

Vision to Reality

Changing Beloit
1988-2017

2018 APA-Wisconsin

October 9, 2018

Principles for Progress

- Principal Leadership
- Planners
- Plans
- Portfolio Approach
- Place Based
- Purchases
- Projects
- Partnerships
- Pump Priming-Leverage
- Patience and Persistence
- Riverside Park- a case study of Principles

Principal Leadership

- Beloit 2000/2020
- Presidents/CEO/ Primary decision makers of all major regional employers
- Private sector organizations

Beloit 2020 Participating Members

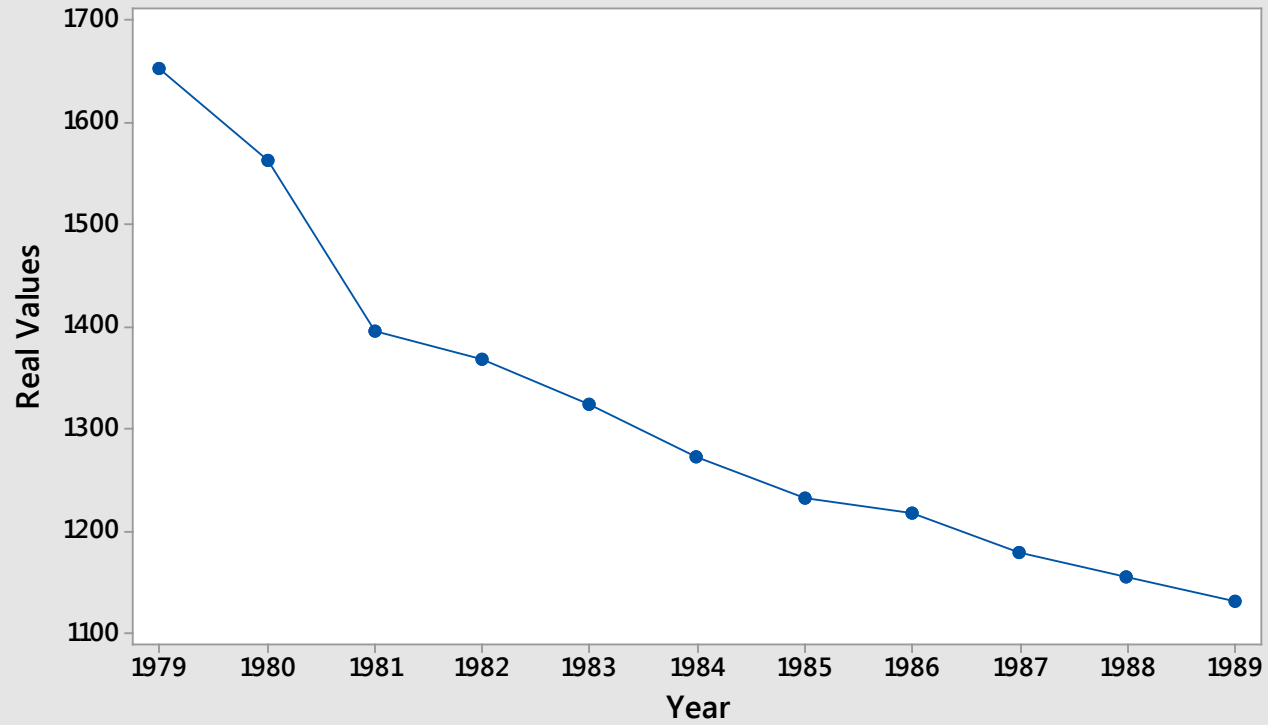
ABC Supply	Electrol Specialties
Angus Young Associates	Fairbanks Morse Engine
Batterman Engineering	First National Bank
Beloit Box Board Co	Frito Lay
Beloit College	Hormel
Beloit Daily News	Kerry America
Beloit Foundation	Klobucar Construction
Beloit Health System	McCleary Industries
Blackhawk State Bank	Mid-States Concrete
Bolgrien, Koeple &Kimes	North American Tool
Bud Weiser Motors	Regal Beloit
Century 21	Siepert and Co
Chemtool	Stateline Community Foundation
Comply 365	Taylor Company
Corporate Contractors	Tri-Core Insurance
	Trippco Management

Began meeting in Dec 1988. Why B-2000 formed

Crisis
But crisis revealed long term trends-rust belt issues



Beloit City Real Estate Values 1979-1989
2015 dollars



Wake Up Call

Nasty hyperbole at Beloit's expense

**Two still
sought in**

Assault taints

close-knit neighborhood

**Police believe rape
suspects in area**

rape case | **'Swift, sure' justice urged**

Shock from ***Beloit needs to cure the cancer within***
gang rape **Juvenile** **Suspects in gang rape waive hearings**
still felt

Coalition **arrest rate**
condemns
hate, racism **high here**

Gang rape suspect
delays entering plea

4 sought in
gang rape,
beating

Officials:
gang rape
hurt image

| ***Rape, beating victims say pleas ignored***

Decision # 1 & 2

Planners

Two Planners

Phil Lewis-Visionary

Dave Schreiber-Sherpa



“Designing a dream city is easy; rebuilding a living one takes imagination”

Jane Jacobs

“It starts with imagination—the ability to see a vision with detail and vividness, as if it already existed. Then the future-minded person is able to ask, ‘what must I do to take the future that is in my head and make it exist in the world?’”

David Brooks

Two Plans

RiverFront Plan-1989

City Center Plan-2005

- Each plan had several iterations over the years.
- These plans formed the glue that held the organization together; first as 2000 and then as 2020
- Organization began in crisis; but longevity is the result of plans

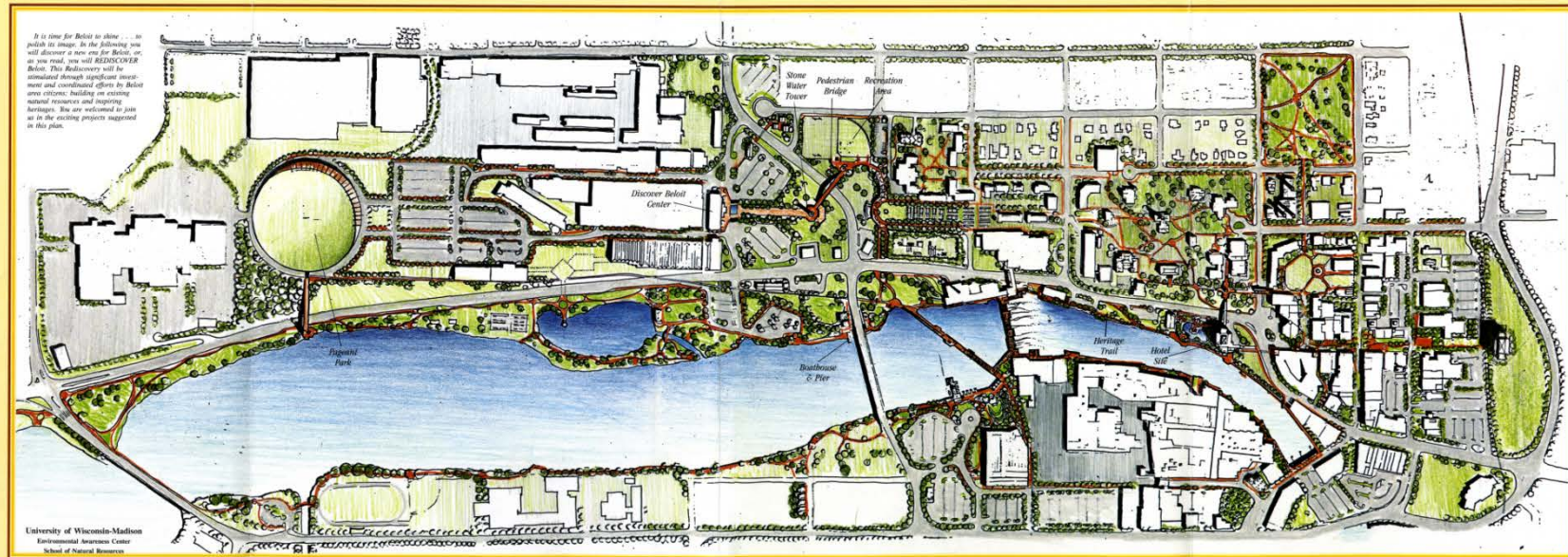
Lewis Sketch Plan- March 1989

THE RIVERFRONT PROJECT

Central to Beloit's history and growth over more than a century and a half has been the Rock River. It was here that Beloit's industrial pioneers first harnessed the power of nature to run their factories, here that Beloit College was founded (before Wisconsin became a state) and here that the first settlers, Yankees from New England, were joined by immigrants from Scandinavia and the rest of Europe, and, eventually, by black migrants from the South to create a community that anthropologist Margaret Mead described as "a microcosm of America." It is here also that hopes for saving Beloit into a positive symbol for the State of Wisconsin, a gateway in the best of senses, must begin.

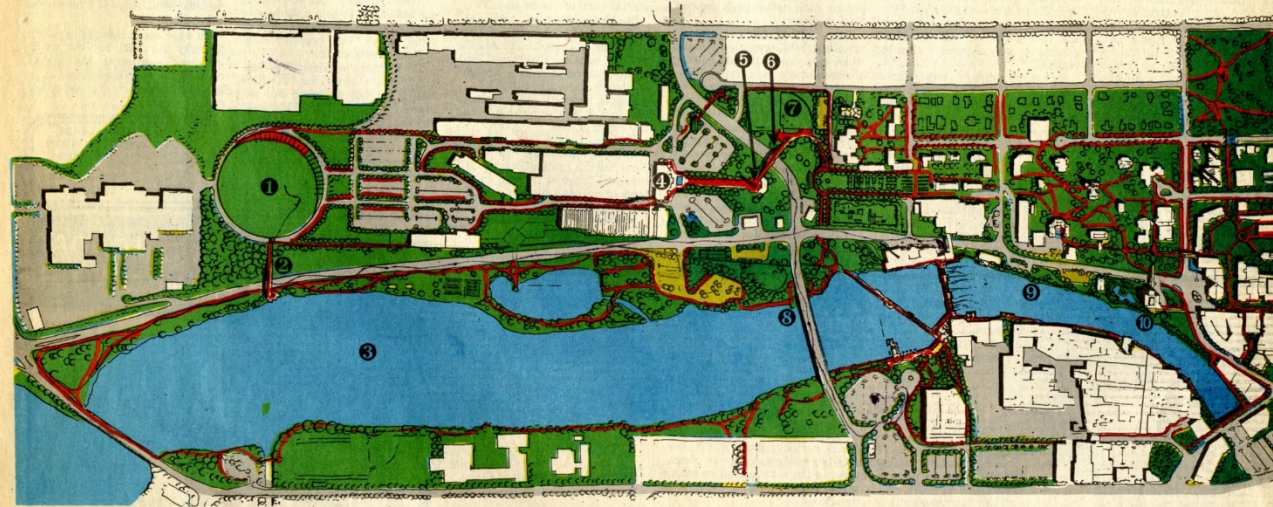
The Riverfront Project is a unique civic partnership between the business, governmental, educational and philanthropic institutions of Beloit which are committed to a revitalization of the city through a redevelopment of the historic center of the city.

The Riverfront Project is comprised of three components: Heritage Park, Lake Beloit and Water Tower Place. Each of these components contains options for the creation of economic amenities that will contribute to the overall quality of life in Beloit.



December 28, 1989

RiverFront plan unveiled



Centerpiece of a plan to "Rediscover Beloit" is a three-part RiverFront Project involving redevelopment of the Rock River "corridor" from the Henry Avenue bridge south to the Grand Avenue bridge. A conceptual sketch by Dr. Robert Lewis of the University of Wisconsin Environmental Awareness Center is reproduced above with present or projected parkland in green, walkways in red and streets and parking areas screened gray.

Numbered features are: 1 — Pageant Park, a proposed natural amphitheater overlooking Riverside Park from the bluff area between The Beloit Mall and the Fairbanks Morse factory complex; 2 — a pedestrian bridge over Highway 51 connecting Pageant Park to Riverside Park; 3 — the Rock River section to be dubbed "Lake Beloit"; 4 — "Discover Beloit" visitor center with industrial exhibits; 5 — old stone water tower; 6 — pedestrian

bridge across Woodward Avenue; 7 — recreation fields; 8 — boathouse and pier; 9 — "Heritage Trail" riverfront walkway, and, 10 — downtown hotel and conference center site. From left, the three components of the project are Lake Beloit, Water Tower Place and Heritage Park. Broad Street is at the extreme right (south) edge of the page. About 85 percent of the non-public land for the project is under option.

Project will be centerpiece of 'Rediscover Beloit'

• Related story, page 3
By WILLIAM D. BEHLING
Daily News publisher-editor

The wraps are off a long range, multimillion-dollar plan to redevelop miles of Beloit's river frontage.

The undertaking is to be the dramatic first stage of a program to help the community and its visitors

to "Rediscover Beloit." Its objective is to refurbish the city's natural assets, revitalize commerce and rekindle citizen pride.

To do all this, a group calling itself "Beloit 2000" will form a "civic improvement partnership" with city government, businesses, industries and state and federal agencies.

Already in progress is a privately financed project to reserve, initially

with land-purchase options, non-public land on both sides of Rock River from downtown northward to the Henry Avenue bridge. The idea is to showcase the river as the community's most prominent natural asset and make it more accessible for the public's enjoyment.

Beloit 2000 is a nonprofit corporation whose members are top executives of about 20 industries, banks and institutions. The group

seeks to raise \$3 million to acquire privately held river frontage and other property and to promote its redevelopment for public use. Options-to-buy already have been secured on about 80 percent of the non-public land along the river.

Some city and state officials have had a preview of the ambitious plan, which was to be unveiled at a news conference this afternoon in The Forum of Beloit City Hall. Sponsors

hope the privately-developed portion of the plan can be tied to municipal, state and federal improvement projects.

Centerpiece of the endeavor is a three-part conceptual plan to utilize the corridors bordering the river for the recreational, esthetic and economic benefit of the community.

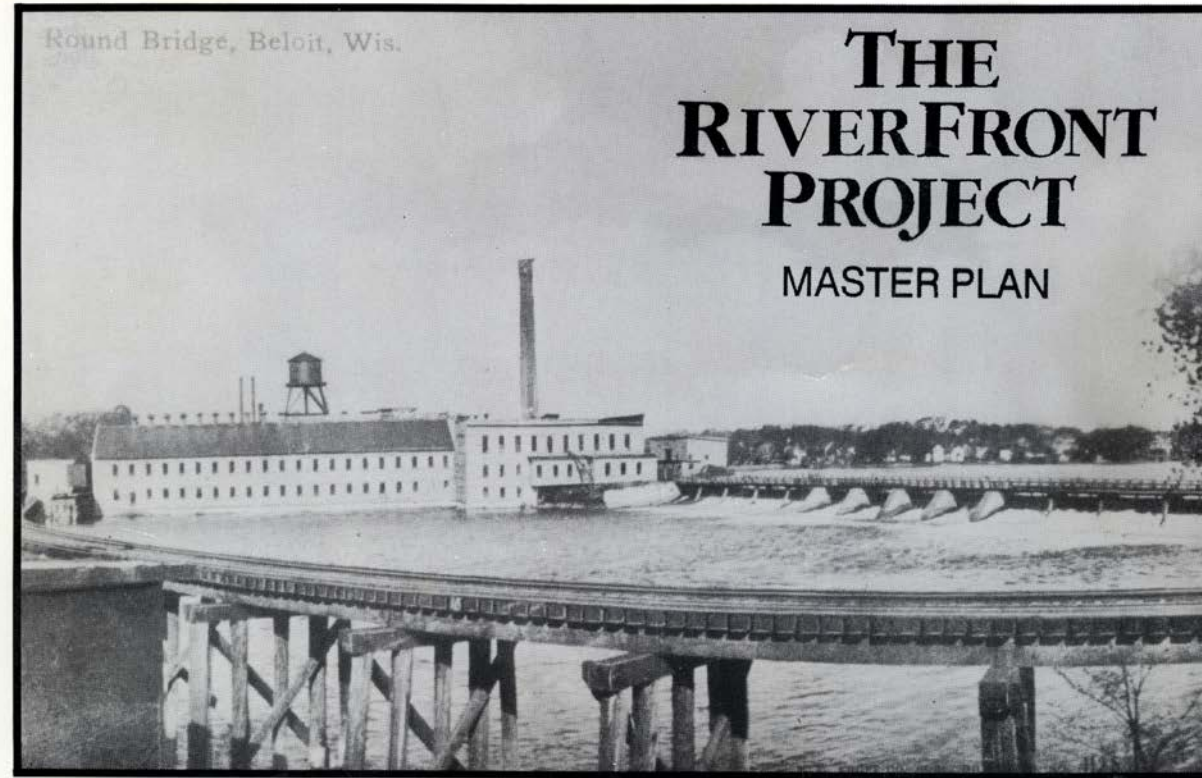
While specific parts of the plan are subject to considerable change as the redevelopment proceeds,

probably over a period of many years, there are three major segments of the ambitious undertaking:

• "Lake Beloit," involving Riverside Park and West Bank land between the Portland and Henry Avenue bridges, may have a spectacular centerpiece — a "Pageant Park" natural amphitheater atop

See REDISCOVER, page 2.

May 1990-Retained Schreiber Anderson Associates
Master Plan by Schreiber Anderson Associates-October 15 1990



Beloit 2000 Development Corporation
Beloit, Wisconsin

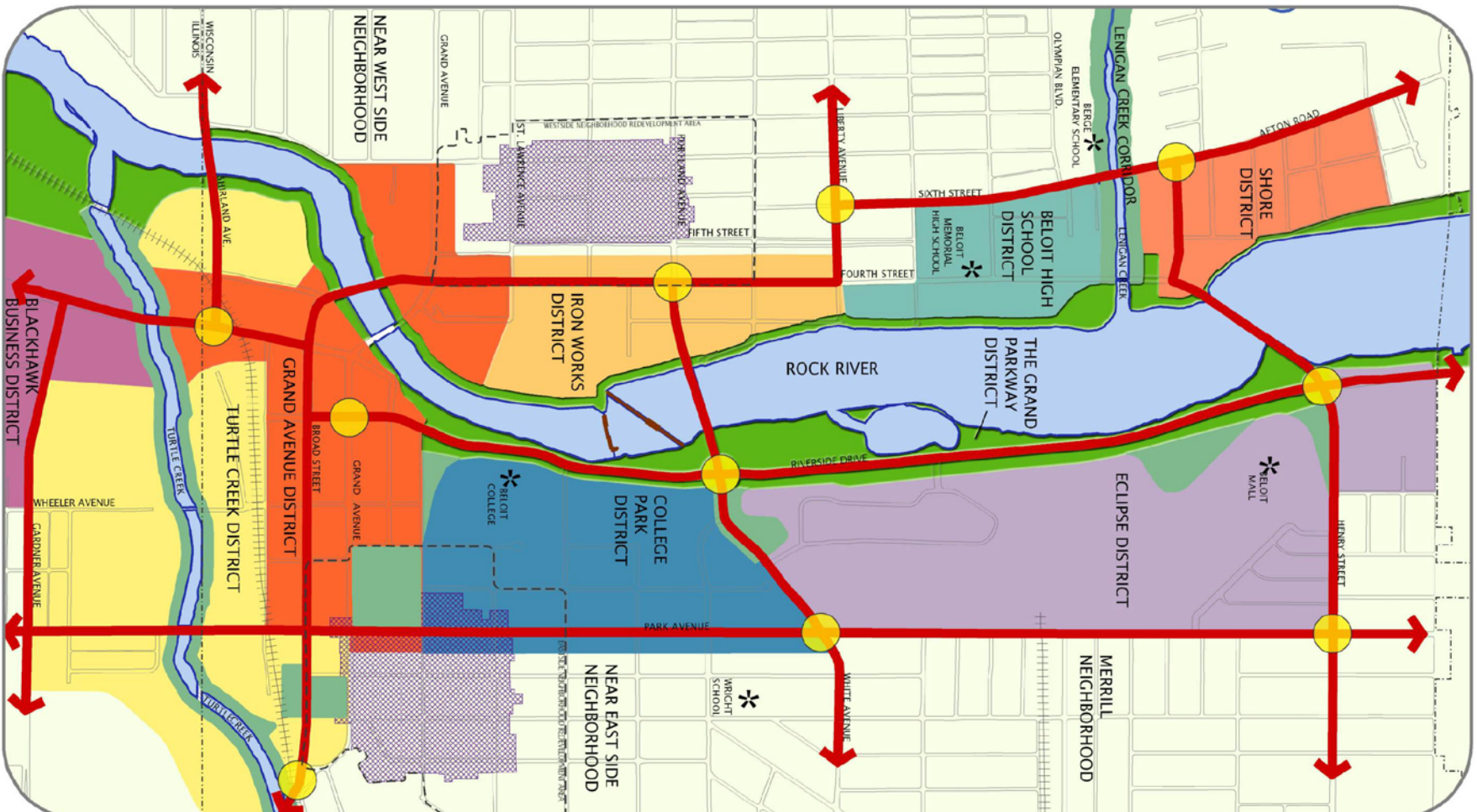


*A vision
for the
City Center*

Beloit2020
The Spirit of Civic Enterprise



CITY OF BELOIT City Center Master Plan STUDY AREA MAP

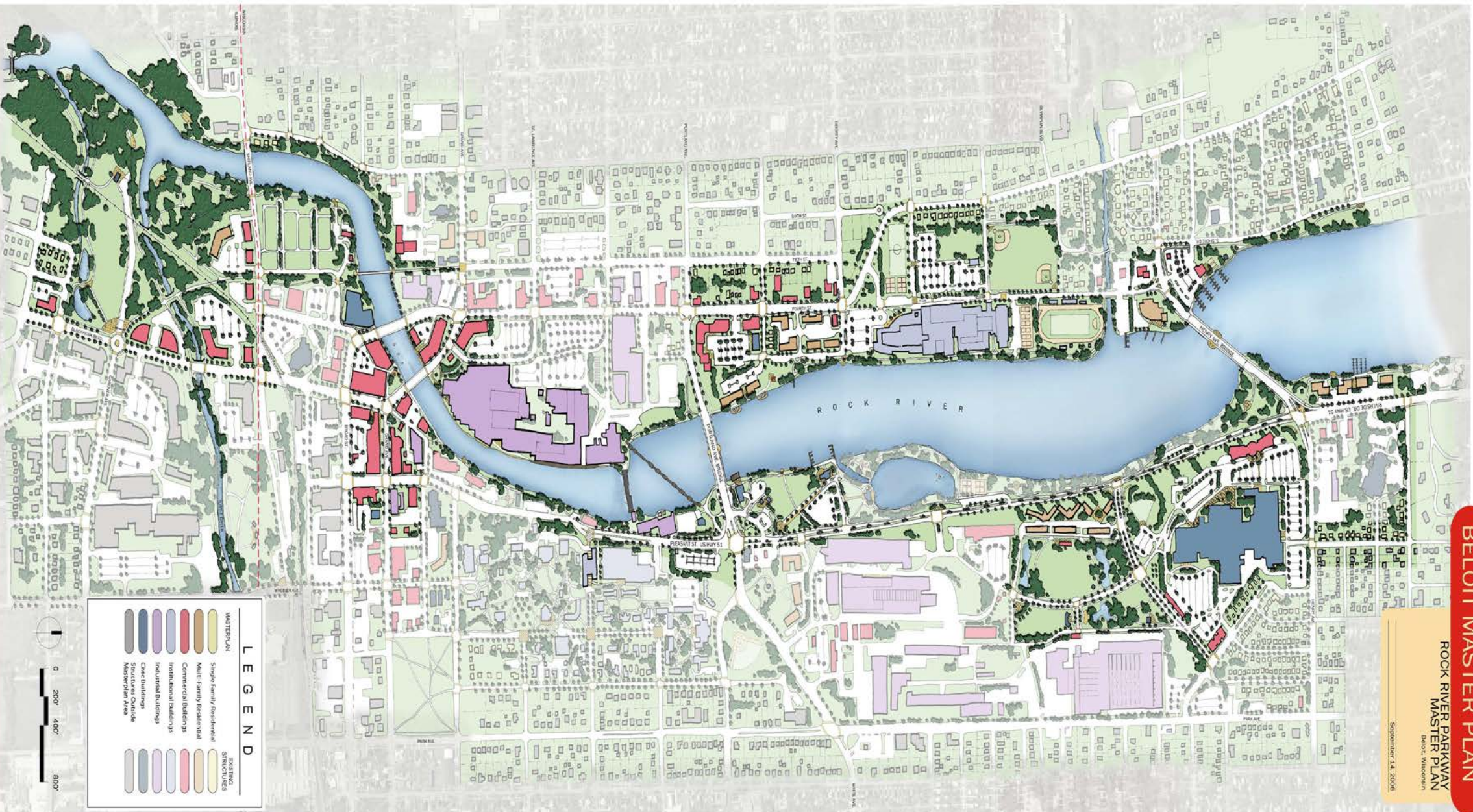


BELOIT MASTER PLAN

ROCK RIVER PARKWAY MASTER PLAN

Beloit, Wisconsin

September 14, 2006



Portfolio Approach

Net Worth=Assets-Liabilities

Civic Capitalism

Beloit2020
The Spirit of Civic Enterprise

Community (Re)Development Framework

	Human Capital (People)	Physical Capital (Place)	Social Capital (Cooperation/Good Governance)
Private Sector			
Civic Sector		Beloit 2000/2020 Civic Capitalists	
Public Sector			

Community (Re)Development Framework

	Human Capital (People)	Physical Capital (Place)	Social Capital (Cooperation/Good Governance)
Private Sector	Beloit College Beloit Health System Day Care YMCA	Regal Beloit Hendricks Development First National Bank Beloit College	Newspaper Radio
Civic Sector	Salvation Army United Way Church Breakfast Beloit Comm Fd Literacy Council	Beloit 2000/2020 Civic Capitalists	League of Women Voters Rotary Historical Society PTA Voluntary Action
Public Sector	School District Blackhawk Tech Health Dept Parks Department	Public Works WisDOT WisDNR Parks Dept	Public Access TV Advisory Committees

The Place

Projects

- The plan was the glue holding together the organization over 30 years
- Projects were the lubricant that kept current members engaged(coming to meetings, raising funds, etc). Projects were designed to:
 - Be manageable with clear objectives
 - Defined beginning and end-nothing open ended (one of the reasons why projects like, fix the schools, were avoided)

Partnerships

Public Private Partnerships

City of Beloit, State of Wisconsin, School District of Beloit, City of South Beloit, Civic Organizations e.g. Rotary, Lions.

City Center Council

Representing	Name	Position
Beloit 2020		Emeritus Prof. Beloit College
Beloit 2020		CEO North America Tool
Beloit 2020		President, Century 21
Beloit 2020		Ex. Dir. Beloit Foundation
Beloit 2020		Dir. Comm. and Engagement, Kerry
Beloit 2020		President, Beloit Health System
Beloit 2020		GM Electrol Specialties
Beloit City		City Manager
Beloit City		Director Community Development
Beloit City		Director Economic Development
Beloit City		Director Public Works
Beloit Public Library		Library Director
Beloit School District		Superintendent
South Beloit City		Mayor
South Beloit Library		Library Director
Vision Beloit		Interim Ex. Dir Chamber
Vision Beloit		Ex. Dir, Greater Beloit EDC
Vision Beloit		Ex. Dir, Downtown Beloit Assoc.
Vision Beloit		Ex. Dir Visit Beloit
Developers		President, Hendricks Commercial
Architects/2020		Partner, AYA
Civil Engineering/2020		President, Batterman Associates
Beloit College		Chief of Staff
Friends of RiverFront		Executive Director
Entrepreneurship Education		Director- CELEB
Real Estate		Century 21
YMCA		CEO
Marketing		Owner, Firepoint Media
Metro Planning Org		Coordinator
Community Concierge		Coordinator
2020 Planning Consultant		Ayres Associates

Pump Priming

- “Speculative” Planning
- Purchases
- Matching Funds
- Challenge Gifts

Patience
Persistence

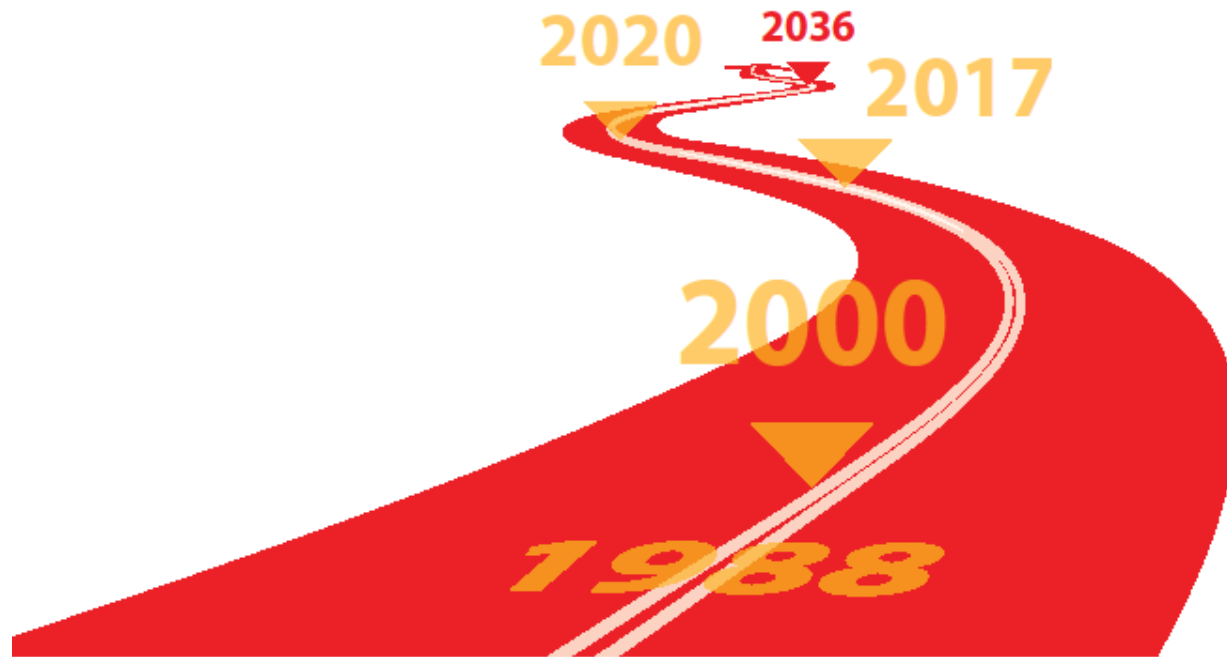
Riverside Park

A case study illustrating these Principles.

Field of Dreams

<https://vimeo.com/241330772/172b57508c>

More Road There



Beloit @200

Getting ready for the bicentennial 2036

Thank you for your patience