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2019 + A YEAR OF CHAMPIONING CONNECTIVITY & COLLABORATION

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# 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 is a premier destination of choice. Milwaukee becomes a renowned world-class city adding value to the region and the state.

# PRIORITIES

- + Be a recognized Downtown economic development leader with increased support from a growing stakeholder base.
- + Leverage collaborative partnerships to champion and better connect catalytic, next-generation projects, including The Hop, Deer District and Wisconsin Avenue initiatives.
- + 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.
- + Create an exceptional quality of life environment with a focus on enhanced safety, security, connectivity and public space management through innovative events, landscaping, lighting and public art installation.



# MESSAGE FROM CEO + BOARD CHAIR

We've all heard the phrase "perception is reality." Whether or not you subscribe to the notion, perceptions play a fundamental role in decision making — from the trivial such as "where will I dine," to the life-altering such as "where will I live?"

Ensuring positive perceptions of Downtown Milwaukee is the driving force behind Milwaukee Downtown, BID #21. Cleanliness, safety and friendliness, while seemingly simple, are critical factors for establishing a thriving environment. While much has changed since we started in 1998, our passion has not. We continue to raise the bar to achieve new milestones we never thought possible.

This year, we programmed more events and activated more spaces than ever before. We became more connected with the newly launched streetcar system, The Hop, and furthered our interconnectivity through our 112,000-person fan base across social media channels. We supported our booming nighttime economy with extended evening hours for our Public Service Ambassadors and made strides in addressing homelessness in our community by hiring Downtown's first dedicated Homeless Outreach Coordinator. New economic development tools were implemented to highlight available spaces, and we launched a new branding campaign — MKE It Downtown — to showcase our live, work, play and learn amenities. Plus, amid it all, we relocated to West Wisconsin Avenue, where catalytic projects are in full bloom, just like the new Westtown gateway mural.

But it didn't end there. We also became more aware of our customers' needs through the completion of a two-month perceptivity study. Surveying Downtown residents, employees and guests, we assessed how the community engages with Downtown and gathered feedback for enhancing future experiences.

We did it all to tell our story, shape perceptions and set the agenda for next year's initiatives. And, next summer, when tens of thousands of delegates, their families, members of the media and politicians gather in our city for the 2020 Democratic National Convention, we will be ready to wow the world. After all, in the words of Ralph Waldo Emerson, "people only see what they are prepared to see."

Thank you to our stakeholders, partners and cheerleaders for your continued support. Your love for Downtown inspires us to keep the momentum moving forward!

## MKE YOUR MARK!



**Beth Weirick**  
CEO  
Milwaukee Downtown,  
BID #21



**Joseph G. Ullrich**  
Board Chair  
Vice President, U.S. Bank

## 2019 BOARD OF DIRECTORS

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U.S. Bank

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Vice Chair  
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Orchestra

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## STAFF

**Beth Weirick**  
CEO

**Lesia Ryerson**  
Executive Assistant

**Matt Dornier**  
Economic Development  
Director

**Erica Chang**  
Marketing, Events &  
Social Media Director

**Gabriel Yeager**  
Downtown Environment  
Specialist



**PUBLIC SERVICE AMBASSADORS**

- + 22,272 HOSPITALITY AND BUSINESS CONTACTS MADE
- + 23,930 GUIDES DISTRIBUTED
- + 907 HOURS STAFFED AT THE MOTOR

**CLEAN SWEEP AMBASSADORS**

- + 219,600 GALLONS OF TRASH COLLECTED
- + 63 SUPER BLOCK CLEANUPS PERFORMED
- + 500,000+ LIGHTS INSTALLED FOR MILWAUKEE HOLIDAY LIGHTS FESTIVAL

**GRAFFITI REMOVAL TEAM**

- + 1,349 TAGS AND STICKERS REMOVED
- + 22,392 TAGS AND STICKERS REMOVED SINCE 2000
- + 99% OF GRAFFITI REMOVED BY PSAS

**LANDSCAPE CREW**

- + 377 BEDS AND PLANTERS MAINTAINED YEAR-ROUND
- + 75 HANGING BASKETS MAINTAINED YEAR-ROUND
- + 4 BEDS CREATED WITH SCULPTURE MILWAUKEE WORKS

# CORE PROGRAMS

## PUBLIC SERVICE AMBASSADORS

Milwaukee Downtown’s team of Public Service Ambassadors (PSAs) contribute to the genuine hospitality our city is so well known for. The PSAs provide daily guest assistance and work closely with Milwaukee’s police and fire departments to keep the district safe and friendly.

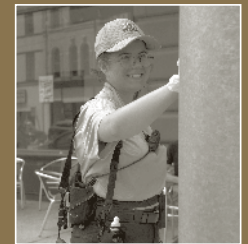
Near the close of 2018, Milwaukee Downtown enlisted Block by Block to manage the PSA contract. Since leading the program, Block by Block has brought new resources to the table such as the SMART System, which tracks maintenance requests, incidents and public nuisance behaviors. In addition, Block by Block has utilized its experience in more than 100 other improvement districts across the country to support our nighttime economy initiatives.

In response to the RHI Nighttime Economy Study, evening patrol hours were extended to better serve late-night guests. More than 160 evening hours were added each week to support Downtown’s event-filled summer. This was above and beyond the 1,475+ hours the PSAs gave to community projects and programs such as Sculpture Milwaukee, Tunes@Noon and Postman’s Porch.

In addition, the PSAs made over 22,000 business and hospitality contacts, bringing our tally to more than 4.4 million PR contacts since 2000. This included connections made at our traveling info booth, The MOTOR, and at our mobile game cart, the Downtown GO! Kart, which features everything from giant Jenga and cornhole to chess. Operating in a skywalk during colder months, the Downtown GO! Kart moved outdoors to the plaza of 310W in May. Nearly 500 engagements were tracked from June through August.

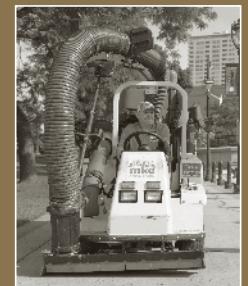
## GRAFFITI REMOVAL TEAM

From discovery to removal, Milwaukee Downtown’s Graffiti Removal Team responds rapidly to notifications of graffiti — within 24 hours to be exact. This year, the team wiped away more than 1,300 graffiti tags and stickers, which brought our cumulative total to 22,392 tags since 2000. While some eradication efforts require more extensive methods, 99% of all tags are removed by Public Service Ambassadors.



## CLEAN SWEEP AMBASSADORS

Cleanliness is a hallmark of our district — no litter, no cigarette butts and certainly no gum. Our sidewalks sparkle thanks to the Clean Sweep Ambassadors (CSAs). This year, the CSAs removed over 219,600 gallons of trash and coordinated 63 Super Block Cleanups, which include a top-to-bottom cleaning of streets — from light poles and signage to planter beds and curbs. The CSAs also played a critical role in implementing the Milwaukee Holiday Lights Festival and Downtown Employee Appreciation Week.



## LANDSCAPE CREW

Enlivening pedestrian pathways with seasonal flowers and foliage, the Landscape Crew tended to 377 beds and planters and 75 hanging baskets. Targeted corridors included Wisconsin Avenue, the Milwaukee RiverWalk, Old World Third Street and the Court of Honor. Additional landscaping consideration was also given to planters featuring works from Sculpture Milwaukee. Plus, new this year, the Landscape Crew played a vital role in the transformation of Postman Square into Postman’s Porch, with a new lawn, patio, flowers and seating.





MILWAUKEE HOLIDAY LIGHTS FESTIVAL



TASTE & TOAST



DOWNTOWN DINING WEEK



DOWNTOWN EMPLOYEE APPRECIATION WEEK

## SPECIAL EVENTS

### MILWAUKEE HOLIDAY LIGHTS FESTIVAL

The Milwaukee Holiday Lights Festival is a premier attraction for winter fun in Southeast Wisconsin. Celebrating the festival's 20th season, visitors created new memories and built upon traditions by drinking cocoa with the Clauses, touring the lighted displays in three parks, dropping letters into Santa's Mailbox, riding the Jingle Bus and hopping on the newly launched streetcar, The Hop. Other new highlights included the "Me in MKE" interactive display at Burns Commons, free family photos at Zeidler Union Square, and new décor and activities at 310W.

The Milwaukee Holiday Lights Festival Kickoff Extravaganza continued to wow crowds with enchantment and fireworks. More than 4,000 guests filled Pere Marquette Park, while 47,363 viewers watched the entire show from home, thanks to a live broadcast by WISN 12. Meanwhile, 1,602 letters to Santa were responded to by Milwaukee County senior centers.

Throughout the festival, the Jingle Bus acquainted 8,407 riders with Downtown landmarks and the most decorated scenes. Even better, rides were just \$2 per person. While the Jingle Bus is a long-standing tradition and the premier way to view all of Downtown's lights and sights, the launch of The Hop introduced an entirely new way for visitors to traverse Downtown. With an average of 2,459 rides per day in November and 2,456 rides per day in December, The Hop provided more than 156,000 rides to restaurants, shops and major attractions during the festival season.

### TASTE & TOAST

Taste & Toast, a first-quarter happy hour event designed to lure Milwaukeeans out of hibernation, continued to mix up weekday nights. A total of 24 bars and restaurants participated — each customizing their own menu and pricing. Customer feedback surveys told us that 33% of all diners neither lived nor worked Downtown and 54% tagged another Downtown activity onto their Taste & Toast experience. Estimated attendance over the five-day promotion was over 6,750 diners.

### DOWNTOWN DINING WEEK

Regarded by many as the official kickoff to summer, Downtown Dining Week continued to impress guests in the areas of food, service, environment and menu options at 35 restaurants. More than 87% of all diners rated their experience in these categories as either "excellent" or "good." Also notable was the number of first-time patrons at an establishment (52%). Partners of the event included Stella Artois, Society Insurance and OpenTable, which accepted 8,306 reservations for Downtown Dining Week. Over 70,000 diners were served throughout the event.

### DOWNTOWN EMPLOYEE APPRECIATION WEEK

Best described as "the most fun you'll have at work all year," Milwaukee Downtown is proud to have created this first-of-its-kind event, which many cities across the U.S. have since replicated. Featuring games, giveaways and after-hours socials, Downtown Employee Appreciation Week celebrated Downtown Milwaukee's 83,490+ employees and served as a reminder to the rest of the region that talent, camaraderie and fun reside here.

Some new elements to this year's event included revamped Office Challenge Games, bubble soccer, programming at Postman's Porch and yoga at City Hall. In addition, community partners helped distribute 19,440 free food items during the ever-popular lunchtime giveaways.

#### MILWAUKEE HOLIDAY LIGHTS FESTIVAL

- +8,407 PASSENGERS RODE THE JINGLE BUS
- +2,887 STUDENTS DECORATED COMMUNITY SPIRIT PARK
- +1,602 LETTERS RECEIVED AT SANTA'S MAILBOX

#### TASTE & TOAST

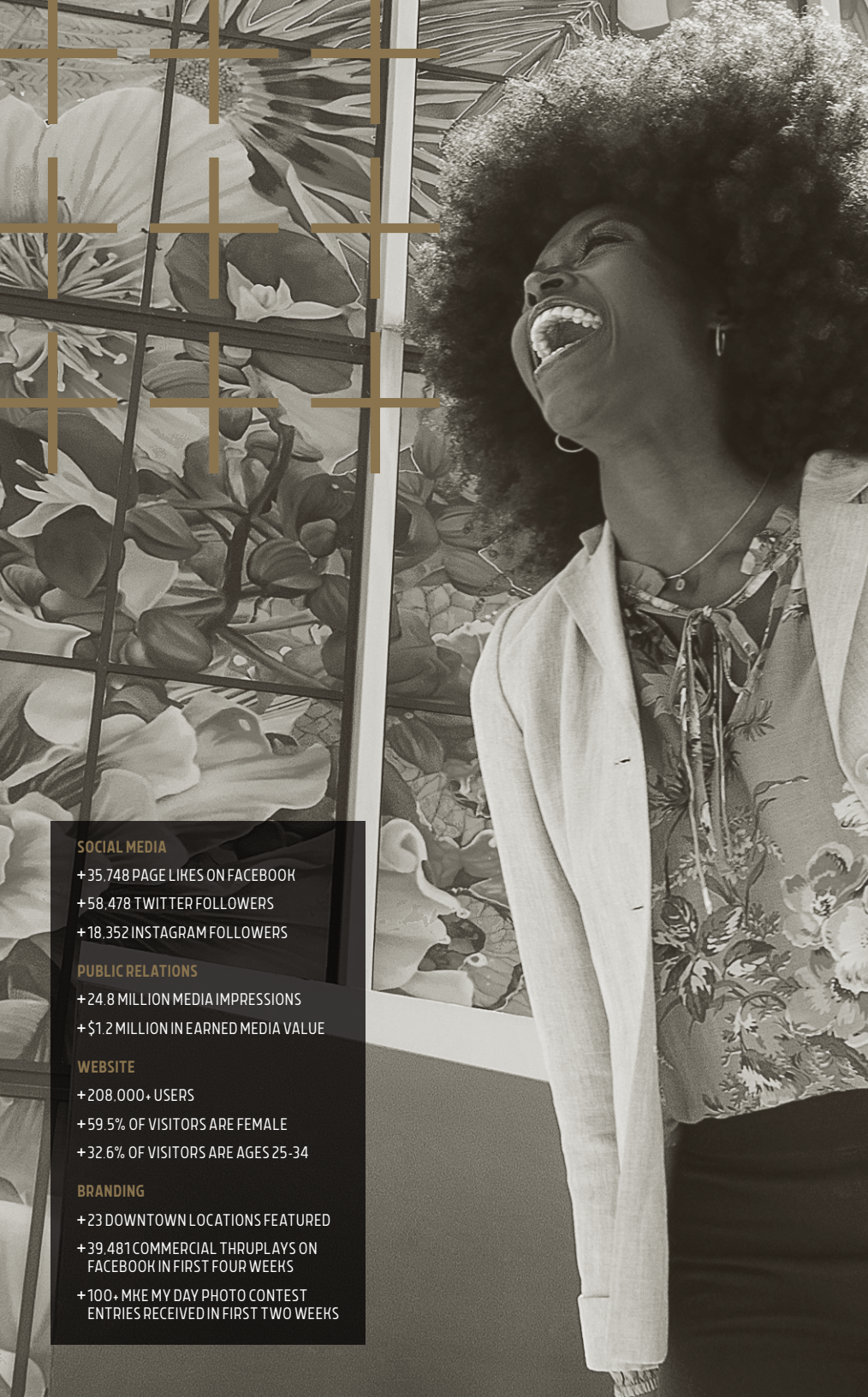
- +6,750+ DINERS SERVED
- +41% EXPERIENCED A RESTAURANT FOR THE FIRST TIME
- +51% HEARD ABOUT THE EVENT FROM SOCIAL MEDIA

#### DOWNTOWN DINING WEEK

- +70,000+ DINERS SERVED
- +8,306 RESERVATIONS MADE THROUGH OPENTABLE
- +56% OF PATRONS NEITHER WORKED NOR LIVED DOWNTOWN

#### DOWNTOWN EMPLOYEE APPRECIATION WEEK

- +397 PASSPORTS COLLECTED
- +1,785 PRIZE DONATIONS SECURED FROM 37 BUSINESSES
- +19,440 LUNCH ITEMS COLLECTED FOR DAILY GIVEAWAYS



# MARKETING

## SOCIAL MEDIA

In 2019, followers across Facebook, Twitter and Instagram grew by 8.5%, pushing us beyond 112,500 fans. Most notably, Instagram followers rose by 34% and Facebook impressions grew by 80%.

Other tactics implemented included publishing 48 blogs, augmenting our Random Acts of Kindness program by distributing over 4,000 surprise goodies and establishing new partnerships with two social influencer groups. Producing fresh video content was also a top priority in our social media strategy. Our four-part video series on The Hop generated 22,402 impressions on Twitter, reached 22,326 on Facebook and prompted 873 engagements.

## PUBLIC RELATIONS

Whether it was the Downtown community rallying for the Brewers in the NLCS playoffs, activating third spaces with programming or art, chatting about Downtown events or raising awareness of Milwaukee Downtown's core programs, public relations played a key role in shaping perceptions of Downtown Milwaukee. In the last year, news about Milwaukee Downtown's projects and programs garnered 24.8 million impressions and \$1.2 million in earned media value.

## WEBSITE

Launched in September 2018, Milwaukee Downtown's new website has been a valuable asset to visitors, as well as the business community. An ever-changing list of new blogs geared toward places to visit and things to do coupled with a daily calendar of events powered by Milwaukee365.com has provided guests with a range of itinerary suggestions. Meanwhile, our new "Get Around" section and interactive mapping pages allow businesses to shop available spaces and assess opportunity zones. In the last year, the site welcomed over 208,000 users, 59.5% being female and 32.6% between the ages of 25-34, which is likely influenced by the site's most frequently visited pages — Downtown Dining Week and the Milwaukee Holiday Lights Festival.



### SOCIAL MEDIA

- +35,748 PAGE LIKES ON FACEBOOK
- +58,478 TWITTER FOLLOWERS
- +18,352 INSTAGRAM FOLLOWERS

### PUBLIC RELATIONS

- +24.8 MILLION MEDIA IMPRESSIONS
- +\$1.2 MILLION IN EARNED MEDIA VALUE

### WEBSITE

- +208,000+ USERS
- +59.5% OF VISITORS ARE FEMALE
- +32.6% OF VISITORS ARE AGES 25-34

### BRANDING

- +23 DOWNTOWN LOCATIONS FEATURED
- +39,481 COMMERCIAL THRUPLAYS ON FACEBOOK IN FIRST FOUR WEEKS
- +100+ MKE MY DAY PHOTO CONTEST ENTRIES RECEIVED IN FIRST TWO WEEKS

## BRANDING

This summer, Milwaukee Downtown launched a new multimedia campaign to raise awareness of Downtown Milwaukee as a live, work, play and learn destination. The MKE It Downtown campaign launched in July in Southeast Wisconsin and will run through September 2019.

# COMMUNITY PROJECTS

## PARK(ING) DAY

One dozen parking spaces were reclaimed for people during PARK(ing) Day 2018. The international celebration transformed Milwaukee's parking spaces and loading zones into new territories offering games, food and live music. More than 20 event partners were enlisted for the reinvention.

## PUBLIC ART

Working with the Downtown Placemaking Task Force, Milwaukee Downtown led the coordination of two large-scale murals. In October 2018, Katie Batten and Janson Rapisarda (CERA) executed a 50-foot mural in the Jefferson Street pedestrian tunnel. Titled "Migration," the mural is a metaphor for the thousands of pedestrians — 1,004 a day to be exact — who travel between the central business district and the Historic Third Ward each day, and the exchange of ideas taking place.

In July 2019, Emma Daisy Gertel illustrated the revitalization taking place along West Wisconsin Avenue with an 80-foot by 50-foot mural at the corner of Wisconsin Avenue and James Lovell Street. Titled "Westtown in Bloom," the high-impact mural is positioned at Downtown's gateway where more than 11,000 cars pass each day.

In addition to the murals, Milwaukee Downtown supported Milwaukee County Transit System's Bus Art Project MKE, which brought art to two Downtown bus shelters, and coordinated the implementation of two new utility box murals — one outside of the Milwaukee Athletic Club's parking garage and another near Two-Fifty.

## OLD WORLD THIRD STREET IMPROVEMENTS

As part of its nighttime economy strategy, Milwaukee Downtown collaborated with local property owners and the City of Milwaukee to develop a public space enhancement plan for Old World Third Street. Improvements included new street paving, which added buffered bike lanes and a seamless connection to the Fiserv Forum plaza, 26 freshly painted harp lamps and sidewalk benches, new holiday décor and 2,648 linear feet of new roofline lighting. Featured on 22 properties, this private investment of \$48,310 lights up the 1000 and 1100 blocks year-round to create a welcoming ambience.

## SCULPTURE MILWAUKEE

Sculpture Milwaukee, the city's annual outdoor art exhibition, welcomed 22 sculptures along Wisconsin Avenue for its third edition. Milwaukee Downtown continued to serve as the administrator of the event, held from June through October. Meanwhile, staff and Public Service Ambassadors assisted with logistics surrounding installations and the opening and closing ceremonies.

In September 2019, Robert Indiana's iconic *The American LOVE* (1966–99), a piece from Sculpture Milwaukee's 2018 exhibition, was dedicated at its new permanent home outside the Milwaukee Art Museum. *The American LOVE* is the third sculpture since the exhibition's opening year to be purchased anonymously and gifted to the community.

## SPACE ACTIVATION

New spaces for engagement and interaction were among the top priorities in 2019. In partnership with 411 East Wisconsin Center, Milwaukee Downtown coordinated PNC presents Tunes@Noon — an 11-week concert series that unfolded in the building's courtyard and drew approximately 100 guests each week.

In addition, the triangular greenspace known as Postman Square was reimagined as Postman's Porch. Through landscape improvements and programming, the underutilized space became a gathering spot for neighbors and visitors. Enhancements such as new seating, monthly concerts, harp lamp banners, a community library and a dog waste station added to the appeal, but work didn't end there. The Letter Carriers' Monument, installed in the square in 1989 to honor the nearby location where the National Association of Letter Carriers union was formed, was revitalized too. The monument was waxed and polished just in time for its 30th anniversary, thanks to a grant from the Milwaukee Arts Board.

Another programmed space was 310W. Milwaukee Downtown worked year-round with the building's management team to promote engagements on the plaza. Initiatives included hosting our Downtown GO! Kart weekdays over lunch to integrating food trucks and buskers, and creating a "Cozy Corner" over the holidays complete with lighted trees, whimsical yarn creations by Retailworks Inc., cocoa and carolers. The plaza of 310W was a destination for employees and visitors alike.



## PARK(ING) DAY

- +20+ event partners
- +12 metered parking spaces activated with buskers and other performers
- +90 rolls of sod used and later donated to Cathedral Square Park

## PUBLIC ART

- +50 Pantones used in "Migration" mural
- +\$15,000+ of private support raised to fund "Migration" mural
- +4,015,000 vehicles will pass the Westtown gateway mural annually

## OLD WORLD THIRD STREET IMPROVEMENTS

- +\$48,310 in private investment
- +22 participating properties in the 1000 and 1100 blocks
- +2,648 linear feet of roofline lighting

## SCULPTURE MILWAUKEE

- +22 sculptures
- +500 attendees at opening ceremony
- +3 MIAD students added to Public Service Ambassador program for summer

## SPACE ACTIVATION

- +\$12,500 in private investment secured for Postman's Porch
- +4 Postman's Porch Unplugged concerts programmed
- +11 Tunes@Noon concerts performed



# ECONOMIC DEVELOPMENT

## BUSINESS TOOLKIT

Keeping stakeholders and prospects informed on development incentives, market research and growth opportunities is a primary objective of Milwaukee Downtown. From ongoing communications like our monthly Real Results newsletter, business spotlights and our Twitter account (@RealResultsMKE) to in-demand collateral pieces like our Downtown Skywalk brochure, West Wisconsin Avenue guide and Downtown Investment Map, which has tracked more than \$6 billion in completed, underway, and proposed private and public developments since 2010, Milwaukee Downtown is the go-to resource for doing business Downtown.

In addition, we monitor development trends to implement new incentive programs. One new tool is the Opportunity Zone program, which provides federal tax incentives to encourage investors to put their capital to work in Qualified Census Tracts (QCTs). With several Opportunity Zone sites shovel-ready, we developed a new marketing kit highlighting the possibilities. City grants, Kiva Zip loans, PACE financing and our Business Development Loan Pool (BDLP) have also continued to be economic generators. Since inception, \$165,000 of BDLP funds have helped leverage more than \$2.9 million in private investment. This includes projects like Canary Coffee Bar, XO Cocktail Parlor and SportClub.

## VALUE OF DOWNTOWN

To keep tabs on residential growth, we engaged with developers and industry leaders to unofficially update Downtown's residential population. With over 5,000 new units added since the 2010 Census, it is estimated that Downtown's population is now over 32,000 residents.

As a critical measure of success, Milwaukee Downtown monitors the value that Downtown brings to the larger community. One of the clearest measures to show the importance of Downtown is an analysis of the property tax base. While only 3.5% of the City's total landmass, Downtown generates 22.6% of the City's total tax base — demonstrating Downtown's capacity to help offset the cost of services city-wide.

## THE HOP

The City of Milwaukee celebrated the arrival of its streetcar, The Hop presented by Potawatomi Hotel & Casino, in November 2018. With 673,545 rides in the first ten months, the long-awaited service has already exceeded projections and proven to be a game changer. Milwaukee Downtown works closely with The Hop to market the service and promote opportunities along the route, including several interactive Hop tours. We highlighted the conveniences in four neighborhood videos (Cathedral Square, Broadway/Milwaukee Street, Historic Third Ward and Burns Commons); worked with our utility box muralist, Mauricio Ramirez, to illustrate the service on a new utility box outside Two-Fifty; and continue to support route extensions to enhance our connectivity to adjacent neighborhoods.

## NIGHTTIME ECONOMY

Responding to the rapid growth in nighttime offerings, Milwaukee Downtown implemented several initiatives to capitalize on our after-five potential. This included improving streetscaping and lighting along Old World Third Street, expanding Public Service Ambassador patrols into late-night hours, working with VISIT Milwaukee to update wayfinding maps, testing lighting solutions for implementation of Brighten the Passage and promoting the uniqueness of Downtown's nightlife districts.

## MID-AMERICA ECONOMIC DEVELOPMENT CONFERENCE

In July, Milwaukee Downtown hosted the Mid-America Economic Development Conference. The conference included economic development professionals from across the Midwest who convened to learn, share and discuss best practices in the industry. Milwaukee Downtown coordinated two walking tours around the central business district, as well as a Hop streetcar tour, and hosted 95 guests at a Jazz in the Park reception, all in an effort to position ourselves as an industry leader and tell the story of Downtown's unprecedented momentum.

## ADVOCACY

Taking a leadership position on catalytic projects is one of our top priorities. We advocate for Bus Rapid Transit, bike lanes, the revitalization of Pompeii Square and the Broadway connection, expansion of The Hop streetcar line, and bringing new businesses and investors to the central business district. We continued to rally with other urban-minded organizations across the state at Downtown Day at the Capitol. And we celebrate wins with our advocacy partners — projects like The Hop, the Breast Cancer Showhouse at Plankinton Clover, Jane's Walk MKE, Cathedral Square Park Playground and the expansion of Amtrak service between Chicago and Milwaukee, just to name a few. Plus, we extended support beyond our boundaries to neighboring BIDs, the MKE United Greater Downtown Action Agenda, IREM/BOMA, WCREW and the WEDC Connect Communities network.

## BID-NID WEEK

Inspired by a strategic planning session at the International Downtown Association's 2018 conference, Milwaukee Downtown and the Department of City Development will bring BID-NID week to fruition September 2019. The week will celebrate BIDs and NIDs in the City of Milwaukee with various activities that will highlight the work of the organizations, encourage people to explore and experience these Milwaukee neighborhoods, and raise awareness of the value they add. During BID-NID Week, we are celebrating the opening of new businesses, hosting a Sculpture Milwaukee tour and promoting our ongoing activation of Postman's Porch.





# BUSINESS TOOLKIT



# VALUE OF DOWNTOWN

## BUSINESS TOOLKIT

- + \$6 BILLION+ IN COMPLETED, UNDERWAY AND PROPOSED PRIVATE AND PUBLIC DEVELOPMENTS SINCE 2010
- + \$165,000 IN BDL P FUNDS MADE AVAILABLE

## VALUE OF DOWNTOWN

- + 5,000 NEW RESIDENTIAL UNITS ADDED SINCE LAST CENSUS
- + 32,000 RESIDENTS: ESTIMATED DOWNTOWN POPULATION
- + 22.6%: DOWNTOWN PROPERTY OWNER CONTRIBUTION TO THE CITY'S OVERALL PROPERTY TAX BASE, WHILE ONLY 3.5% OF CITY'S LAND MASS

## THE HOP

- + 673,545 RIDES IN THE FIRST TEN MONTHS
- + 22,402 IMPRESSIONS GENERATED ON TWITTER BY FOUR-PART NEIGHBORHOOD VIDEO SERIES

## NIGHTTIME ECONOMY

- + 160 HOURS PER WEEK ADDED FOR LATE-NIGHT PUBLIC SERVICE AMBASSADOR PATROLS
- + \$214 MILLION+ IN NIGHTTIME ECONOMY SALES ANNUALLY

## MID-AMERICA CONFERENCE

- + 3 COORDINATED DOWNTOWN WALKING TOURS
- + 95 GUESTS AT JAZZ IN THE PARK RECEPTION



# THE HOP



# NIGHTTIME ECONOMY

# QUALITY OF LIFE INITIATIVES

## KEY TO CHANGE

In 2017, Milwaukee Downtown launched Key to Change. Utilizing seven retrofitted parking meters designed to resemble keys and an online donation platform (keytochangemke.com), the public information campaign has successfully raised awareness of social service programs and supported Milwaukee County Housing Division's Housing First initiative.

In the last year, Milwaukee Downtown upped the ante by establishing a goal of raising \$225,000 to fund a Downtown Homeless Outreach Coordinator for a minimum of three years. While fundraising efforts remain ongoing, Milwaukee Downtown welcomed its first dedicated Homeless Outreach Coordinator in summer. The Downtown Homeless Outreach Coordinator will be a liaison for Housing First placements and oversee wraparound services, which range from rehabilitation and counseling to job training and placement. Other responsibilities will include identifying and building rapport with homeless individuals living on the streets, intervening in crisis situations, and working with the Downtown Community Prosecutor to identify the most salient needs and issues and address them in an impactful way.

To date, Milwaukee Downtown has raised more than \$80,000 to support the Housing First model and year-one funding for a Downtown Homeless Outreach Coordinator.

## COMMUNITY PERCEPTIONS SURVEY

In an effort to better serve residents, workers and guests, Milwaukee Downtown partnered with School Perceptions to quantify the rapid changes in Downtown Milwaukee. Utilizing an online survey tool, 3,005 responses were gathered throughout July and August. The survey was promoted through local media channels, group emails, postcards, social media and Public Service Ambassadors. Street teams, coordinated by Future Milwaukee, were also deployed at Downtown events to raise awareness of the survey. The responses will be analyzed and focus groups engaged to better understand the characteristics, attitudes, preferences and behaviors of our users — valuable feedback that will shape the organization's strategic plan for 2020.

## LOOKING AHEAD

Through clean, safe and friendly programs, Milwaukee Downtown has made the central business district a desirable place to live, work, play and conduct business. The quality of life in Downtown Milwaukee makes the district a sought-after destination for everyone — from Gen Z to Boomers. Milwaukee Downtown will build upon its success while concentrating on the following priorities for 2020:

- + Expanding efforts that enhance quality of life services in Downtown Milwaukee as an 18-hour city — even during first quarter.
- + Advocating for accessible, affordable and connected pedestrian and parking systems.
- + Benchmarking Downtown's growth and development through a new market analysis.
- + Continuing to excel in our delivery of services as it relates to creating a safe and beautiful Downtown.

Additionally, as the city prepares to host the 2020 Democratic National Convention in July 2020, Milwaukee Downtown is poised to play a vital role in welcoming guests. Aiding where needed with our core programs, communications resources and beyond, we will rise to the occasion to ensure Milwaukee shines in the global spotlight.



### KEY TO CHANGE

- + 1,500+ HOMELESS MILWAUKEEANS PLACED INTO PERMANENT SUPPORTIVE HOUSING SINCE 2015
- + 96% RETENTION RATE OF HOUSING FIRST CLIENTS
- + \$80,000 RAISED FOR YEAR-ONE FUNDING OF DOWNTOWN HOMELESS OUTREACH COORDINATOR

### COMMUNITY PERCEPTIONS SURVEY

- + 3,005 SURVEY RESPONSES RECEIVED
- + 80% INDICATED MILWAUKEE PUBLIC MARKET WAS A TOP DESTINATION, FOLLOWED BY MILWAUKEE RIVERWALK (71%), MILWAUKEE ART MUSEUM (61%) AND FISERV FORUM (60%)
- + 62% DINE DOWNTOWN MORE THAN FOUR TIMES A MONTH

# BUDGET

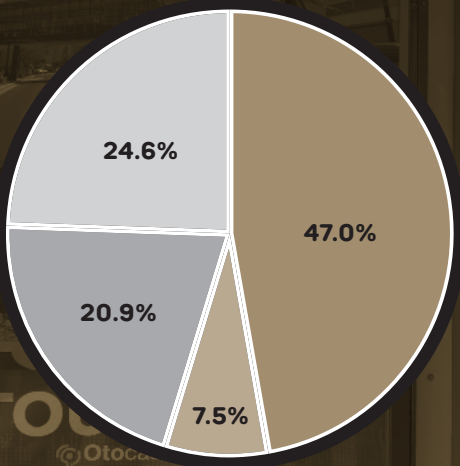
Representing approximately 150 square blocks and 500 property owners, Milwaukee Downtown, BID #21 collected \$3.9 million in assessments to fund its core programs and initiatives.

2019 Assessments: \$3,937,725

Additional Income: \$28,270

Total Income: \$3,965,995

Please note Milwaukee Downtown, Inc. annual contributions, sales and event fees are not reflected in this budget.



Clean Sweep Ambassador Program (Sidewalk Cleaning, Landscaping, Graffiti Removal): \$976,153 (24.6%)

Public Service Ambassador Program: \$828,000 (20.9%)

Administrative: \$297,629 (7.5%)

Economic Development/Marketing/Business Retention/Recruitment: \$1,864,213 (47%)





## MILWAUKEE DOWNTOWN, BID #21

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