



Layton Boulevard West Neighbors

2009 annual report

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Project Manager

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Community Outreach Manager

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Lisa Mecha
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Blog: www.lbwnblog.blogspot.com

YouTube Channel:
www.youtube.com/user/LaytonBlvdWest

88.9 Radio Milwaukee interviews:
unifiedmilwaukee2.wordpress.com/2009/06/03/silvercitygrandfinale/

Asian Fest 2009 pictures:
www.inspiringelements.com/asianfest2009/

A message from LBWN's Board Chair



"Remember where you came from."

These are the words parents say to keep their children humble, what friends say to keep one another grounded, and the same words I said to myself when asked to serve on Layton Boulevard West Neighbors' board of directors.

You see, this is where I came from, and, although my

address is no longer here, my heart definitely still is. It is with pride that I play my small part in revitalizing this neighborhood that I hold so dear, and it is with awe that I look around and see the changes that LBWN helped bring about.

Now, when driving down the tree-lined streets on a summer day, you are sure to see neighbors gardening, painting, or working on other home improvements.

Many of them have completed LBWN's Home-Buying Education Program and realized their dream of homeownership. Now, when walking along National Avenue, the choices of restaurants and shops seem endless. This is surely a sign that entrepreneurs, who could establish their business anywhere, are selecting the Silver City Main Street District because it is smart business to do so.

There is so much momentum occurring in this neighborhood *right now*. People would not be making these investments if they did not have confidence in their neighborhood's future. However, there is so much more work to do. As board chair, I have seen the daily heavy lifting by both neighbors and staff in their efforts to bring about real change. We cannot do any of this work without our numerous partners, and your partnerships inspire us through our shared vision.

Through your financial support, you also ensure that our journey will continue as we celebrate 15 years in 2010. Please continue to believe in and support the important work being done by mailing back the envelope attached with this annual report.

Finally, I would like to thank LBWN, and all of you, for reminding me where I can from, and, most importantly, for making me proud to still be here today.

Soraida Nichols
LBWN Board Chair

The LBWN Healthy Neighborhood Approach

LBWN is an innovative, grassroots community development corporation, established by the School Sisters of St. Francis, working to stabilize and revitalize one of Milwaukee's most diverse and densely populated South side neighborhoods. The LBWN neighborhood is proud to be a *Healthy Neighborhood*, an initiative established by the Greater Milwaukee Foundation with strong support from the City of Milwaukee and many other partners. As one of the nine Milwaukee *Healthy Neighborhoods*, LBWN emphasizes



the neighborhood's assets and places stakeholders at the forefront of neighborhood management.

The *Healthy Neighborhood* strategies are grouped into four major outcome areas, each listed below with LBWN's achievements through fiscal year ending June 30, 2009.

Neighborhood Management

LBWN staff has worked with more than 430 neighbors to implement 11 improvement projects, including solar alley lights, solar-powered landscape lights, solar-powered light poles, front yard landscaping and clean ups of neighborhood foreclosed homes. Through these projects, neighbors have not only beautified their block but also created and enhanced relationships, improving the neighborhood's security.

Neighborhood Image

LBWN has worked to create identities for our unique neighborhoods: Silver City, Burnham Park, and Layton Park. The goal of these projects is to let visitors know not only the name of the neighborhood but also to demonstrate our pride in the neighborhood. Neighbors wanted to create an identity and enhance the neighborhood's image, as a reminder that this community is more than just one house on a block. One house is surrounded by many other houses, and many other neighbors, who consistently work together to make our neighborhood the best it can be!

Real Estate Market

LBWN hosted an event where 55 realtors learned about up-coming neighborhood plans, neighborhood momentum, and special offers for buyers who purchase in the neighborhood. To maintain this level of communication, LBWN began monthly e-newsletters to keep realtors informed about special incentives and points of interest for home buyers. LBWN also promoted homeownership of the neighborhood's amazing, historical housing stock by hosting two workshops on How to Purchase (and fix-up) a Foreclosed Home. In total, these workshops attracted over 300 interested homebuyers, many of which attended a follow-up Tour of Neighborhood Homes for Sale.

Physical Conditions

Through the help of various resources, LBWN encouraged \$212,443 in home improvements. Through LBWN's promotion of a pilot energy program, 88 homeowners were able to make energy efficient improvements to their house at 0%-50% of the total cost.



Uniting the neighborhood through Leadership

The sense of community could be felt, seen and heard by every one of the hundred neighbors who gathered on the 1200 block of 36th street.

In an effort to ensure everyone, especially the children, enjoyed themselves, Kristy Jackson had spent days calling around and securing hundreds of dollars worth of food, prizes, and game donations for their block party. As a new neighbor, she went to a LBWN block club meeting to get more involved and it was here that she got the idea of throwing a block party. She hoped that the event would create an opportunity for everyone on the block to get involved and know each other.

Dave Salla, the block club captain, led a project that coincided with their block party. Neighbors on the block installed solar landscape lights as a way to show the block's sense of unity. The day of the party, neighbors walked to each house and handed out the solar lights, all of which were eagerly installed by the end of the party.

Block leaders also went the distance and organized neighbors to clean up two vacant, foreclosed homes that were creating an eyesore. They trimmed the bushes, mowed the lawns, and pulled the weeds even before LBWN staff arrived to help get the day started. Neighbors on this block are a good example of partnering strategies that work.



“You get one person involved and that turns into two. This little moment begins the creation of something great.” – Kristy Jackson



Over 210 neighbors worked to establish 7 new block clubs.

90 neighbors maintained 3 existing block groups.

430 neighbors planned and implemented 11 neighbor-hood improvement projects.



Renewing Local Resources

Dolly and Greg Mertens sold their house in New Berlin to move into a newly renovated flat above their business, Wild Flour Bakery, located on Lincoln Avenue and 28th Street. They invested more than \$200,000 and worked for years to renovate this historic, former Pappa's Bakery into one that would maintain its rich history while still meeting the needs of their modern bakery today.

After years in business, a vehicle accident smashed through their front copper and stained-glass façade, ruining not only their beautiful building, but also their dreams for a prosperous year. Greg and Dolly worked with LBWN to secure a City of Milwaukee façade and sign grant to address the much needed repair. Today, the Wild Flour Bakery has a brand new façade that reveals the store's artsy and unique feel while still reflecting the historic architectural detail of the late 1800's. Besides their main bake house, located in the LBWN neighborhood, their business is thriving and can be seen in four Milwaukee Wild Flour locations along with numerous Southeastern Wisconsin wholesale outlets, farmers markets, and festivals.

Dolly, Greg, and their son Josh share the vision that moving back to this South side area was a good investment on both the business and personal level because this historic neighborhood still maintains the qualities built by the early settlers. This unique character promotes quality and artistic craftsmanship, both of which are important traits in not only the way they designed their new façade, but also the way they do business.

Josh recently secured a down payment assistance grant and purchased the home adjacent to the Bakery and, with the help of LBWN's Home Buying Education Program. He further added to his block's curb appeal by participating in LBWN's 2008 and 2009 Most Improved House Contest.

The Wild Flour Bakery not only brightens their customers' days through the rich aroma of fresh baking European-style bread, but it also exudes the confidence that the Layton Park neighborhood is worthy of the investment!

“Having an organization like LBWN to help vigilantly maintain our neighborhood's quality and character is an amazing resource that you don't get in every neighborhood. As a business, we are not alone in our efforts to make this neighborhood a profitable place to be and a great neighborhood to live in. ”- Greg Mertens



Volunteers donated over 600 hours to plan and implement Silver City Main Street activities.



LBWN staff and volunteers promoted nearly \$350,000 in commercial district improvements.

Homeownership: an investment in the future

A dilapidated, vacant, and foreclosed home stood in the beautiful Silver City neighborhood. It was obvious something needed to be done. In an effort to proactively address the drastic increase of foreclosed homes in the neighborhood, LBWN created the Turnkey Renovations Program. The goal is to purchase vacant, foreclosed homes and update, renovate with high energy-efficiency standards, and sell at a price affordable to an owner-occupant buyer. By renovating the home it is given a new life, the former eyesore on the block becomes an asset, a new stakeholder is added to the neighborhood, and a house that an absentee investor may have purchased is removed from the market.

LBWN purchased that home located on 29th Street, just South of National Avenue. With the help of many great partners, LBWN restored the craftsmanship of this turn of the century home that was built in 1910. By installing a solar thermal water heating system, among

the many energy efficient updates, LBWN made sure it exceeded the energy efficiency standards set for new Energy Star homes. Aesthetically, the kitchen and bathroom were remodeled with tile and custom cabinets. Hard wood floors and decorative trim were cleaned and refinished, the interior got a new paint job, and new windows and a new roof were installed, among other updates. LBWN staff marketed the house by sending information to partners and local employers to see if a buyer already living or working in the community would be interested in it.

Evan McDoniels received the information and set up a walkthrough of the home. Evan toured homes in other neighborhoods as well, but the home in Silver City just seemed to be a perfect match, especially with the low utility bills he knew he could anticipate. Evan participated in LBWN's Home-Buying Education Program, where he learned about all the details, grants, documentation, and future planning needed as he prepared to purchase and maintain his first home. After completion of the classes, and receiving down payment assistance from LBWN and our partners, Evan became a proud homeowner!

“You just can’t find houses of equal quality in other neighborhoods for the price you get them at here.” – Evan McDoniels



1 Turnkey Renovations Home was completed and sold to an owner-occupant with the help of 9 partners.

13 Homeowners purchased homes as a result of LBWN's Home Buying Education Program.

3 homes were converted from absentee-owned homes to owner-occupant homes.



In Keeping with our Housing Quality

Todd and Sonya Torres-Jackson have a flair for design. Be it art, color schemes, or architectural differences between generations, they find it fascinating. This is why the classic, 93 year old Arts and Craft style home in Burnham Park, which they purchased in July 2002, truly drew them in. With a mission to restore their house to its original character, they researched, read books, and drove through some of Milwaukee's oldest neighborhoods.

It was perfect timing for the Torres-Jackson's when LBWN began their Most Improved House Contest in 2008. Already finished with the roof and chimneys, one of which is adorned with a limestone tulip to mimic the motif running through the house's stained glass windows, Todd and Sonya were ready to take on the front of their home. That year they painted the house with historically appropriate colors, added a walkway, built the porch, and restored all the woodwork.

This fantastic start made for a seamless transition to the 2009 LBWN Most Improved House Contest in which landscaping took top priority. From an outsiders view, it looks as if it is impossible to make this house any more gorgeous than it already is, but the Torres-Jackson's keep paging through their books on

Milwaukee's historical architecture as they eagerly look for the next "Jackson Project."

In addition to their passion for their home, the Torres-Jackson family truly cares about the perception and future of their neighborhood. Sonya and their son Elijah also became involved with the creation of the new Burnham Park neighborhood identity signs. Along with other neighbors, they brainstormed on what their neighborhood felt like and what they wanted it to be. With this research and reflection, these neighborhood leaders designed the 42 signs that are now proudly standing throughout the Burnham Park neighborhood.





Neighbors invested more than \$19,193.76 in exterior improvements through block projects and neighborhood identity projects.

Senior homeowners invested \$40,666.57 with the help of LBWN's Senior Home Assessment and Repair Program (SHARP) and were able to remain in their homes and stay active members of the LBWN neighborhood!



Statement of Activities

(For the year ended June 30th)

	2009	2008
Income		
Foundations	214,003	\$ 265,105
Government	96,947	101,013
Local Initiatives Support Corporation (LISC)	82,193	57,659
SSSF Subsidy	55,250	30,000
Donations/Gifts	64,892	68,196
Misc. Revenue	55,090	13,329
Total Income	568,375	535,302
Program Expenses		
Development Projects	164,655	80,936
Economic Development	119,218	92,718
Fund Raising	12,050	12,124
Grassroots/Outreach	47,569	48,894
Housing/Rehabilitation	162,128	200,116
Management and Support	68,122	60,016
Total Program Expenses	573,742	494,804
Change in Net Assets	(5,367)	40,498
Net Assets at Beginning of Year	89,140	48,642
Net Assets at End of Year	\$ 83,773	\$ 89,140

Our Supporters

Ace Hardware (13th and Burnham)
ACME Corporation
American Family Insurance
Anderson Improvements
Area Studio, LLC
Asian International Market
Barbara McKillop
CCHD/Archdiocese of Milwaukee
Charles Vang
Christopher & Lorraine Gramling
City of Milwaukee Community Block Grant
City of Milwaukee Housing Trust Fund
Coakley Tech
Community Care, Inc.
Community Warehouse, Inc.
Concordia University Wisconsin
County Supervisor Marina Dimitrijevic
Daniel J. Diliberti
David and Eva Grabowski
David Bishop
David Ciepluch
Dawes Crane Rental
Dawn Davis
Dennis Purtell
Dien Van Nguyen
Donna Swanson-Hyke
Ed Diethman
El Rey (35th and Burnham)
El Senorial
Equitable Bank
Faye McBeath Foundation
Florence Rainer
Focus on Energy
Foley & Lardner, LLP

Forest County Potawatomi Community Foundation
Forward Communications
Froedtert Hospital
Golden Wisdom Company
Gordon Anderson
Greater Milwaukee Foundation's Community Grant Fund
Greater Milwaukee Realtors Association
Gregory Meuler
Handy Mart
Harley-Davidson Foundation, Inc.
Harley-Davidson USA
Harnischfeger Employees Association
Hatco Corp
Helen Bader Foundation
Historic Layton Boulevard Association
Hmong WI Chamber of Commerce, Inc.
Home Depot Housing Foundation
Hot Water Products
Housing Cost Reduction Initiative (HCRI)
James Weir Insurance Agency
Jeanette Kassulke
Jeremy Gramling
Jill Rennick
Jim Alvarado
John Thornton
Johnson Controls, Inc.
Johnson Controls Blue Sky
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Joseph and Julie Kmiec
Joseph Neterval
Kathleen Wyrobeck
Kathryn Berger
Kmiec Law Offices, S.C.
Lagina Plumbing
Landmark Credit Union
LAO Foods Group

Laura Bray
Layton State Bank
Leo Ries
Local Initiative Support Corporation (LISC)
Lynde & Harry Bradley Foundation
M & I Marshall & Ilsley Bank
Margaret Kidder
Margarita Garcia Guerrero
Mark and Mel Miskimen
Mark Pecora
Marshall & Ilsley Corporation
Michael DeHays
Milwaukee Christian Center
Milwaukee Community Service Corps.
Mitchell Novelty Company
National Auto Tech
National Avenue Childcare LLC
Nativity Jesuit Middle School
Neighborhood Improvement Development Corporation
New Cassel, Inc.
Nonprofit Center of Milwaukee, Inc.
Noodle House
P & H Mining Equipment Inc.
Pam Mueller
Pao Lo
Paul and Kristin Donnelly
Paula Harris
Phillip Kmiec
Pittsburg Paints Miller Parkway
Professional Construction Inc.
Rafael Luciano
Raymond Konz-Krzynski
Rebecca Burton
Rebuilding Together Greater Milwaukee
Retirement Research Foundation
Richard Espinoza

Rick Schuster
Roger Malkovich
S. Charlita Foxhoven
S. Charlotte Smits
S. Margaret LeClaire
S. Regina Pacis Meservey
S. Therese Thoenen
School Sisters of St. Francis, Inc.
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Select Milwaukee/Neighborworks
Sherwin Williams
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Tri City National Bank
U.S. Cellular
University of Wisconsin-Milwaukee
Vientiane Noodle Shop
Village of West Milwaukee
Walgreens (Layton Blvd and National Ave)
We Energies
Wells Fargo Bank
West Allis/West Milwaukee Chamber of Commerce
Western Bilingual LLC
Western Union
WI Energy Corporation Foundation, Inc.
WI Energy Foundation
WI Housing and Economic Development Authority
Wild Flour Bakery
William and Michelle Ayers

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