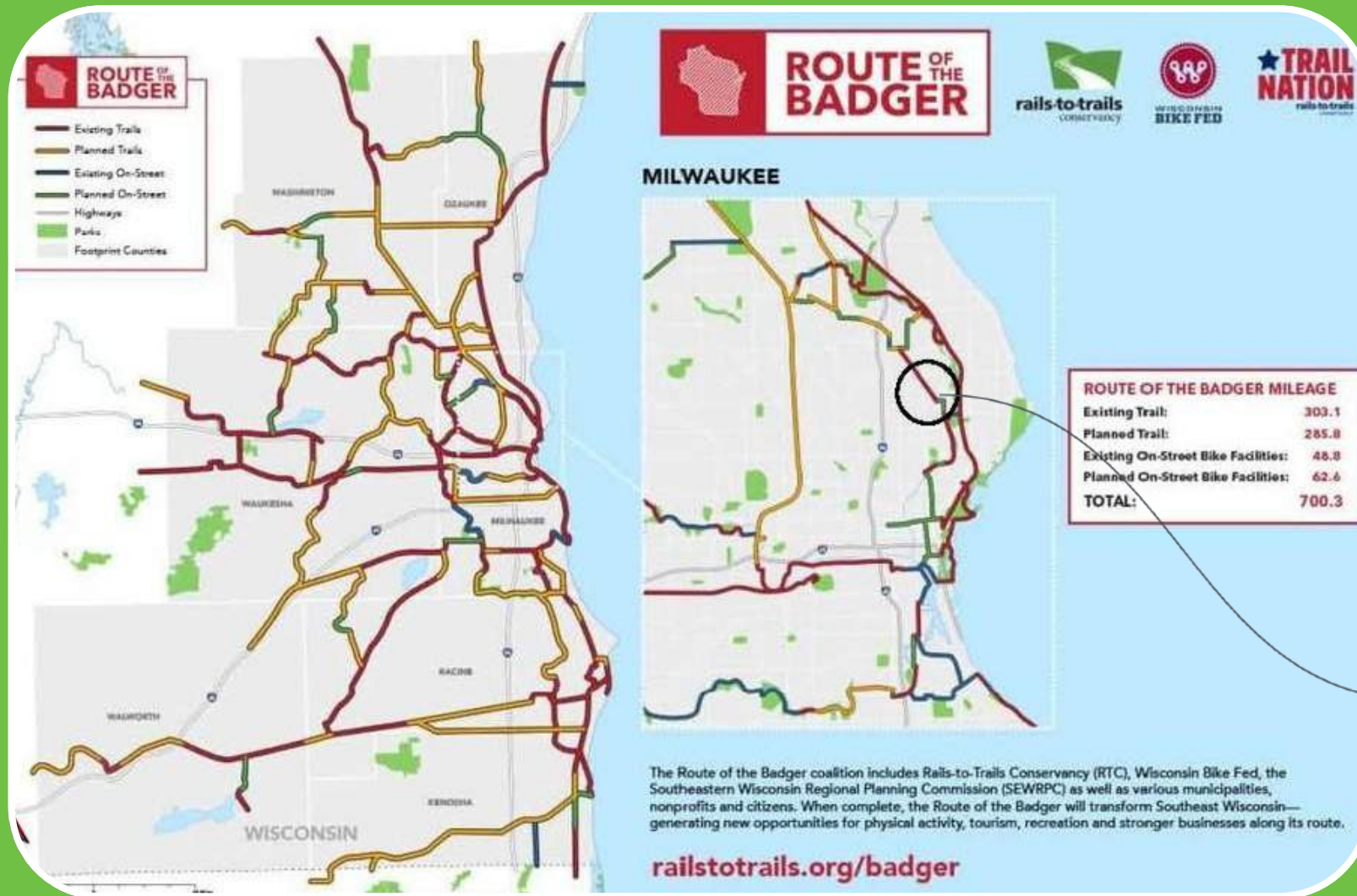
»» DONT MISS THE BEERLINE
SHUFFLE ON OCTOBER 3RD AT 10AM

UPCOMING EVENTS
3350 N HOLTON STREET

PRESENTED BY  **RIVERWORKS**
DEVELOPMENT CORP

FRIENDS OF THE BEERLINE TRAIL





Kuumba Art Park on
the Beerline Trail

CONNECTING COMMUNITIES REGIONALLY

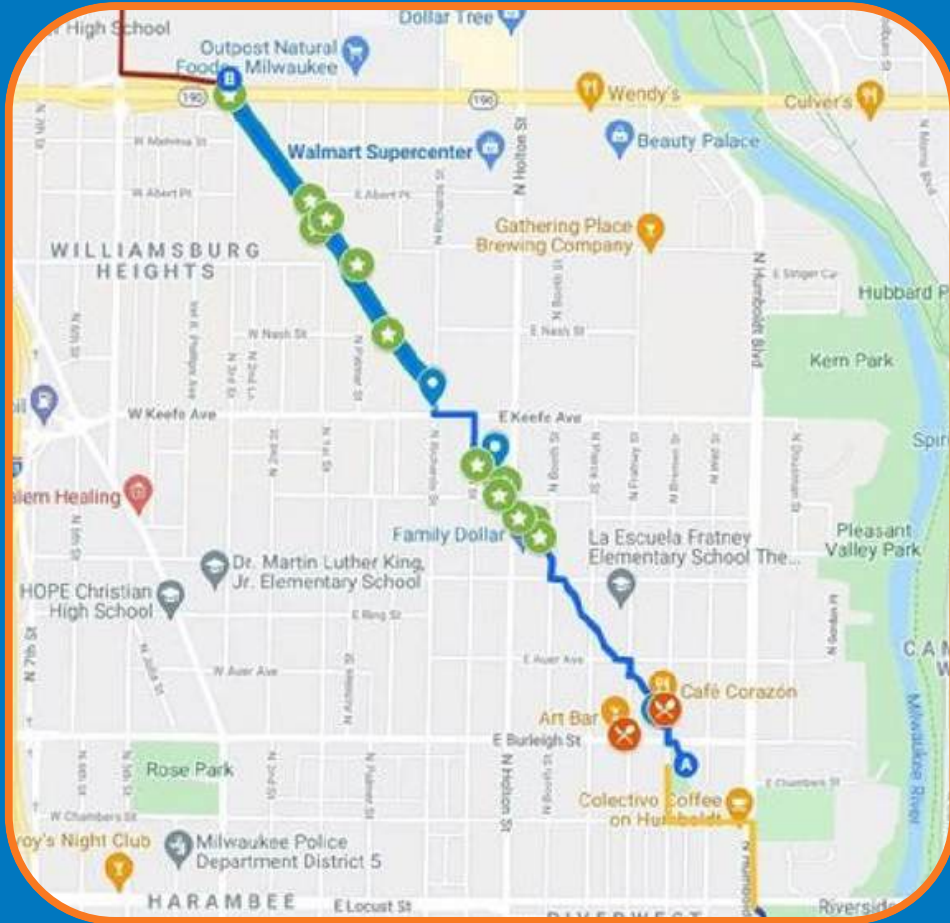
CONNECTING COMMUNITIES LOCALLY

The City of Milwaukee and Milwaukee County are extending the Beerline Trail northwest from Capitol Drive with a 1.8 mile extension to reach the new 20th Street Powerline Trail.

Additionally, the City has committed to expanding 50 miles of protected bike lanes and trails completed and/or launched in 2026, to which the Beerline Trail will connect.



CONNECTING COMMUNITIES VIA AN URBAN OASIS: KUUMBA ART PARK ON THE BEERLINE TRAIL





KUUMBA ART PARK ON THE BEERLINE TRAIL **FEATURES**



- **Focus on arts that reflect the community**, with murals, sculptures and artistic touches, trail markers, benches and more throughout the park and trail
- Separate **walking and biking trails** for safe recreation
- Adjacent to a **permanent home for the Community Farmers Market**, with access from the west and east
- **A park and safe space** with benches and tables for gathering, recreation and socialization with neighbors and nature in an area lacking green space
- A **playground** and recreation for all ages
- **Community requested amenities** focused on wellness, including fitness equipment, outdoor recreation, gathering spaces and bicycle repair station
- **Connection** to other local and regional trails



KUUMBA ART PARK ON THE BEERLINE TRAIL FEATURES



COMMUNITY-FOCUSED ARTS

- ✦ Neighborhood residents and creatives will guide the selection of artists and commissioned pieces throughout the park and trail
- ✦ The campaign goal includes funding for artist commissions
- ✦ Functional pieces will have a creative flair

KUMBA





NATURAL AREAS THROUGHOUT THE TRAIL

PLAZA & PLAYGROUND



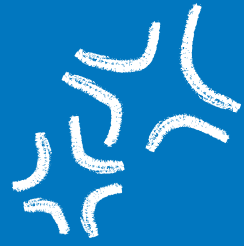


PLAZA



Relaxation and recreation for all ages near the Connector Building and Kuumba Coffee and Juice.
Picnic tables, rolling benches and more!

PLAYGROUND FEATURES



Distinctive playground equipment not available anywhere else in the community



ACTIVE GROVE & COMMUNITY FARMERS MARKET



THE COMMUNITY FARMERS MARKET

- Fresh produce available in a food desert
- Accepts EBT and WIC payments from low-income consumers
- Annual sales of over \$300,000 in 2025
- Room for up to 50 vendors





ACTIVE GROVE

ACTIVE GROVE







COMMUNITY REQUESTED FITNESS STATIONS



CHILL AND GRILL



existing bridge

existing asphalt trail

picnic & grills

bike racks

circular benches

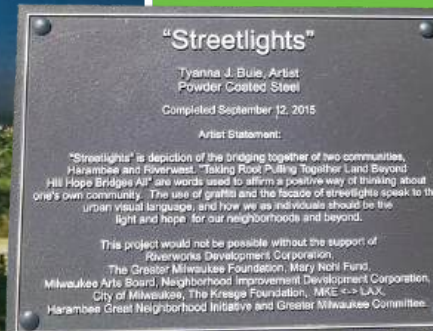
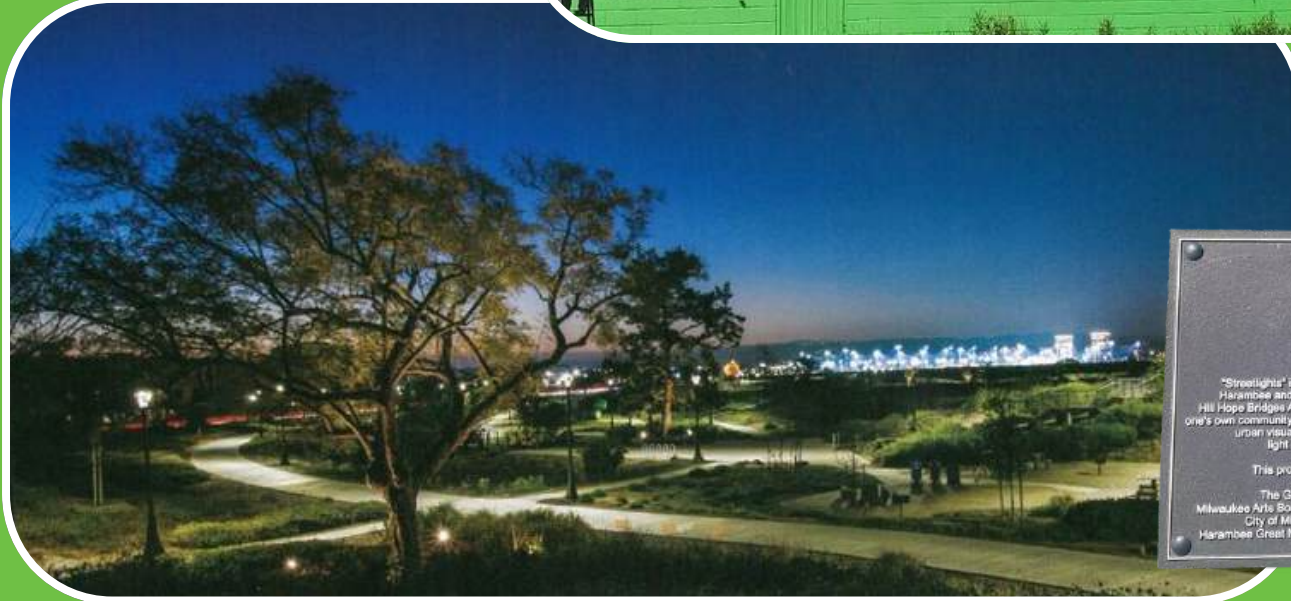
existing vegetation

meadow

existing asphalt trail

existing meadow

Beerline



LIGHTING, WAYFINDING AND CONNECTIVITY

NAMING OPPORTUNITIES



Plaza on Richards Street: \$1,000,000

Playground: \$500,000

Bike Plaza & Fitness: \$250,000

Active Grove: \$200,000

Gateway Arches (2: Richards & Capitol):
\$150,000

Quiet Grove: \$50,000

**Trail markers (4: Plaza, Active Grove,
Bike & Fitness and Quiet Grove):** \$50,000

Other opportunities are available....

CONNECTING COMMUNITIES CAMPAIGN GOAL

Campaign Component	Funds already raised	Funds to be raised
Artistic Features throughout Kuumba Art Park and the Beerline Trail	\$121,675	\$1,000,000
Farmers Market	\$100,000	\$1,255,600
Playground and Plaza (Keefe and Richards)	\$336,000	\$1,285,000
Active Grove	\$73,000	\$691,000
Bike Plaza and Fitness (Vienna Connection)		\$660,000
Chill and Grill (near Capitol Drive)		\$93,000
Enhancements to Julia's Corner	\$20,204	\$75,000
Trail maintenance		\$245,000
Programming (5 years)	\$200,000	
Neighborhood Stories		\$25,000
Beerline branded crossing		\$200,000
Park Endowment		\$1,000,000
Site prep, walkways, landscape, designs, permits, fees & other costs	\$128,200	\$1,264,400
TOTAL	\$979,079	\$7,794,000

CONNECTING COMMUNITIES PHASE 1 ACCOMPLISHMENTS

Thanks to 76 donors who collectively gave \$3 million to the first phase of the campaign, RDC:

- **Built the Connector Building**, 274 E. Keefe Avenue, which serves as an active location for community gatherings and hosts a locally owned coffee and juice restaurant
 - **Kuumba Coffee and Juice sustained** as a locally-owned business
 - **Established Julia's Corner**, a beautiful, art-filled respite in the heart of the city
 - **Increased activation of the Beerline Trail** for commuting, individuals and group recreation and entertainment
 - **Influenced the Department of Transportation budget** for the tunnel under I-43 near Capitol Drive
- 
- A decorative graphic in the bottom right corner consisting of several overlapping, hand-drawn style orange lines that curve upwards and to the right.

RIVERWORKS DEVELOPMENT CORPORATION

- **Riverworks Development Corporation (RDC)** is a Milwaukee-based 501(c)(3) nonprofit **dedicated to advancing social and economic development in the city's Harambee, Riverwest, and surrounding neighborhoods.**
- Founded in 1992 in response to decades of industrial decline, RDC works to rebuild community vitality by **aligning residents, businesses, and institutions with resources** that promote economic opportunity, neighborhood stability, and improved quality of life.
- RDC operates through a comprehensive, place-based strategy centered on four core pillars: **People, Place, Partnerships, and Prosperity.** This framework recognizes that sustainable neighborhood revitalization requires simultaneous investment in individuals, the built environment, and economic systems.



RDC KEY PROGRAMS

Real Estate development over \$12.5M+, including 36 units of affordable housing and key commercial projects across Harambee and Riverwest

Critical Home Repair resource center

Financial Clinic serves 1,500–1,700 low income households annually; returns hundreds of thousands of dollars to Milwaukee families through free IRS-certified tax filing

Reclaiming Our Neighborhoods (RON) engages residents to revitalize blocks, reduce blight, and build pride

Riverworks Cleans social enterprise improves the neighborhood while creating transitional employment for community members with barriers to work

Events and activities: Neighborhood clean ups, community engagement, meetings



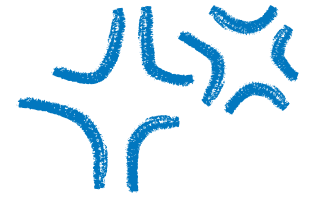
DARRYL JOHNSON, EXECUTIVE DIRECTOR



Darryl Johnson, a longtime Harambee resident has been with RDC for over 23 years.

Under his leadership, RDC has developed commercial buildings, community green spaces, created affordable housing, and developed a recreational neighborhood trail—Beerline Trail. **He has helped attract more than \$30 million in new investment into Milwaukee's northeast industrial corridor and created more than 100 new jobs.**

RDC BOARD LEADERSHIP



Officers

President:

Mustafa Emir, Clark Dietz, Inc.

Vice President:

Shawnta Eaton-Leschig, US Bank

Treasurer:

Susan Doyle, Northshore Bank

Secretary:

Nicholas Migan, Allume Architects

Directors

Cassandra Flagg, Green & Healthy Communities LLC

Jarod Little, Affiliated Engineers, Inc.

Michael Maistelman, Maistelmann & Associates

Tamika Mallette, Town Bank

Mike Olson, Adaptive Land & Building

Andrew Ruehl, GE Healthcare

Ted Torcivia, Milwaukee County (retired)

Erika Turner, PNC Bank

Vernon Singleton, Milwaukee County

Neil White, WEDC

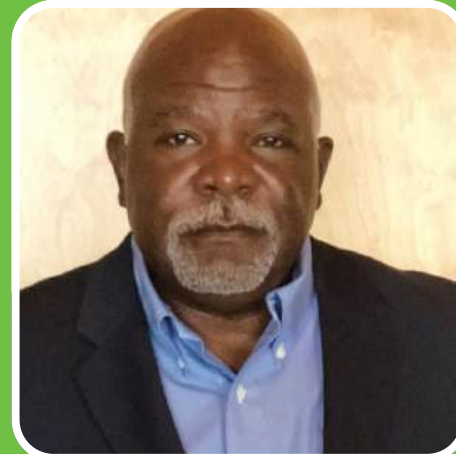
CAMPAIGN LEADERSHIP



Julia Taylor
Arts Community



Mustafa Emir
RDC Board Chair



Michael Morgan
Community Volunteer



Mary McCormick
MKE Rotary Representative





"Everybody needs beauty as well as bread, places to play in and pray in, where Nature may heal and cheer and give strength to body and soul alike."

– John Muir



CONNECTING COMMUNITIES – WE NEED YOU