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CENTURY CITY REVIVAL



Century City reemerges as an industrial center for business.

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► EXPERT: WORKFORCE



EARL BUFORD

Milwaukee Area Workforce Investment Board

Earl Buford's career includes 18 years of experience in workforce development, diversity initiatives, and executive leadership. In his current role, Buford plans to strengthen and grow workforce development in the Milwaukee area.

► EXPERT: COMMUNITY



YVONNE MCCASKILL

Century-City Triangle Neighborhood Association

Yvonne McCaskill is a leader with the Century-City Triangle Neighborhood Association. She has lived in the area around Century City for decades and has advocated for jobs and investment in the area. She has been a key participant in the planning for Century City.

► EXPERT: ENERGY



ALAN PERLSTEIN

Mid-West Energy Research Consortium

Alan Perlstein is the Executive Director of the Mid-West Energy Research Consortium (M-WERC). He draws upon 35 years of experience successfully deploying new technologies affordably and on schedule. M-WERC is focused on growth and competitiveness in the energy, power and control industry.

► EXPERT: WATER



KEVIN L. SHAFER, P. E.

Milwaukee Metropolitan Sewerage District

Kevin Shafer became executive director at the Milwaukee Metropolitan Sewerage District (MMSD) in 2002. He is responsible for the overall management, administration, leadership and direction for MMSD in meeting short- and long-term goals and objectives for water reclamation and flood management.

► EXPERT: PUBLIC POLICY



WILLIE WADE

Alderman, Milwaukee's 7th district

Alderman Willie Wade represents Milwaukee's 7th district. He is the Chairman of the Century City Redevelopment Corporation, Vice Chair of the Common Council's Community and Economic Development Committee, and a member of the Redevelopment Authority of the City of Milwaukee board.

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CENTURY CITY BUSINESS PARK – MILWAUKEE'S NEW DESTINATION FOR MANUFACTURING

Milwaukee invests \$40M to transform Century City into a modern business park featuring all new infrastructure, multi-modal transportation options and ready access to skilled workers.

Century City, Milwaukee's newest business park, has redeveloped 86 acres of industrial land with access to high capacity power and water, rail and robust transportation connections for use by both businesses and commuters. The site is zoned industrial heavy to accommodate the types of manufacturers that the city is seeking in order to boost jobs in the area known as the 30th Street Industrial Corridor. Through a partnership between General Capital and the Redevelopment Authority a 50,000 sq. ft. multi-tenant, flex-industrial building will break ground in summer 2015 and will accommodate up to three manufacturing tenants. The Milwaukee Department of City Development recently moderated a panel discussion on Century City, its history and future.

MODERATOR: *Alderman Wade, can you tell us a little about how Century City got started?*

WILLIE WADE: In 2004, the old A.O. Smith/Tower Automotive site in the center of my district was really deteriorating. There were problems with underground tanks, buildings were collapsing, people were scavenging the site. The Menomonee Valley Industrial Center was getting to where it was going to be and it seemed the next place for the city to invest should be the industrial land that is now Century City. Mayor Tom Barrett and Department of City Development Commissioner Rocky Marcoux bought into the idea and we started putting together plans. The city tore down some buildings and invested \$24 million for a new DPW headquarters that centralized services. That was the first domino to fall in the whole process.

MODERATOR: *What do you see happening at the site in the near-term?*

WADE: I see industrial opportunity. We keep getting requests for companies that want land that has rail access and proximity to workers. Century City has both.

MODERATOR: *Century City is unique in that it's located next to a residential neighborhood. Is a revitalized industrial site next to a neighborhood going to be well-received?*

YVONNE MCCASKILL: It has already been well received. A.O. Smith and Tower were very instrumental in building a middle class in this area decades ago. When they left, a lot of the middle class left as well. We still have a number of residents who were there when the neighborhood was viable and we are committed to bringing that quality of life back. We are excited as a community to see all of the things that can come of this.

WADE: Eighty-five percent of the nearly 50 workers who worked at Talgo lived within three miles of Century City and the other businesses that come to Century City will find that to be true as well. The workforce is there. If we can couple that with job opportunities and technology, we will have a good formula for industry growth.

MODERATOR: *Century City has already received commitments from Red Flag Cargo Security Systems and Benson Industries to locate there. These businesses need*

workers. Earl, how does the Milwaukee Area Workforce Investment Board partner with Century City and the businesses that locate there?

EARL BUFORD: We have been at Century City from the beginning. We started with finding and training people for the construction projects, the Department of Public Works building and now with new businesses coming in. We help to forecast arrival and implementation, identify the types of jobs needed, and then strategize on how we can help recruit and prepare workers. We are continually looking to see what is on the horizon so that we are always a step ahead through planning and coordination.

MODERATOR: *Another vision for this neighborhood is a modern, state-of-the-art flood control and water management system. Kevin, can you speak to this?*

KEVIN SHAFER: We have been actively looking to manage water in the 30th Street Corridor in a more sustainable fashion. Water management is a social issue as well, so we want to help the neighborhood realize the benefit of managing

water where it falls by using a rain barrel, garden, bioswale, or by planting trees. We also have a larger vision. We want to develop a green way through this area to bring back trails and opportunities for recreation at the same time we are managing for extreme storms.

MODERATOR: *That same approach was used in the Menomonee Valley and has been very valuable in attracting businesses there.*

SHAFER: It has. When people think of business or industrial parks, they think of big buildings with big parking lots. What we have proven in the Menomonee Valley is that adding green space and natural elements to the design attracts business and attracts workers. It really makes the whole environment better.

MODERATOR: *Alan, tell us about some of the smart technology being incorporated into Century City.*

ALAN PERLSTEIN: One of benefits of being in Wisconsin is the strength of the energy, power and control industries and academics located here. There are more

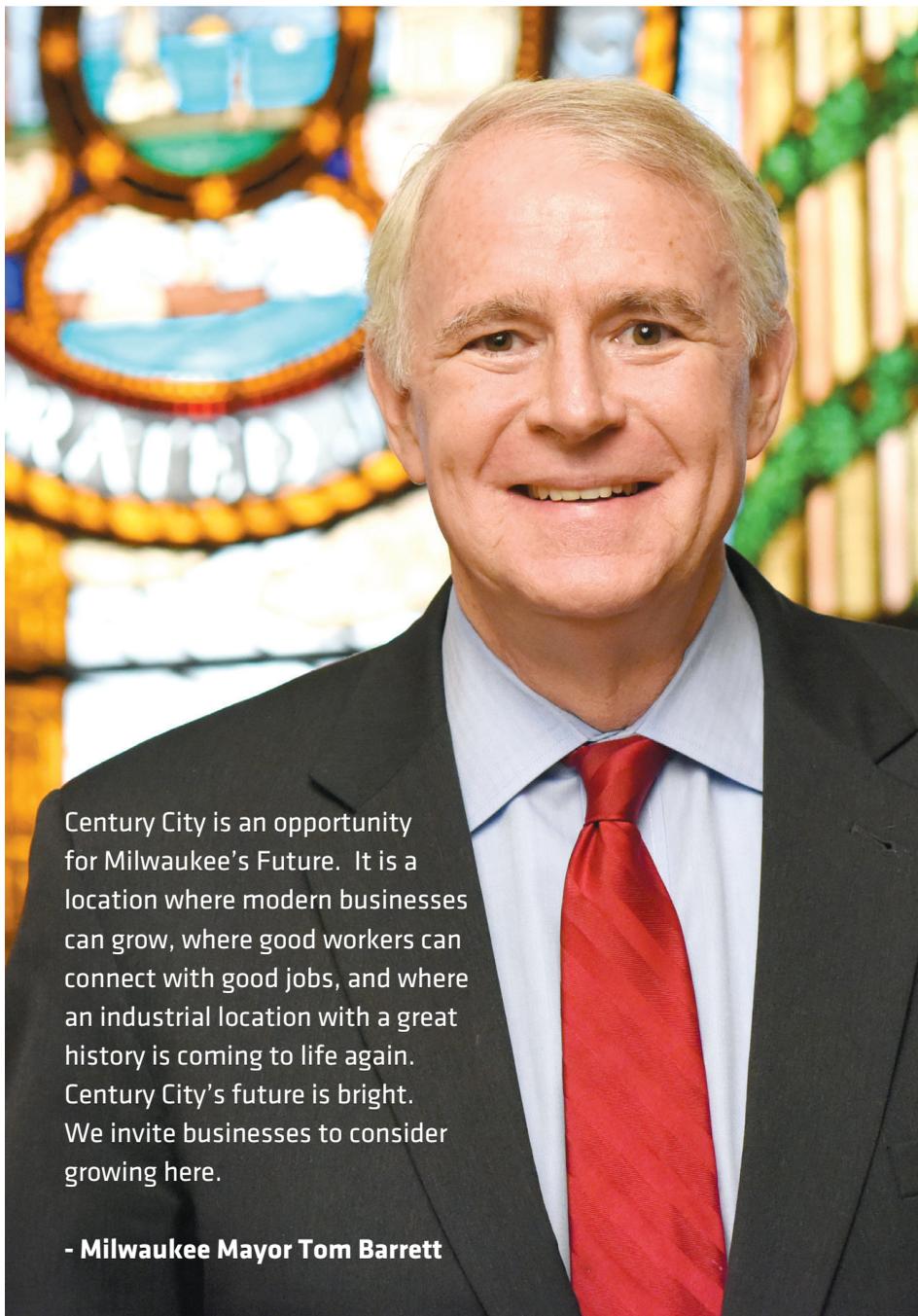


Century City is seen as a catalyst for commercial and industrial activity at North 35th Street and West Capitol Drive.

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Century City boasts rail access and proximity to a large skilled workforce.



Century City is an opportunity for Milwaukee's Future. It is a location where modern businesses can grow, where good workers can connect with good jobs, and where an industrial location with a great history is coming to life again. Century City's future is bright. We invite businesses to consider growing here.

- Milwaukee Mayor Tom Barrett

than 900 companies, 100,000 jobs and \$30 billion of revenue from companies and industries that create products in the energy, power and control arena. Century City is an opportunity to build on those strengths by putting in test beds that highlight how smart technologies can align with smart grid applications, how new factories can be designed so that innovations can easily be put into place as they are brought forward by our academics.

We Energies is partnering with Milwaukee Metropolitan Sewerage District, Mid-West Energy Research Consortium (M-WERC) and others to create a landscape of new technologies that will make the park attractive to companies that want clean energy. One of the unique things that is being evaluated today is to create a test bed using water management technologies to create geothermal energy and see how that distributive generation ties into normal central generation strategies from We Energies.

MODERATOR: *What can we do to sell Century City to companies like M-WERC members?*

PERLSTEIN: Three things attract companies: access to talent, access to a good working environment that makes that talent want to stay, and access to innovative ideas that can create the next generation of products. In early June, we started our Midwest Energy Research Consortium Wercbench Labs Accelerator. Ten companies have been brought in for a 13-week program that will hopefully help them accelerate their ability to become viable businesses that will grow jobs.

When General Capital designed Century

City, they sat down with people from M-WERC and UWM and looked at tomorrow's technologies – how you will draw in clean power, how machines will talk to each other and how they will communicate directly to the grid. As a result, the building is designed so that it can be readily adapted as new technologies come on board.

WADE: I believe Century City is a prototype for what is needed around the country in terms of technology, shrinking the carbon footprint, walk-to-work neighborhoods and reusing water. We are in a unique position with this land and these partners. When people used to contact me about location opportunities I had to say we weren't ready yet, but now we are ready.

MCCASKILL: We have to present ourselves as team. This is not the city or the neighborhood association that is doing something in isolation from the workforce board or the MMSD. We are all working together as a team to create this demonstration site.

MODERATOR: *What do you see Century City looking like in five to 10 years?*

SHAFER: We will see that it is possible to have sustainable development where the water that falls on that ground is used to save energy and re-used to reduce the need for water from a water utility; a development that generates its own power and is therefore off the grid. We can bring in businesses that are looking for that kind of innovation – companies that want to be sustainable, adaptable, energy independent and green.

MCCASKILL: I see a very viable community where families can raise children, a diverse community of neighborhoods where neighbors speak to and respect each other, where people can walk to work and the quality of life is high.

BUFORD: I see economic growth with vital neighborhood partnerships, a vital economic engine that has a really good family feel to it.

PERLSTEIN: U.S. manufacturing is being rebuilt through smart manufacturing and smart manufacturing will be a growth engine for Wisconsin. In five to 10 years, I see the world looking at Milwaukee and saying the energy and water nexus that will drive the future is centered here. I see Century City filled with factories attracted to this innovative idea and I see academics, industry and non-profits working together in harmony. I see a neighborhood that has become revitalized.

WADE: In five to 10 years we will be focused in Century City II. I see us exceeding our job creation goal of 900 jobs. I see workers working, families growing, a lot of people smiling and kids playing. I will take it a step further. I see 35th and Capitol as a viable commercial and retail area that will serve Century City and the neighborhood. I see the re-invigoration of Milwaukee as one of the world leaders in industry.