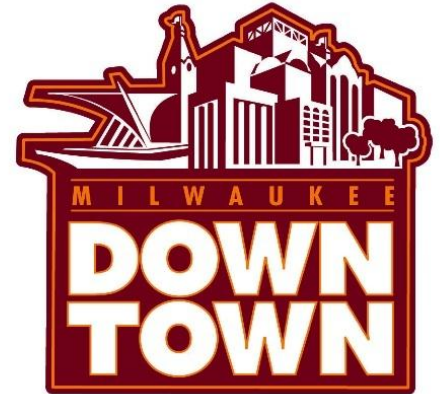


Why Downtown?



Did You Know That Milwaukee Has:

- 82,000 workers in the downtown BID area
- 1.4 million residents in the primary & secondary trade areas*
- 1.5 million visitors annually in Greater Milwaukee
- Easy access to major interstates and connections I-94, I-794, I-43
- An average household income in the primary trade area of \$62,799*
- An average household income in the secondary trade area of \$105,012*
- 9,600 on-street parking spaces & 85 garages and surface lots**

**primary trade area = Milwaukee County
secondary trade areas = Ozaukee and Waukesha counties*

****** <http://www.parkmilwaukee.com/>