

UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

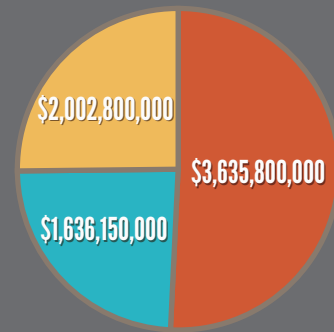
Downtown Milwaukee is the economic engine of the region. Since 2005, over \$3.6 billion has been invested in completed private and public projects, and more than \$3.6 billion is currently under construction or proposed to start soon. This record investment traverses all industry sectors to create a balanced portfolio, which underscores the strength of the downtown real estate market.

COMPLETE
\$3,635,800,000+
 PUBLIC AND PRIVATE INVESTMENT DOWNTOWN | 2005 TO PRESENT

UNDER CONSTRUCTION
\$1,636,150,000+

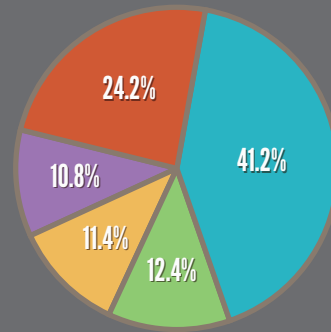
PROPOSED
\$2,002,800,000+

Total Downtown Investment
 2005 to Present:
\$7.2+ Billion



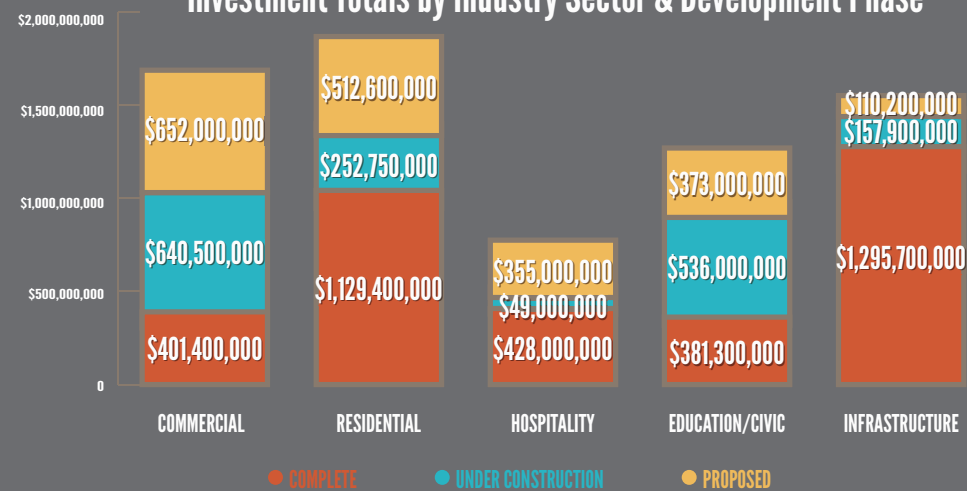
● COMPLETE
 ● UNDER CONSTRUCTION
 ● PROPOSED

Percentage of
 Total Projects
 by Industry Sector



● COMMERCIAL
 ● RESIDENTIAL
 ● HOSPITALITY
 ● EDUCATION/CIVIC
 ● INFRASTRUCTURE

Investment Totals by Industry Sector & Development Phase

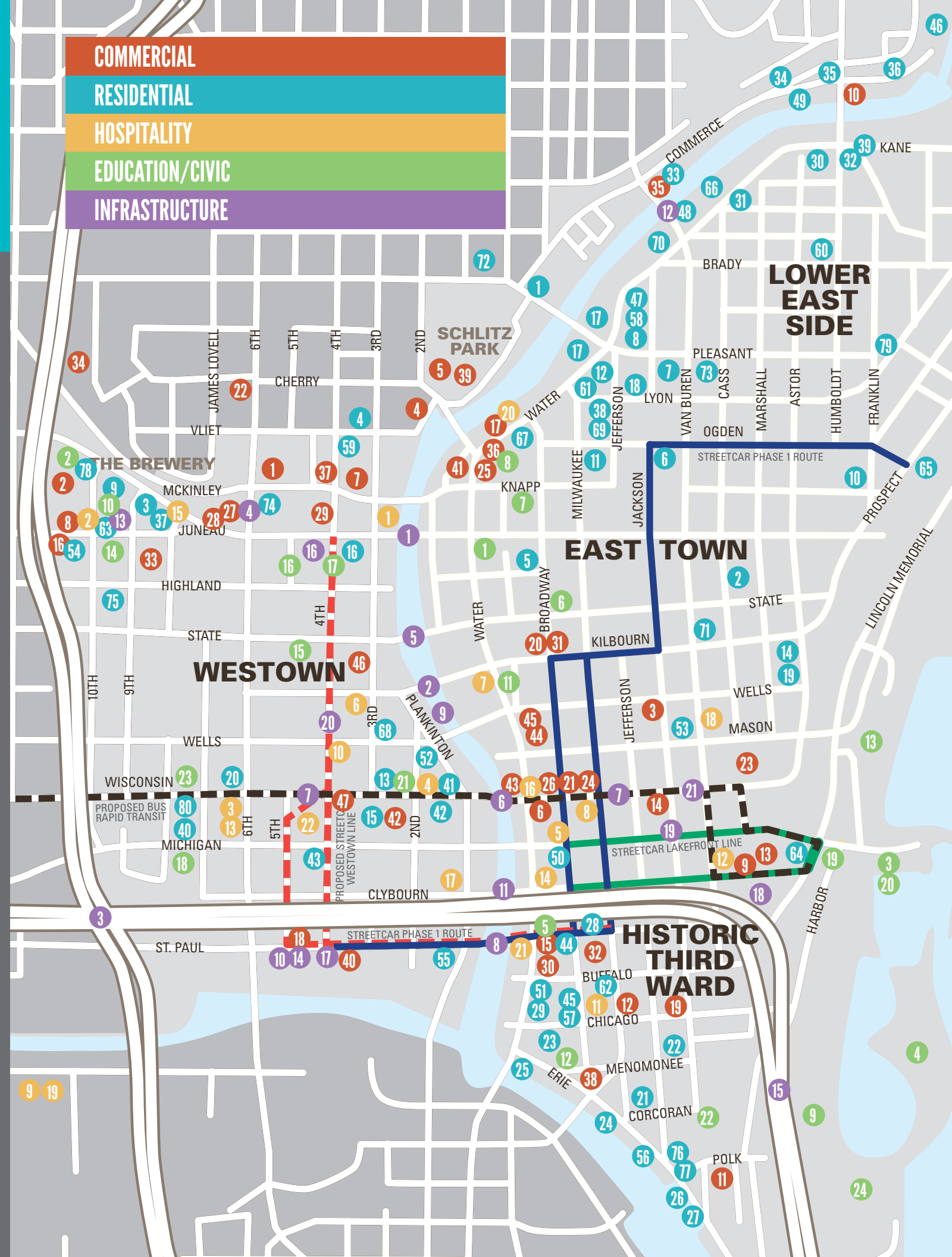


● COMPLETE ● UNDER CONSTRUCTION ● PROPOSED

Market Trends Complement Soaring Investment

Downtown Milwaukee's development momentum is complemented by strong market indicators, which project a healthy central business district.

- 83,490+ downtown employees
- 26,000+ downtown residents
- 6+ million annual downtown venue visitors
- 67,000+ higher education students
- 2,000+ housing units currently under construction
- 977 hotel rooms under construction or completed since 2016



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