

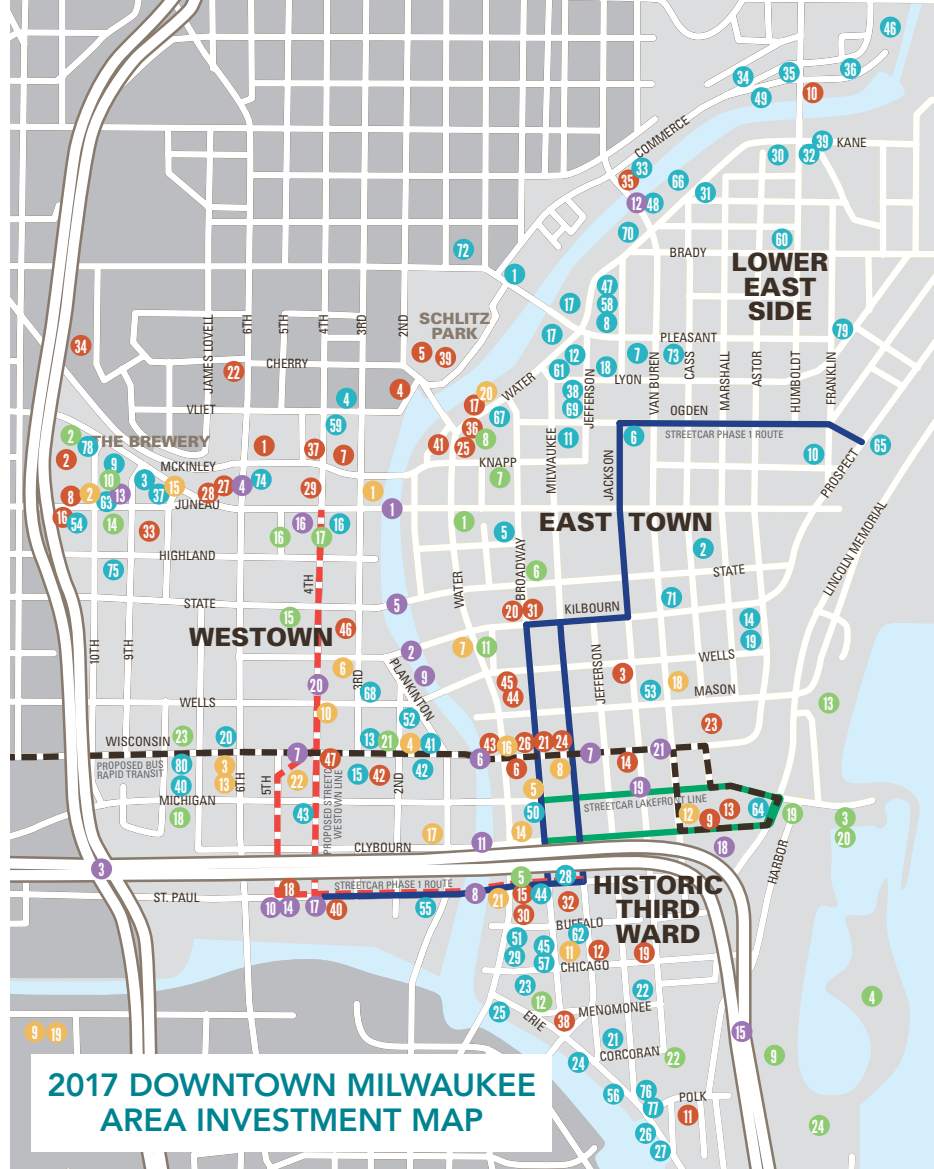


DOWNTOWN
MILWAUKEE
MEANS
BUSINESS



WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS

It's time to put
your business
**ON
THE
MAP!**



JOIN THE HUNDREDS OF BUSINESSES THRIVING IN THE ECONOMIC HEART OF THE REGION.

DOWNTOWN MILWAUKEE IS ON A ROLL.

The kind of never-been-seen, unprecedented renaissance kind of roll.

Investment is at an all-time high. Cranes are in the air. Commercial space options — from corporate to creative — are plentiful. Millennials to empty nesters are moving downtown in droves, and entertainment options, restaurants, and bars are booming. The environment for businesses in downtown Milwaukee has never been more attractive.

From employee satisfaction to convenience and stature, downtown Milwaukee offers so many options. It's time to get down here. Seeing is truly believing!



Since 2005,

\$4.1 BILLION

in private and public projects has been complete.

More than

\$3.2 BILLION

is under construction or proposed to start soon.



The Upside to Downtown

QUICK FACTS YOU NEED TO KNOW ABOUT DOWNTOWN MILWAUKEE



Jobs are moving here in record numbers
83,490 daily workers (up
19% since 2010)



Getting around is easy

Walkscore of 92 and public
transit options ranging from
the streetcar, bus, seasonal
trolley, Amtrak train and
Bublr bike share



Employees have so much to see and do
295 restaurants and bars,
plus over 64,000 theater,
concert and sporting venue
seats

More than four miles of
continuous RiverWalk, plus
festivals, world-class parks,
and a thriving arts scene

12+ million visitors annually



Recruit candidates in your backyard

67,000+ college students within a five-mile radius



Office options galore
12 million SF of office
inventory, including
Class A corporate footprints,
boutique lofts and
co-working spaces



Midwest business hub

Largest concentration of
Wisconsin's nine Fortune 500
headquarters & Milwaukee's
major employers

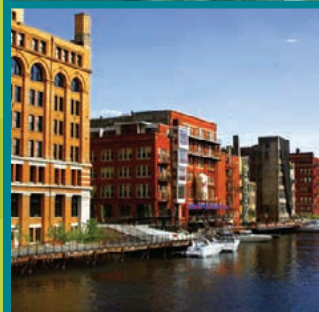
Downtown is the gateway
for the metro area and state
for business and
talent connections



Downtown is for everyone

Largest percentage of
women- and minority-owned
businesses

26,000+ residents and
growing





Why do your peers love downtown?

Businesses of all sizes and from all sectors are committing to downtown Milwaukee for a variety of reasons. In fact, we talked to dozens of downtown CEOs through our CEO Call Program to learn their top reasons for locating their business here.

CEOs' TOP 3 REASONS FOR LOCATING THEIR BUSINESSES DOWNTOWN

- Proximity to new, potential and existing clients
- Strongest ability to attract and retain talent
- Prestige and image that downtown gives their company

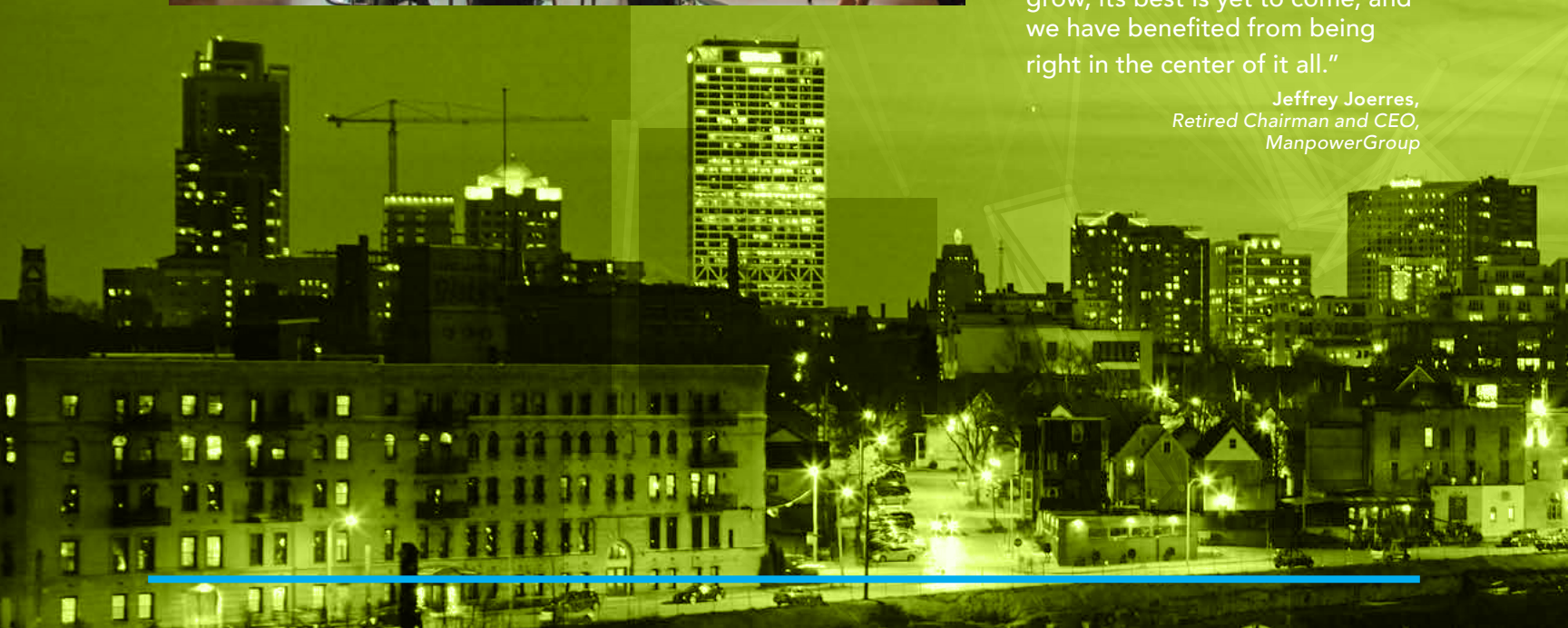


"We made the decision to bring Bader Rutter back downtown for one overriding reason: We were searching for a great experience for our people and our clients. Simple as that."

Greg Nickerson, CEO, Bader Rutter

"A big advantage of being downtown is the ability to tap into the vibrancy that attracts top notch employees. This has definitely been the case for us. The best and brightest want to live and work downtown. We haven't looked back since returning a decade ago. Downtown has continued to grow, its best is yet to come, and we have benefited from being right in the center of it all."

*Jeffrey Joerres,
Retired Chairman and CEO,
ManpowerGroup*



Memo to CEOs

FROM FORTUNE 500 COMPANIES TO STARTUPS — WHY DO THE BEST AND BRIGHTEST WANT TO WORK DOWNTOWN?



"There are a ton of perks to working downtown, but having worked in other cities (most recently San Francisco) I really appreciate the ease of getting around, the cleanliness of downtown, and how quickly I was able to connect with influencers doing great things in Milwaukee."

John Ferguson, *Kahler Slater*



"You don't understand the momentum going on downtown until you're down here. It gives you energy being so close to everything and being around so many like-minded people."

Charles Birts, *Aurora Health Care*



"Our business could be anywhere, but we wanted to be in a downtown that had amenities and value. We moved to Milwaukee from a small office in downtown Boston, tripling our loft space for significantly less money. Best decision ever."

Maria Santacaterina, *Bright Cellars*



"I love living and working downtown. The convenience is unmatched. In less than 15 minutes, I am from my condo to the office and I have multiple ways to do it. The flexibility and short commute leaves so much more time to enjoy my other passions and all that downtown offers."

Becca Chapman, *Baird*



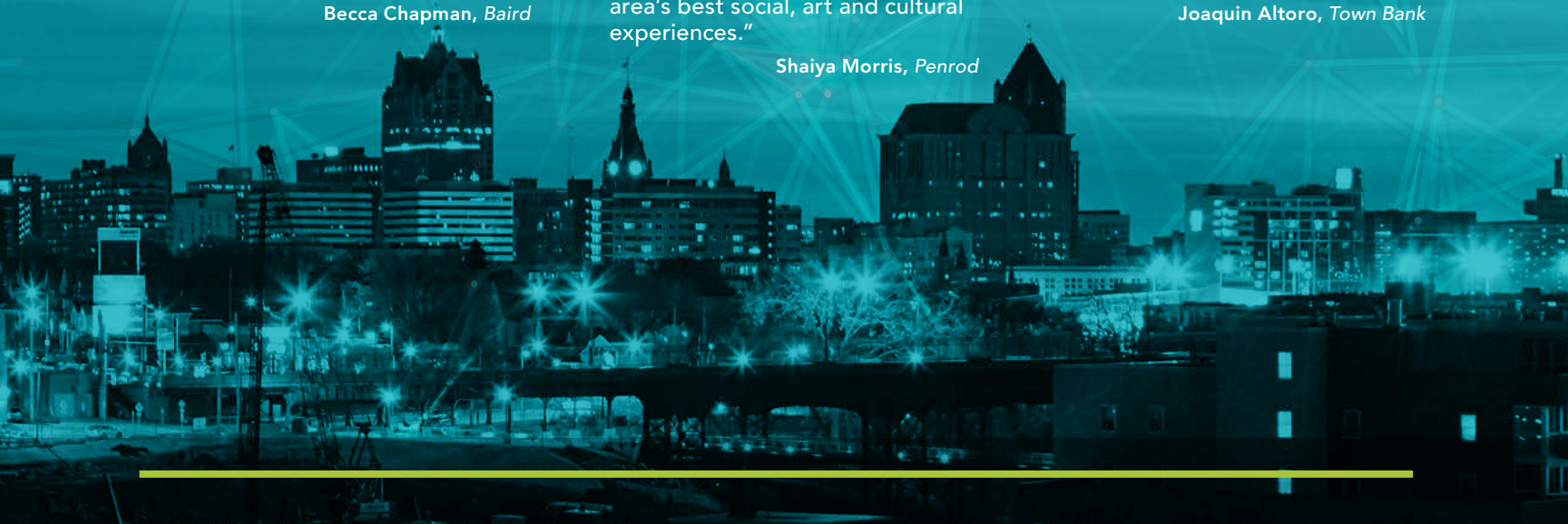
"As a young professional working for a successful startup, I cannot imagine being anywhere else. Downtown is where everything intersects. During the day I get to collaborate with some of Milwaukee's top talent, and outside of work downtown makes it so easy to connect with the area's best social, art and cultural experiences."

Shaiya Morris, *Penrod*



"Many of our clients are located or doing business in downtown and that continues to grow. Same goes for friends and social life. The collection of independent restaurants, bars, theaters, festivals, sporting events and concert venues make working downtown a no-brainer for me."

Joaquin Altoro, *Town Bank*





It's Time to Make a Move!

LET MILWAUKEE DOWNTOWN BE YOUR GUIDE.

We are Milwaukee Downtown, BID #21, the business improvement district comprised of 150 square blocks of downtown Milwaukee. We are one of the largest and most successful improvement districts in the country. Our stakeholders are the hundreds of downtown property owners and businesses, all committed to promoting downtown as a clean, safe and friendly destination to live, work and play.



If you're looking for a low-pressure way to gather information on relocating or recommitting to downtown Milwaukee, we are the ideal partner. Our business is knowing everything that is downtown. We are connected with all of the major players in real estate, government and business. From providing introductions to obtaining statistics, we are happy to work with you as the ultimate downtown resource.

For a great start toward learning even more about the benefits of downtown, visit our website – www.milwaukeedowntown.com.





www.milwaukeedowntown.com/doing-business



NIGHT MARKET

GRAND

Wisconsin

AND A

Time to Toast
S'mores



For more information, please contact:
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TAKE ADVANTAGE OF ALL DOWNTOWN MILWAUKEE HAS TO OFFER!

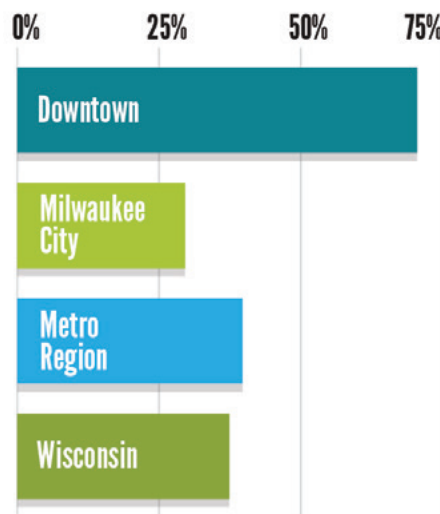
Millennials to empty nesters are moving downtown in droves. Entertainment options and restaurants are booming. Business expansion and relocation announcements dominate the headlines. With investment at an all-time high, there's no denying that the environment for businesses in downtown Milwaukee has never been more attractive. From employee satisfaction to convenience and prestige, downtown Milwaukee offers a growing list of competitive advantages.

DOWNTOWN HAS A HIGHLY EDUCATED WORKFORCE

Is your company looking for talented, world-class workers who are highly educated? Downtown Milwaukee is not only the economic engine for the region, but it also features the highest concentration of young and educated residents. More than 71% of downtown residents, 25 years and older, hold associate, bachelor's, graduate or other advanced degrees. Of that, 67% have earned at least their bachelor's degree.

The percentage of downtown's 25 and older population that have advanced degrees is more than 30% higher than the region's and almost double the state's percentage.

Percentage of Residents with Advanced Degrees



Source: US Census Bureau, American Community Survey.



DOWNTOWN EMPLOYEES LOVE LIVING NEAR THEIR WORK

Downtown Milwaukee has an "Extremely High Live-Work Quotient," with 31% of our workers living in or within one mile of Downtown. This drastically cuts commute times, and leads to higher worker productivity and satisfaction, better quality of life, and stronger employee retention.

Source: International Downtown Association.

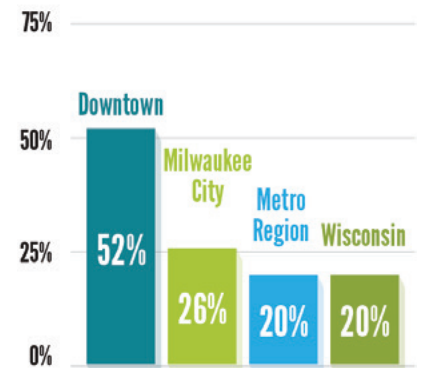


INVESTORS LOVE DOWNTOWN MILWAUKEE

"It's very exciting what's going on there with Northwestern Mutual's new building, the streetcar, all of the art sculptures ... We love the attitude of people in Milwaukee and we love the energy it is creating."

Keith Jaffe, Middleton Partners, ownership of 411 East Wisconsin Center

Percentage of Millennial-Aged Residents



Source: US Census Bureau, American Community Survey.



HEAR IT DIRECTLY FROM OUR CEOS

Downtown Milwaukee's CEOs have a strong, positive affinity for downtown and feel that it is on a continued upward trajectory.

Downtown CEOs love the proximity to existing and potential clients. They know that a downtown location gives them the best ability to attract and retain talent. And just as important, they love the prestige and image portrayed by a successful and growing downtown.

These competitive advantages and many more benefits are ready and waiting for you!

According to Milwaukee Downtown's CEO Call Program, more than 85% of the surveyed downtown CEOs also believe that the business climate today is stronger or much stronger than just a few short years ago, and this sentiment continues to grow.

A FEW CATALYTIC PROJECTS RESHAPING DOWNTOWN



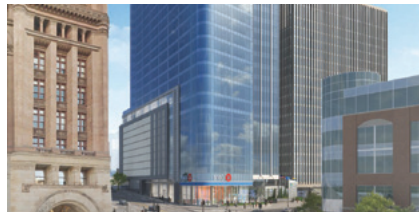
MILWAUKEE BUCKS ARENA



NORTHWESTERN MUTUAL MIXED-USE TOWER



THE MILWAUKEE STREETCAR



BMO HARRIS FINANCIAL CENTER

INVESTORS LOVE DOWNTOWN MILWAUKEE

"We think Milwaukee is steadily becoming one of the region's most livable and energetic urban areas. It's the Portland of the Midwest."

Matt Garrison,

R2 Companies, ownership of 1 million SF Downtown Post Office redevelopment project

DOWNTOWN MILWAUKEE BY THE NUMBERS

\$4.2+ billion

in completed projects since 2005

\$1.6+ billion under construction

\$1.8+ billion on the drawing table

67,000+

higher education students

2,400+ housing units finished in 2017 or currently under construction

83,490 jobs held downtown

7.1% retail space vacancy rate, down from 8.5% in 2012

16% office space vacancy rate, down from 21.9% in 2012

31% of downtown workers living in or within one mile of downtown

26,000+ residents and growing

\$3.45 billion in annual tourism sales for Milwaukee County

\$240 million generated annually by nighttime economy

18% of city's property value found in downtown's **2.7** square miles

112 job density per acre, ranking 25th nationally among employment hubs

12+ million annual visitors for major attractions