



67,000+
higher education students



5.4%
RETAIL SPACE
vacancy rate

2,200+
housing units under construction
or completed since start of 2016

housing units under construction
or completed since start of 2016



83,490
JOBS HELD DOWNTOWN

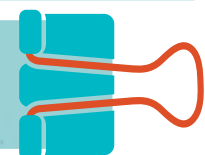
JOBS HELD DOWNTOWN



29,923
fans on Facebook



17% OFFICE SPACE
vacancy rate,
down from 21.9% in 2012



44%
GROWTH IN HOTEL ROOMS
SINCE 2008

GROWTH IN HOTEL ROOMS
SINCE 2008

29,923
fans on Facebook

\$3+
BILLION
DEVELOPMENT SINCE 2005

Workers
living within
one mile of
downtown

31%



26,000
Downtown
Residents
and Growing

Downtown
Residents
and Growing



\$3.3
BILLION
tourism sales for
Milwaukee County

tourism sales for
Milwaukee County



Downtown Milwaukee's 2016 Progress Report



350
beds,
planters
and
hanging
baskets
potted
seasonally

350
beds,
planters
and
hanging
baskets
potted
seasonally

BublR Bikes
Stations

28



graffiti tags wiped out
since 2000

17,824

37,400+
followers on Twitter



\$240
MILLION
dollars generated by nighttime economy

dollars generated by nighttime economy

125,050
GALLONS
of trash
collected



Walk Score of 86



112 jobs
per
acre = extremely
high job
density



126,000
guest interactions by PSAs

guest interactions by PSAs

18%
City's property
value within
downtown's
2.7 square miles

City's property
value within
downtown's
2.7 square miles

GLOBAL TRENDS

AND HOW MILWAUKEE STACKS UP

Since 2006, Progressive Urban Management Associates (P.U.M.A.) has conducted groundbreaking research to identify the top global trends impacting American cities. From the findings, practical recommendations for all American downtowns have been developed to anticipate and benefit from change. Subsequently, many cities utilize the P.U.M.A. Global Trends Report to support a variety of downtown planning, marketing and economic development initiatives.

TRENDS FAVORABLE FOR VIBRANT DOWNTOWNS

- America's population growing more diverse, as well as younger & older
- Increasingly connected & competitive world
- Resource-intensive lifestyles are not sustainable
- Innovation & investment more reliant on regional initiatives
- Planning for economic diversity emerging as a priority

STAKEHOLDER FOCUS GROUP ASSESSMENT

(Conducted February 2016)

OPPORTUNITIES

— VS —

CHALLENGES

Residential growth

Connectivity

New Bucks arena

Car-dependency

New streetcar

Lack of street vitality

Growing bike-share program

Government complacency

Growing university presence (MU, MSOE and UWM)

Segregation and growing inequity

Increase in density

Lack of ability to book more conventions

Water – lake, river and water technology

Unclear downtown identity and vision

Downtown momentum

Gaps without momentum or development

OPPORTUNITIES FOR DOWNTOWN MILWAUKEE

Changing Workforce & "Rebound Wave"

- Millennials are driving growth in mid- to small-sized cities. College-educated young adults ages 25 to 34 are twice as likely to live within three miles of a city's downtown core, but are being priced out of the top 13 cities.
- Median rent: San Francisco \$4,000; Chicago \$2,000; Milwaukee \$850.
- Downtown Milwaukee has a high concentration of young adults – 3x regional average.
- By 2020, millennials will make up 50% of the workforce.
- Major employers banking on downtown to draw young skilled talent.
- Companies under increased pressure to operate in city centers with high concentration of skilled talent.
- Younger generation looking for cities where they can have a civic impact.

Residential Renaissance

- Residential boom driven by millennials and baby boomers – downtown Milwaukee growing almost 6x faster than region this decade.
- 13,000 housing units in 2010; 20,000+ anticipated by 2020.
- Extremely high "live-work quotient" – 31% of workers live within one mile of downtown.
- Planning for downtown's evolution into a neighborhood will require amenities to sustain residential growth.
- Amenities should appeal to all generations – varied dining and entertainment, attractive walkable streets, and investments in the neighborhood like dog parks and grocery stores.

Shifts in Transportation

- Mobility and connectivity options the top priority among downtown stakeholders.
- The Milwaukee Streetcar, Bubl'r Bikes, local buses and Bus Rapid Transit are all part of the equation.
- Walk Score of 86 is "very walkable," but average in peer city comparison.
- Walkable real estate commanding a premium of 50% to 100%.
- Transportation supports economic development.

Social Equity

- Key indicators for promoting both social equity and economic vitality rest upon: neighborhoods & housing, transit & mobility, jobs & education, and retail.
- Downtown Milwaukee needs a pool of housing options with a variety of price points.
- Quality public schools are key to growing the population.
- Marquette University's expansion and outreach presents unique opportunity.
- Improve access, including transit, to adjacent neighborhoods to enhance mobility.
- Create economic opportunity for all.

Regionalism

- Downtown accounts for nearly 20% of the city's assessed property value.
- Downtown is the regional engine for economic growth.
- Time to champion regional collaboration to invest in our shared future.

Maintain the Fundamentals – Where BID #21 Excels

- Clean and safe downtown – BID a platform for prosperity
- Streetscapes and landscaping
- Plan to address homelessness
- Economic development
- Marketing and events
- Nighttime economy
- Champion for downtown – advocacy and partnerships

DOWNTOWN'S VALUE PROPOSITION

In 2016, the 96.8-square mile City of Milwaukee had a total assessed property value of nearly \$27 billion; of which, approximately 18% came from the 2.7-square mile downtown study area.

For the full 2016 Downtown Milwaukee market profile and Global Trends Report, visit www.milwaukeedowntown.com.

