

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Morning,

In this edition of Real Results, we sit down with Marilu Knode of Sculpture Milwaukee who is charged with delivering the unique world-class art exhibition on Wisconsin Avenue in downtown Milwaukee. Now in its third season, Marilu tells us how the exhibition has impacted Milwaukee and what she is most excited about as she continues to advance Milwaukee's arts and cultural scene.

With The Hop streetcar system in operation, we turn our attention to a new video series showcasing the positive impacts that the new transit mode has on the neighborhoods along the route. Check out the released episodes to hear firsthand how workers and residents are using The Hop in their daily lives.

In the By the Numbers section, we provide an update on the property value concentration in downtown Milwaukee. Riding an unprecedented construction boom, the growing tax base in downtown is critical to the overall strength of the entire city and region.

Following last week's ribbon-cutting, Milwaukee Downtown proudly presents Postman's Porch as downtown's newest public green space. Postman's Porch is a reimagining of Postman Square with the addition of new amenities like tables, chairs, facilities and new landscaping. Check Milwaukee Downtown's website for dates of popup mini events taking place in the improved traffic triangle.

Finally, be sure to show your support for the Wisconsin Breast Cancer Showhouse at the Plankinton Clover Apartments. In its 22nd year, the Showhouse has left behind its traditional digs and opted for a new approach by having its slate of local interior designers take over several downtown apartments. Since inception, the charity event has generated more than \$6.8 million for breast and prostate cancer research.

As always, thanks for reading!

Matt Dorner



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PROJECT SPOTLIGHT - Delivering on Public Space Improvements, Postman's Porch Debuts with Fanfare

Milwaukee Downtown, BID #21 is delivering summer fun to Postman Square in Westtown. In partnership with neighborhood businesses and residents, we've transformed this underutilized traffic triangle into a morning, midday, and afterhours meeting spot.



Last week, Mayor Tom Barrett, Alderman Bob Bauman, Alderman Michael Murphy, and Beth Weirick, CEO of Milwaukee Downtown, unveiled Postman's Porch. The newly activated space features new park landscaping, furnishings, pet waste stations, and amenities like a book cart and chess boards for check-out. View the ribbon-cutting ceremony photos [here!](#)

Drop in throughout the summer for additional free programming, including "Postman's Porch Unplugged," an afterhours acoustic concert series in the square, starting June 25. Plus, enjoy free food and beer samples from Rock Bottom Restaurant and Brewery. For more information, including event dates, [click here.](#)

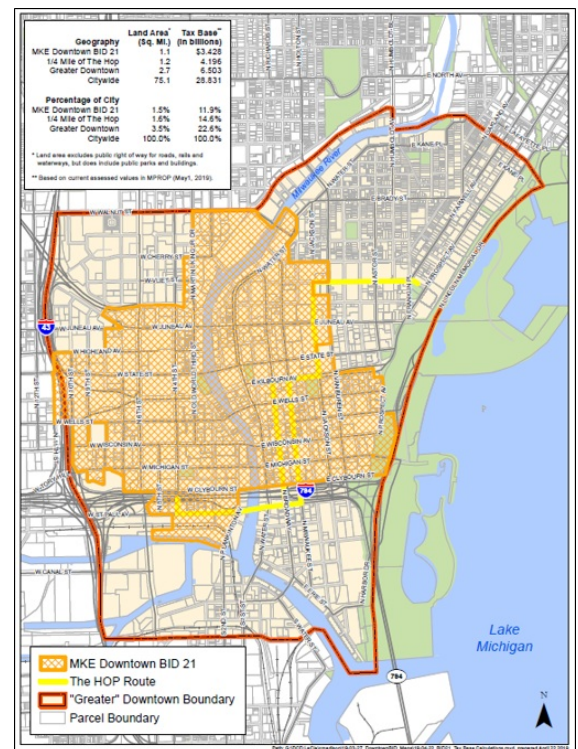
Support for the project comes from Brunch, Cardinal Capital Management/Germania Apartments, City of Milwaukee Arts Board, Greater Milwaukee Association of REALTORS®, Interstate Parking, MKE Lofts, Riverfront Lofts Condominium Association, Rock Bottom Restaurant & Brewery, and Secure Parking.

DOWNTOWN TOOLBOX - Hoppportunities Along The



Downtown Milwaukee's Property Value Concentration Continues to Grow on a Wave of New Investment

Riding a wave of unprecedented new development across all real estate sectors and public infrastructure investment, such as The Hop streetcar system, the Greater Downtown area experienced a 4% increase in property value concentration since 2016. While only making up 3.5% of the City of Milwaukee's land area, the Greater Downtown area now comprises 22.6% of the entire city's current assessed value. This reiterates the importance of continuing to invest in downtown. Not only does downtown feature the highest concentration of workers and visitors to the region, but its tax base is imperative to supporting services and amenities for the entire City of Milwaukee.



For more information on the property value concentration of Downtown, areas along The Hop route, and more, [click here.](#)

Source: Milwaukee Downtown, BID #21 and City of

Hop Video Series

Riding the momentum of a successful launch in November 2018, plus several months of ridership numbers surpassing projection, The Hop, Milwaukee's new streetcar system is delivering on its promise to positively impact businesses, residents, and visitors alike!



In Milwaukee Downtown's continued effort to promote and tell the story of The Hop and its influences, we engaged with WaterStreet Creative and Social Candy to create a four-part neighborhood video series. Each video features residents, workers, and other stakeholders in the various neighborhoods along the initial route sharing how The Hop has impacted their daily lives since opening a few months ago.

Featuring Cathedral Square, Historic Third Ward, Broadway/Milwaukee Street, and the Burns Commons neighborhoods, the videos are posted on Milwaukee Downtown's social media weekly, with three of the four videos now released. The message is different based on the users and neighborhoods, but one thing is consistent -- The Hop has positively impacted the lives of many different people.

See the Cathedral Square neighborhood video [here](#), Burns Commons segment [here](#), and the Broadway/Milwaukee Street episode [here](#)! Watch Milwaukee Downtown's social media for the fourth installment coming soon and don't forget to share it!

EVENT SPOTLIGHT - 2019 Wisconsin Breast Cancer Urban Showhouse

Now through Sunday, June 16

Plankinton Clover Apartments at 161 W. Wisconsin Avenue

Milwaukee

MOVERS 'N SHAKERS - Marilu Knode

Director, Exhibitions and Programs of Sculpture

Milwaukee

Last week Sculpture Milwaukee opened its third annual exhibition to a packed crowd on Wisconsin Avenue. Be sure to check out the 22 world-class sculptures that line Wisconsin Avenue from O'Donnell Park to the Wisconsin Center, on display now through October 2019.

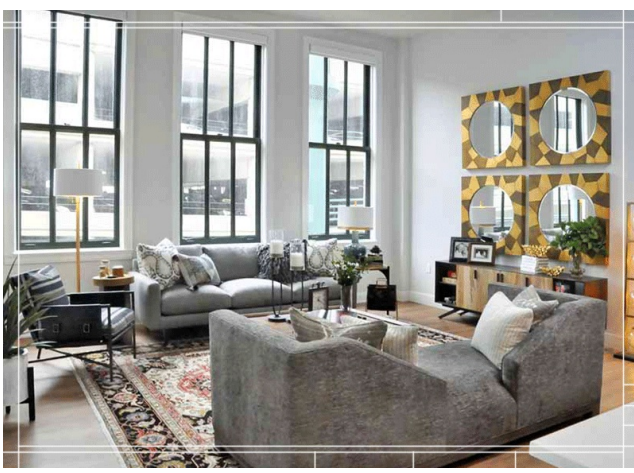


What attracts you to your work with Sculpture Milwaukee?

I had been working in a public sculpture park prior to moving back to Milwaukee, and Sculpture Milwaukee offers some wonderful opportunities to learn about placing temporary work in an urban space. My career has always been based on arts non-profits, but Sculpture Milwaukee's team is broad and wide, and I am getting to know the City much better through my contact with all the great team, from the incredibly skilled team at Milwaukee Downtown, BID #21, to landscaping experts at KEI, the website gurus at Graydient and the designers at Jigsaw. By working in the public realm, I feel much more a part of the community.

With Sculpture Milwaukee now in its third season, how do you believe the annual exhibition has changed the arts and cultural environment in Milwaukee?

Sculpture Milwaukee is part of a dynamic cultural environment that includes all types of art forms, but we are unique. We are free every day, all day, which means we have eliminated



For the first time in over 20 years, the Wisconsin Breast Cancer Showhouse (WBCS) departed from its traditional digs and is featuring seven apartments inside Plankinton Clover at The Avenue through its effort to raise money for breast and prostate cancer research. In the past, WBCS has showcased just one home, but this June it has turned its attention towards multiple urban dwellings. Seven apartments are not only featured as a part of the tour but are also showcasing the redevelopment of the historic Plankinton Arcade that was formerly part of the Shops of Grand Avenue.

Each apartment in the showcase displays a different genre of style and is decorated by some of Milwaukee's most prominent interior designers. Join us to explore these recently finished spaces, distinctive color schemes, and unique furniture and décor now through June 16th.

Though the venue of the WBCS has changed, the mission remains the same, to support early-stage breast cancer and prostate cancer research at the Medical College of Wisconsin. Since its inception, WBCS has raised and donated more than \$6.8 million to the Medical College of Wisconsin.

Do not miss this opportunity to experience the intersection of history and urban living while contributing to an important cause. To learn more about the days and times the 2019 Wisconsin Breast Cancer Showhouse is open, its mission and history, [click here](#).

any barriers to enjoying the works we bring in. I work closely with Russell Bowman on curating the show and we try to bring a mix of generations, working processes, and emerging to well-established artists, which gives residents and visitors a snapshot of the best art being made over the past 50 years both in the U.S. and abroad. We are free and we are giving you some great insight into art history's makers as well!

What sculpture or installation are you most excited about this year and why?

I look at the images for the works for six months, or even two years, before the pieces arrive in Milwaukee to be installed. This is the most exciting part of what we do. This year, I have been really thrilled to see that works are bigger than I imagined because scale is one of the most important elements in public art. I am very excited about the Carlos Rolon, the John Baldessari Penguin, the Actual Size Artworks bunny in a hat -- really every work brings something pretty magical to the street.

What other initiative do you feel is most important to keeping the positive momentum going in downtown and throughout the City?

I am so impressed to see up-close all the incredible energy and investment that is happening in downtown. We have new generations of leaders addressing the issues common to every other city in the U.S., and their new solutions are being implemented. I am glad that Milwaukeeans are proud of what makes them unique, but also taking on the things that need to be solved, together.

When you are not working on Sculpture Milwaukee, what are your favorite things to do?

I am a passionate amateur gardener, and when the weather is right, there's nothing I like more than being outside with my hands in the dirt or using produce from my garden to feed my partner Kevin and our friends. Given the long winter we've had, this year I bought an indoor grow-light set-up, so I have my own seedlings to plant. I love knowing how food grows and what it takes to make it happen, I feel much more sensitive to global food issues as a result. I plant of course the classics -- tomatoes, basil, arugula, soybeans -- but every year I try things I have no idea what they will look like or how they grow. Last year was cucamelons, adzuki beans and chickpeas. This year, I am trying watermelon radishes and fenugreek. I'll know how this worked in September!

**LEARN MORE ABOUT WHAT MILWAUKEE HAS IN STORE AT
WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS.**

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