

**MENOMONEE VALLEY --- STOCKYARDS REDEVELOPMENT
CANAL STREET COMMERCE CENTER
PROJECT OVERVIEW**

Proven Direct, a full service direct marketing, technology, printing, and fulfillment firm, is moving to the Menomonee Valley, an ideal location to further the company's expansion. The company will be the anchor tenant in Ziegler/Bence's 144,000 square foot development at the site of the former Milwaukee Stockyards, one of the priority redevelopment sites in the Menomonee Valley. The site was identified as a priority development area nearly a decade ago by the City of Milwaukee's Master Land Use Plan for the Menomonee Valley. Two other priority sites at either end of the Valley are already being developed: the Harley-Davidson Museum (6th and Canal Streets) and the Menomonee Valley Industrial Center (the former Milwaukee Road Shops property on Canal Street just east of Miller Park). The redevelopment of the Stockyards site for Proven Direct's new headquarters ensures this priority parcel will be a catalytic project for the center of the Valley.

Proven Direct, which will take occupancy of 53,000 square feet this fall, will bring 56 full time jobs and plans to add another 56 full time jobs within three years, doubling the company's employment base and bringing their total employment to 112. The company has a range of full time employment opportunities for job seekers at various levels of experience and education, from those without a degree to highly-trained software engineers. The Valley's location – in the center of the largest workforce in the state of Wisconsin – made sense for the growing company.

The \$15 million project truly is a public private partnership. The project received financing through US Bank and the Redevelopment Authority of the City of Milwaukee; was awarded an investment of New Markets Tax Credits through the Wisconsin Housing and Economic Development Authority (WHEDA), Legacy Bank and Local Initiatives Support Corporation (LISC); and was granted funds through the State of Wisconsin's Department of Commerce Brownfield Program, State of Wisconsin Department of Natural Resources and Menomonee Valley Partners, Inc. (MVP).

In November 2006, Ziegler/Bence Development purchased the site from MVP, a non-profit organization working to revitalize the Valley to benefit the entire Milwaukee community. To ensure the maximum economic development potential, MVP adopted job density (1.5 jobs per 1000 square feet) and job quality (\$12/hr average wage) objectives when seeking companies to redevelop the property. In purchasing the property from MVP, Ziegler/Bence entered into a binding agreement that ensures additional tenants for the project will create 200 family-supporting jobs. Both MVP and Ziegler/Bence see this unique agreement as solidifying their commitments to creating jobs in the Valley. The Ziegler/Bence team has maximized the 12-acre site even beyond what MVP imagined, constructing a 144,000 square-foot building that will create more than 200 jobs, \$5 million in annual wages and \$300,000 in annual income taxes.

Ziegler/Bence will build Proven Direct's new headquarters as a "green" building, using the Menomonee Valley Sustainable Design Guidelines, which were developed to ensure low impact, energy efficient industrial buildings that benefit both the environment and the bottom line over the long run. The project will use high-insulated glass windows to provide day lighting, native plant landscaping to reduce watering, and energy efficient fixtures that are expected to save the company \$38,000 per year in utility costs. Ziegler/Bence will track the building's utility usage and costs and, like its green neighbor across the street, the Sigma Group, share their findings with MVP in order to encourage future Valley neighbors to invest in the recommendations of the Design Guidelines.

With the site now under construction with an expected completion date of fall of this year, Ziegler/Bence is seeking additional tenants to this highly visible redevelopment site. With its proximity to downtown, a skilled workforce, transportation routes, as well as amenities like the Hank Aaron State Trail across the street, MVP and Ziegler/Bence are convinced that other job-intensive light industrial operations will be eager to take advantage of one of the most ideal locations in the region.