

How
do
you



2015  2016 Achievements

INTRODUCTION

Message from Board Chair & CEO

Downtown Milwaukee is experiencing a rapid renaissance with billions of dollars of investment underway. Since 2005, \$3.3 billion in public and private projects has been completed, while \$2.6 billion is in the pipeline.

Aside from soaring investment, the health of Downtown is evident in other areas. Home to more than 26,000 residents, approximately 83,500 workers, thousands of small and large businesses, and world-renowned cultural and entertainment assets that draw nearly 12 million annual visitors, BID #21 is a magnet to a growing number of urbanites who wish to live, work, play and conduct business in our neighborhood.

Couple that with global trends, which have never favored downtowns as strongly as they do today. The urban residential movement, desire for multi-modal mobility and stronger neighborhood connectivity, workforce changes, and a growing consciousness of creating social equity and sustainability are all global trends spurring transformational growth in Downtown Milwaukee, now and for the coming decades.

Our clean, safe and friendly foundation has made Downtown Milwaukee a premier destination, and we remain committed to delivering excellence in quality of life services to continue the momentum. BID #21 is the vibrant, highly sought-after district it is today because of your contributions.

As BID #21 approaches its 20th year of operation in 2017, our board leadership has already begun creating a strategic pathway to leverage our current investment and growth for the next 20 years. Thank you for your ongoing support and confidence in the mission of our organization.



Joseph G. Ullrich

Chair
U.S. Bank

Beth Weirick

CEO
Milwaukee Downtown, BID #21

About Milwaukee Downtown, BID #21

Mission

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community.

Vision

Milwaukee Downtown is an economic catalyst. Downtown emerges as a premier destination of choice. Milwaukee becomes a renowned world-class region.



Priorities

- Downtown Economic Development Leader - Reposition BID #21 as a driver of economic prosperity of Milwaukee's Downtown.
- Take a Leadership Position on Catalytic Projects - Advocate for catalytic projects including the Milwaukee Streetcar, West Wisconsin Avenue initiatives, new arena/convention center, Park East corridor and technology/innovation incubator.
- Energy and Vibrancy of Downtown - Harness the energy and vibrancy of diverse downtown residents, young professionals, and other downtown believers to position them for leadership roles in the Downtown community.

Goals

- Expand BID #21's leadership position in growing the economy in Downtown Milwaukee.
- Be a catalyst for an effective, feasible, affordable, accessible, and connected transportation and parking system.
- Continue and expand efforts that make Downtown Milwaukee a safe destination.
- Brand and consistently market Downtown Milwaukee to targeted constituencies.
- Harness the energy and vibrancy of downtown residents, young professionals, and other downtown believers to position them for leadership roles in the Downtown community.

CORE PROGRAMS

CLEAN SWEEP AMBASSADORS

- Maintained cleanliness of BID #21 sidewalks by sweeping, power washing, removing gum and scrubbing daily. Collected 120,200 gallons of trash in the process.
- Continued weekly Super Block Cleaning initiative, which included gumbusting, power washing, machine scrubbing, and scouring reachable signage in high-traffic areas.
- Installed electrical wiring and décor for the Milwaukee Holiday Lights Festival. This included stringing lights in trees, placement of animated displays in Pere Marquette Park and Zeidler Union Square, plus the installment of 130 live Christmas trees and a 50-ft. tree of lights in Cathedral Square Park.
- Coordinated setup and teardown of signage, tents, games and tables for Downtown Employee Appreciation Week.



LANDSCAPE CREW

- Installed and maintained over 250 planters and 100 hanging baskets along Wisconsin Avenue, the Milwaukee RiverWalk and Old World Third Street.
- Continued to use 26 bicycle planters along Wisconsin Avenue.
- Rotated arrangements in spring, summer and fall to ensure visual interest.
- Refurbished Court of Honor landscape gardens and added leaf sculptures.



PUBLIC SERVICE AMBASSADORS

- Over 283,000 brochures were placed into the hands of visitors between September 2015 and August 2016.
- Since 2000, 9.7 million info packets have been delivered to guests.
- Over 131,000 PR contacts were made, bringing the grand total of visitor interactions to over 3.9 million since 2000.
- Conducted 9,900 patrols of downtown businesses, parking structures and high-traffic pedestrian areas.
- Utilized Secure Trax devices to track incidents and report activity.
- Staffed the Traveling Information Kiosk and Bicycle Information Kiosk at dozens of downtown events.
- Staffed the Visitor & Newcomer Info Center at 214 W. Wisconsin Ave. for more than 2,400 hours between September 2015 and August 2016.



GRAFFITI REMOVAL TEAM

- Removed 1,057 graffiti tags within 24 hours of discovery - adding to the cumulative total of 18,862 tags since 2000.
- Since the program's inception, over 99% of graffiti tags have been eliminated by the Public Service Ambassadors for an estimated savings of \$350,078.72.



CORE EVENTS

Milwaukee Holiday Lights Festival

A six-week festival establishing Downtown Milwaukee as a premier Midwestern destination, dazzling guests with light displays and an abundance of family-friendly events.

Community Spirit Park - Coordinated the transformation of Cathedral Square Park with the help of 2,181 students from 70 public and private schools.

Kick-Off Extravaganza - Organized the city's largest switch-flipping ceremony in Pere Marquette Park with 4,200 guests. Fireworks and free Jingle Bus rides, of which 464 passengers took advantage of, topped off the night.

Santa's Mailbox - Collaborated with the Milwaukee Theater to deliver 2,074 personalized letters to boys and girls.

Website - Received 105,555 sessions between November 1, 2015 and January 1, 2016. Users accessed from Milwaukee (26.9%), Chicago (16.9%) and Madison (3.6%).

Cocoa with the Clauses - Attracted 800+ guests for free outdoor fun in Cathedral Square Park. Neighboring restaurants extended kid-friendly menus to lengthen stays.

Brochure - Bundled activities and businesses into a 44-page guide that was distributed throughout metro Milwaukee and the Fox Valley region.

Jingle Bus - Delivered 7,824 Meijer Jingle Bus rides. Passengers boarded at The Shops of Grand Avenue's Center Court where cookies and hot cocoa, compliments of Wild Flour Bakery, awaited.

Holiday Ornament - Developed and marketed the 2015 Posner Building ornament, fifteenth in the series.

Advertising - Placed a multimedia ad campaign targeting residents of southeastern Wisconsin and northern Illinois.



Sponsorship - Raised \$107,500 in cash sponsorships.

Social Media - Utilized Facebook, Twitter, and Instagram to reach 1 million social media users and generate 2.1 million impressions. Total engagement was 26,501 and follower growth increased by 1,918.

Taste & Toast

A small plates and craft cocktails promotion, which serves as a teaser to Downtown Dining Week and gives restaurants a first-quarter boost.

Program Dynamics - Secured 30 restaurant participants for the February 29 - March 4 promotion.

Menu Creation - Produced customized menus for each restaurant's offerings. Pricing was open ended.

Patron Survey - Gathered patron data through 484 online surveys, which indicated 46.3% were first-timers to a restaurant, 57% were ages 25-39, 38.4% did not live nor work downtown, 62.2% learned of the event through social media, and 43.2% attend happy hours 10+ times per year.

Satisfaction - Scored 89% or greater in patron satisfaction for food, service and environment.



Attendance - Attracted approximately 6,200 diners.

Website - Received 15,811 sessions and 61,274 pageviews between February 22 and March 4, 2016. Approximately 72.7% of all sessions were by new visitors.

Social Media - Utilized Facebook, Instagram, and Twitter to reach 1.2 million social media users and generate 2.4 million impressions. Total engagement was 13,422.



Downtown Dining Week

Spurring spin-offs in nearby neighborhoods, Downtown Dining Week has become the premier dining event attracting over 462,000 diners to downtown restaurants - many to experience a restaurant for the very first time.

Program Dynamics - Featured three-course meals at \$12.50 for lunch, and \$25 or \$35 for dinner at 45 destination eateries, June 2-9, 2016.

Menu Creation - Produced customized menus for each restaurant's offerings.



Patron Survey - Gathered patron data through 1,211 online surveys, which indicated 52.5% were first-timers to a restaurant, 44% were ages 40-64, 51.7% neither lived nor worked downtown, 31.1% worked downtown, 23.9% learned about the event through social media, and 61.9% came downtown solely for Downtown Dining Week.

Satisfaction - Scored 88% or greater in patron satisfaction for food, service and environment.

Attendance - Attracted approximately 75,000 diners.

Partners - Initiated partnerships with Feeding America, Hankr, Milwaukee Magazine and Open Table, which generated 1,700 online reservations.

Feeding America: Empty Plates Campaign - Raised enough money to provide 1,328 meals.

Website - Received 101,536 sessions and 694,916 pageviews between May 1 and June 12, 2016. Approximately 62% of all sessions were by new visitors.

Social Media - Utilized Facebook, Twitter, Instagram, and Hankr to reach 930,723 social media users and generate 6.6 million impressions. Total engagement was 20,137 with 1,166 followers gained.



Downtown Employee Appreciation Week

An annual "spirit week" for Downtown's 83,490 employees to build camaraderie and position the central business district as a great place to conduct business.

Sponsorship - Secured \$17,250 in cash sponsorships and \$40,000 of in-kind product.

Partners - Initiated new partnerships with Gothic Milwaukee, FLOAT MKE, Ambassador Hotel, American Heart Association, The Brass Alley and QuizMasters.

Office Challenge Games - Worked with Refuge Café to introduce new games, including Pedal for Pounds and Smoothie Pong.

New Events - Delivered bagels to tournament winners, and coordinated an I Work Downtown Trivia Tournament and Fitness Frenzy.

Lunch Giveaways - Provided 1,000-item giveaways in Red Arrow Park, Pere Marquette Park, Schlitz Park, Zeidler Union Square and Cathedral Square Park. Secured 19 in-kind sponsorships for daily food giveaways.

Prizes - Secured over 200 prize donations from 40 businesses, approximating \$17,000 in value.

Beach Volleyball Tournament - Hosted the I Work Downtown Volleyball Tournament attracting 24 teams and 144 participants.

Passports - Facilitated a passport program to track employee participation in events. Received 415 passports with three or more completed activities.

Website - Received 32,355 sessions and 96,805 pageviews between July 1 and July 31, 2016. Approximately 73.5% of all sessions were by new visitors. On kick-off day, the site received 2,886 sessions.

Social Media - Utilized Facebook, Instagram, and Twitter to reach 711,055 social media users. #iworkdowntown generated 48 retweets and likes.



MARKETING & BRANDING

Marketing

COMMUNICATION TOOLS

- Implemented bi-weekly Hotlist email campaign to educate subscribers on downtown happenings - 18,132 active subscribers and a 20% open rate.
- Deployed monthly e-Ripple Effect newsletter to deliver timely news, information on events, and ways businesses and organizations can become involved - 2,916 active subscribers and a 26.7% open rate.
- Produced Ripple Effect magazine to keep downtown stakeholders in the loop and acclimate external audiences with the organization.
- Interfaced with other Milwaukee agencies, companies, social groups and organizations such as East Town Association, Westown Association, Historic Third Ward Association, ArtSpin, NEWaukee, WAM DC, Downtown Neighbors Association, and VISIT Milwaukee to ensure the marketing of Downtown is integrated and leveraged through partner resources.

SOCIAL MEDIA

- **Facebook (all organic growth)**
 - 31,040 fans: 6,459 fans added; 26.3% growth from last year
 - Reach: 3.5 million
 - Impressions: 5.7 million
 - Total engagements: 191,780
 - 6% engagement rate
- **Twitter**
 - 41,762 followers: 11,760 followers added; 39.2% growth from last year
 - Engagement rate: 11.5%
 - Impressions: 275,800 (strictly tweets, no hashtags or retweets)
- **Instagram**
 - 5,278 followers: 3,078 followers added; 139.9% growth from last year
 - Engagement: 63.2%
- **Pinterest**
 - 650 followers: 10% growth from last year

PUBLIC RELATIONS

Milwaukee Downtown relies on a year-round public relations strategy to increase awareness of its many projects and programs. From September 2015 through August 2016, the organization secured \$637,648.74 in media coverage.

- Milwaukee Holiday Lights Festival - \$257,843.91
- Taste & Toast - \$56,717.77
- Milwaukee Trolley Loop - \$75,873.82
- Downtown Dining Week - \$117,171.64
- Downtown Employee Appreciation Week - \$53,163.37
- Miscellaneous (includes staff announcements, streetcar support and annual meeting) - \$76,878.23

Branding

REGIONAL CAMPAIGN

- Relunched "How Do You Downtown?" campaign in June 2016.
- Utilized new sound bed recorded with The Latchkeys.

- Produced two (:30) TV spots and one (:30) radio spot, which will air through mid-September 2016.

WELCOME BAGS

- Coordinated and delivered welcome bags to 14 new businesses, including restaurants and bars. Welcome bags contained enough brochures and coupons for all employees, and were accompanied by a cookie tray.

WEBSITE

- Continued Business Spotlight of the Month column.
- Continued hosting seasonal itineraries for families, young professionals and boomers.
- Between September 1, 2015 and August 22, 2016, the site received 364,371 visits - a 5% increase from the prior year - and 1,407,751 pageviews.
- Approximately 72.5% of all visitors were new visitors.
- Notable peaks included 3,667 visits on the 2015 Milwaukee Holiday Lights Festival Kick-Off Extravaganza, 3,898 visits on New Year's Eve, 2,773 visits on the first day of Taste & Toast, 11,950 visits on the first day of Downtown Dining Week and the Milwaukee Trolley Loop, and 2,886 visits on the first day of Downtown Employee Appreciation Week.
- On average, visitors are spending about two minutes and 44 seconds, 54.63% are accessing with a mobile device or tablet, and 19.1% were direct visitors while 63.9% located the site organically through keyword searches.

PARTNER INITIATIVES

MOUNTED HORSE PATROL

- Served in advocacy role for Milwaukee Police Department's (MPD) Community Equestrian Center.
- Assisted in facilitating the creation of a capital campaign steering committee.
- Center to support continuation and expansion of mounted horse patrols, and enhance community policing efforts.
- Facility slated to open fall 2017 and house 24 horses - half dedicated to MPD efforts and half to horse therapy.



QUALITY OF LIFE INITIATIVES

- Meet regularly with the Community Intervention Team - Milwaukee County's Housing Division, Housing First, District Attorney's Office, City Attorney's Office and MPD - to address chronic homelessness and public nuisance behaviors.
- Pursuing implementation of Key to Change program.
- Advocated for appointment of a designated community prosecutor to address public nuisance behaviors downtown.
- Co-hosted safety and awareness program for downtown entertainment districts with MPD's Intelligence Fusion Center.



WORKFORCE DEVELOPMENT

- Participant on Milwaukee Area Workforce Investment Board's sector initiative.
- Focused on strengthening economic growth and industry competitiveness in the hospitality industry - one of five industry sectors identified.
- Helping employers in the hospitality industry to develop a skilled workforce.
- "Follow My Pathway" project winner of the U.S. Department of Labor, Employment and Training Administration's Customer Centered Design Challenge - one of 15 teams selected nationally from a pool of 84 submissions.

DOWNTOWN DIGGS

- Partnered with Greater Milwaukee Association of REALTORS® on 4th annual downtown condo showcase.
- Held in conjunction with Downtown Dining Week to capitalize on influx of visitors.
- Acquainted prospective residents with 22 available units.



WISCONSIN DOWNTOWN ACTION COUNCIL

- Serve as leader of statewide advocacy organization, which looks to advance Wisconsin's downtowns and commercial corridors.
- Working on BID-enabling legislation.
- Hosted National Main Street Conference in Milwaukee, bringing over 1,500 professionals to Downtown. Presented Downtown Milwaukee mobile tour.

MILWAUKEE TROLLEY LOOP

- Led funding for summer trolley service operated by Transit Express.
- Offered a \$1 per trip fare and 30-stop "Hop 'n Shop, Wine 'n Dine" route, Thursdays - Saturdays, June 2 - September 3, 2016, from 11 a.m. to 9 p.m.
- Raised \$41,500 in private contributions.
- Intercept survey indicated 77% of riders neither lived nor worked downtown and 59% were first-time riders.
- Primary purposes for riding were sightseeing (45%), museums (22%) and dining (18%).
- Ridership remained strong with 7,258 passengers for its 420 hours of operation.



METROGO!

- Served on leadership council to help connect people, fuel a strong and resilient economy, and build vibrant, healthy communities of opportunity in metro Milwaukee.

2016

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Economic Development Director

Erica Chang

Marketing & Events Coordinator



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ECONOMIC DEVELOPMENT

2016 MARKET PROFILE

- Partnered with P.U.M.A. to update the Downtown Milwaukee market profile to continue to be a go-to resource for downtown statistics and key market indicators.
- Gained input from over 100 stakeholders.
- Presented market statistics, global trends, and how Milwaukee stacks up to peer cities at Milwaukee Downtown's annual meeting and awards ceremony.
- Key highlights include 26,000+ residents and growing, 83,500 downtown workers, 67,000+ higher education students and 12 million annual visitors.

DEVELOPMENT INCENTIVES

- Supported business expansion with \$55,000 in Business Development Loan Pool (BDLP) and KIVA Zip loans for small businesses.
- Continued to partner and promote the innovative use of City financing tools, KIVA Zip loans, BDLP loans, PACE financing and more, to help make projects a reality.
- Collaborating with the City of Milwaukee and other partners to bring tools for energy efficiency upgrades to commercial property owners through an expansion of the Better Buildings Challenge program.

THE MILWAUKEE STREETCAR

- Released the MKE Streetcar Development Opportunities Guide to showcase investment opportunities along the future streetcar route. Distributed 265 hard copies and utilizing www.OppSites.com to highlight development sites to a national audience.
- Advocated in favor of streetcar approval at the Milwaukee Common Council.
- Composed letters of support for TIGER grant applications for Lakefront and 4th Street extensions.
- Participant in streetcar-related workshops and selection committees.

WISCONSIN AVENUE CORRIDOR

- Led collaboration with WAM DC LLC, Westown Association, and other partners to advance development initiatives along West Wisconsin Avenue.
- Launched www.WisconsinAve.com to provide a go-to resource highlighting the development momentum and new opportunities in the corridor.
- Created the West Wisconsin Avenue Investment Guide to showcase the corridor. Available on website, and distributed 500 copies to brokers and stakeholders.
- Administered Request for Proposals for a lighting installation project on West Wisconsin Avenue.

DOWNTOWN AREA INVESTMENT MAP

- Updated Downtown Area Investment Map in new format to document key market indicators and more than \$6 billion in completed, underway and proposed developments.
- Highly acclaimed tool used by private and public sectors to visually display investment momentum and new opportunities.
- Available for download on website and distributed 1,160 hard copies.

COMMUNICATION TOOLS

- Published 12 monthly Real Results e-newsletters with development news, toolbox highlights, and stakeholder interviews to 391 subscribers featuring a 50.3% open rate - more than double the industry standard.
- Published MKE BluePrint and distributed 1,000 copies as an insert in the semi-annual Ripple Effect magazine.
- Published 12 monthly business spotlights on new downtown businesses.
- Continued to promote economic development news through social media tools (450+ Twitter followers).

COLLABORATIVE INITIATIVES

- Partnered with Wisconsin Economic Development Corporation (WEDC) to host the 2016 National Main Street Conference, which brought 1,500+ attendees to Downtown Milwaukee.
- Ambassadors to the MKE United Greater Downtown Action Agenda, which is working to create a shared and inclusive vision for Downtown and its adjacent neighborhoods.
- Became a member of the 2016 WEDC Connect Communities class to share ideas with other Wisconsin downtowns and advance economic development initiatives.
- Collaborated with NAIOP on their annual Urban Development Conference.
- Partnered with WEDC, Milwaukee 7, and the City of Milwaukee on a site selector visit to highlight the opportunities for business growth in the central business district.

ENHANCEMENT PROJECTS

- Identifying top priority placemaking and physical enhancement projects to better the downtown environment.
- Issued and reviewing submittals from the West Wisconsin Avenue lighting installation Request for Proposals.
- Met with Department of Transportation to plan for future improvements at Pompeii Plaza.
- Advocated for the successful conversion of Broadway Street to allow for two-way traffic.
- Planning for lighting improvements under the I-794 overpass.