



# Kuumba Art Park

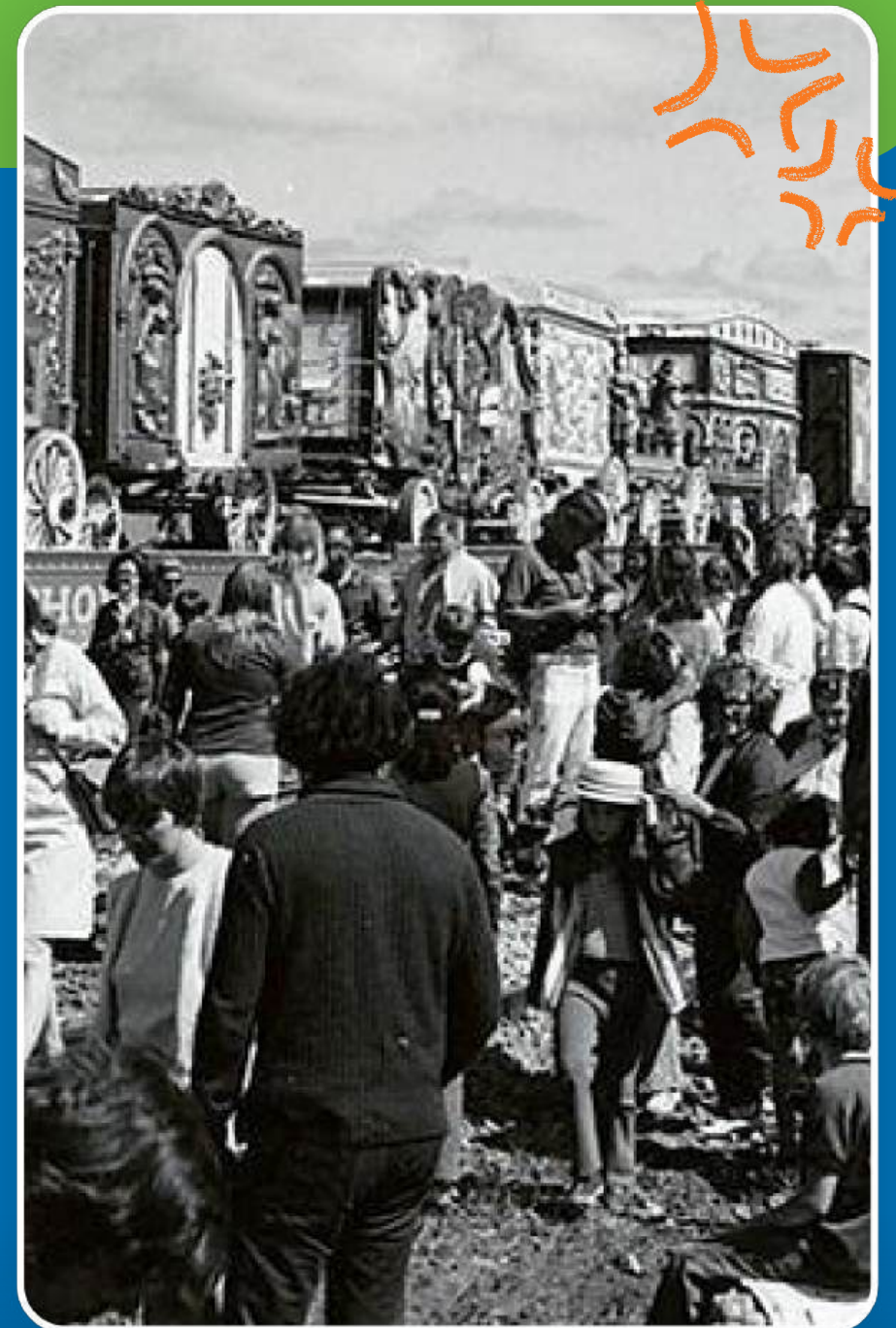
ON THE BEERLINE TRAIL



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.

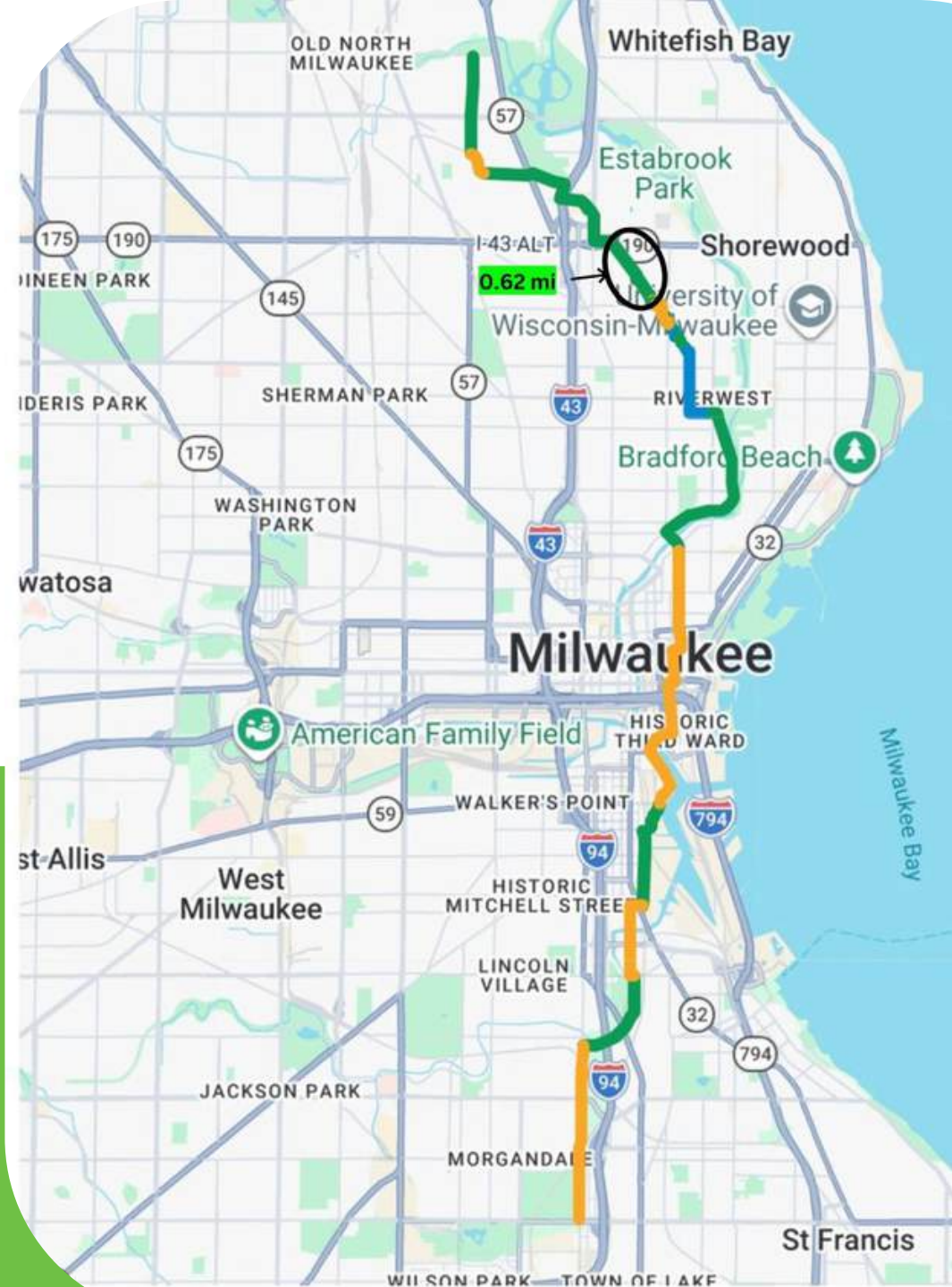




# RIVERWORKS

## 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.

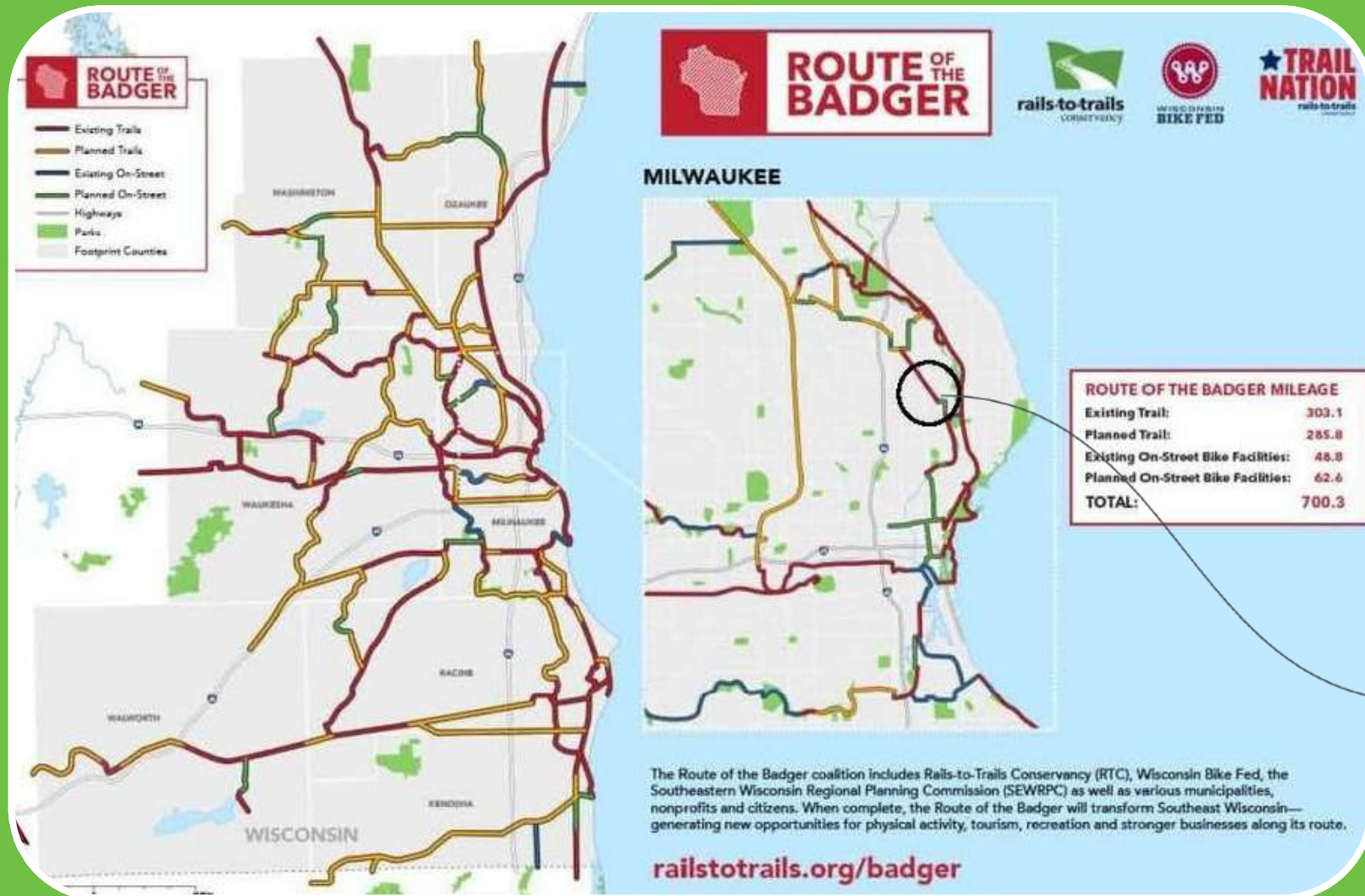
»» DONT MISS THE BEERLINE SHUFFLE ON OCTOBER 3RD AT 10AM

**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

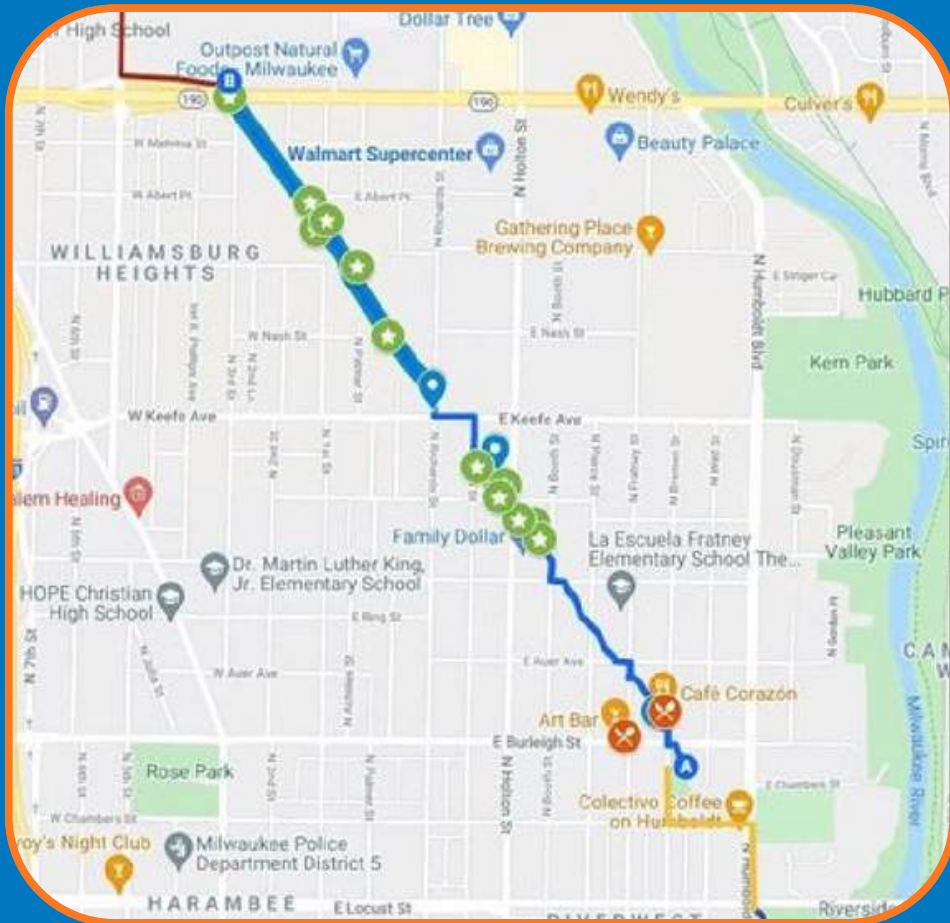
# CONNECTING COMMUNITIES LOCALLY

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



KUUMBA

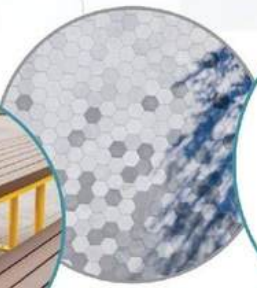




# NATURAL AREAS THROUGHOUT THE TRAIL

PLAZA & PLAYGROUND at Keefe & Richards

# PLAZA & PLAYGROUND



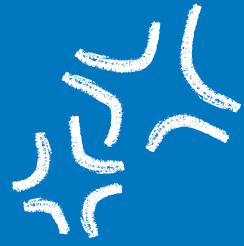


# PLAZA



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

# 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



# BIKE PLAZA AND FITNESS



KUMBA



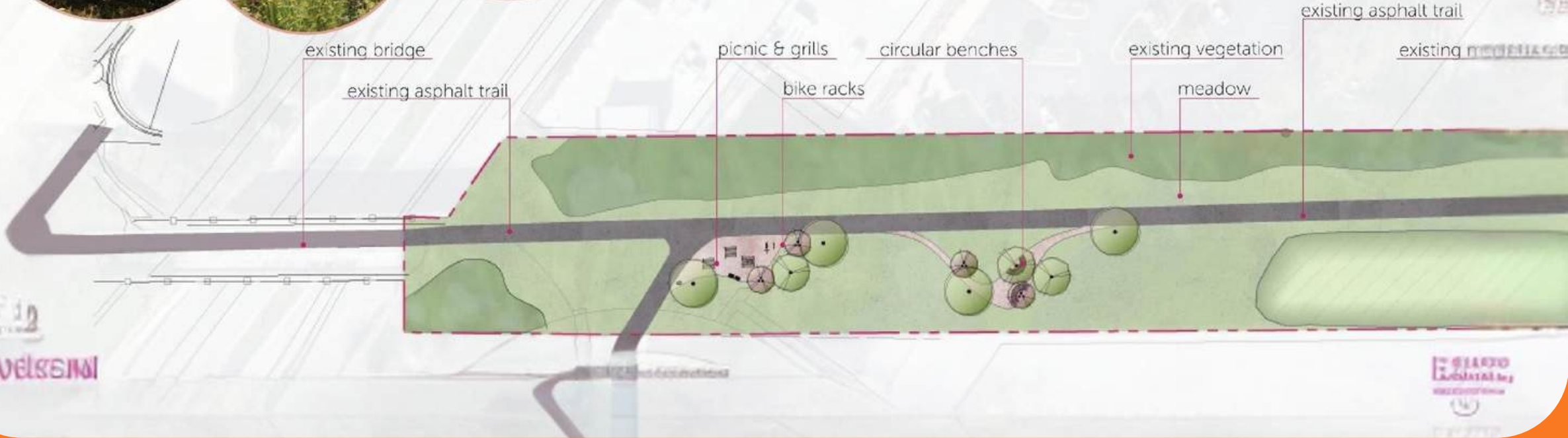


COMMUNITY REQUESTED FITNESS STATIONS



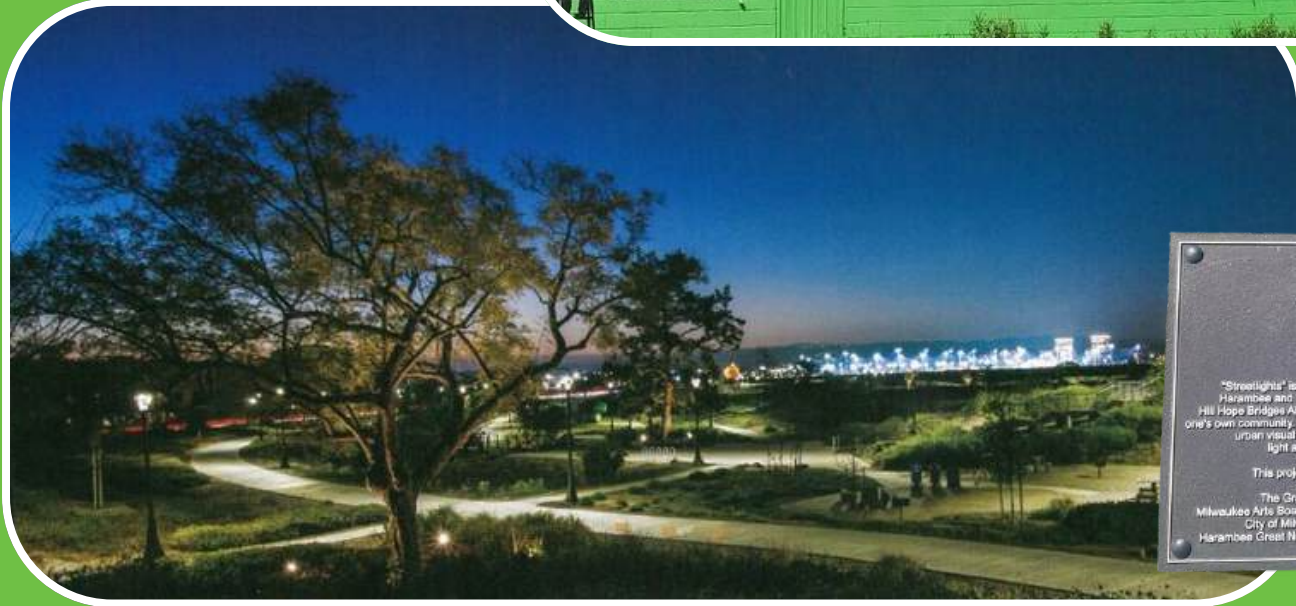


# CHILL AND GRILL





# Beerline



**"Streetlights"**  
Tyanna J. Buie, Artist  
Powder Coated Steel  
Completed September 12, 2015

*Artist Statement:*  
"Streetlights" is depiction of the bridging together of two communities, Harambee and Riverwest. "Taking Root Pulling Together Land Beyond Hill Hope Bridges All" are words used to affirm a positive way of thinking about one's own community. The use of graffiti and the facade of streetlights speak to the urban visual language, and how we as individuals should be the light and hope for our neighborhoods and beyond.

*This project would not be possible without the support of:*  
Roseworks Developers Corporation,  
The Greater Milwaukee Foundation, Mary Nohi Fund,  
Milwaukee Arts Board, Neighborhood Improvement Development Corporation,  
City of Milwaukee, The Kresge Foundation, MKE ↔ LAX,  
Harambee Great Neighborhood Initiative and Greater Milwaukee Committee.



# 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	Cost
Farmers Market	1,255,600
Playground and Plaza (Keefe and Richards)	1,285,000
Active Grove	691,000
Bike Plaza and Fitness (Vienna Connection)	660,000
Chill and Grill (near Capitol Drive)	93,000
Enhancements to Julia's Corner	75,000
Trail maintenance	245,000
Programming (5 years)	200,000
Park Endowment	1,000,000
Site prep, walkways, landscape, designs, permits, fees & other costs	1,400,000
<b>TOTAL</b>	<b>7,994,000</b>

# 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
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# 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



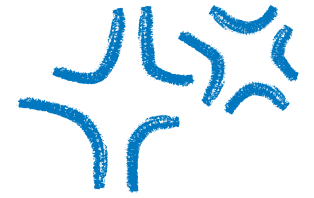
# DARRYL JOHNSON, EXECUTIVE DIRECTOR



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

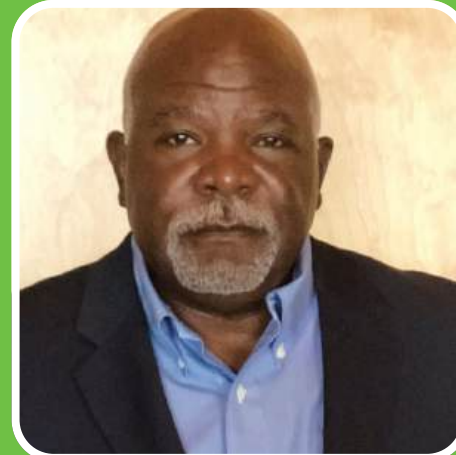
# CAMPAIGN LEADERSHIP



**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**