



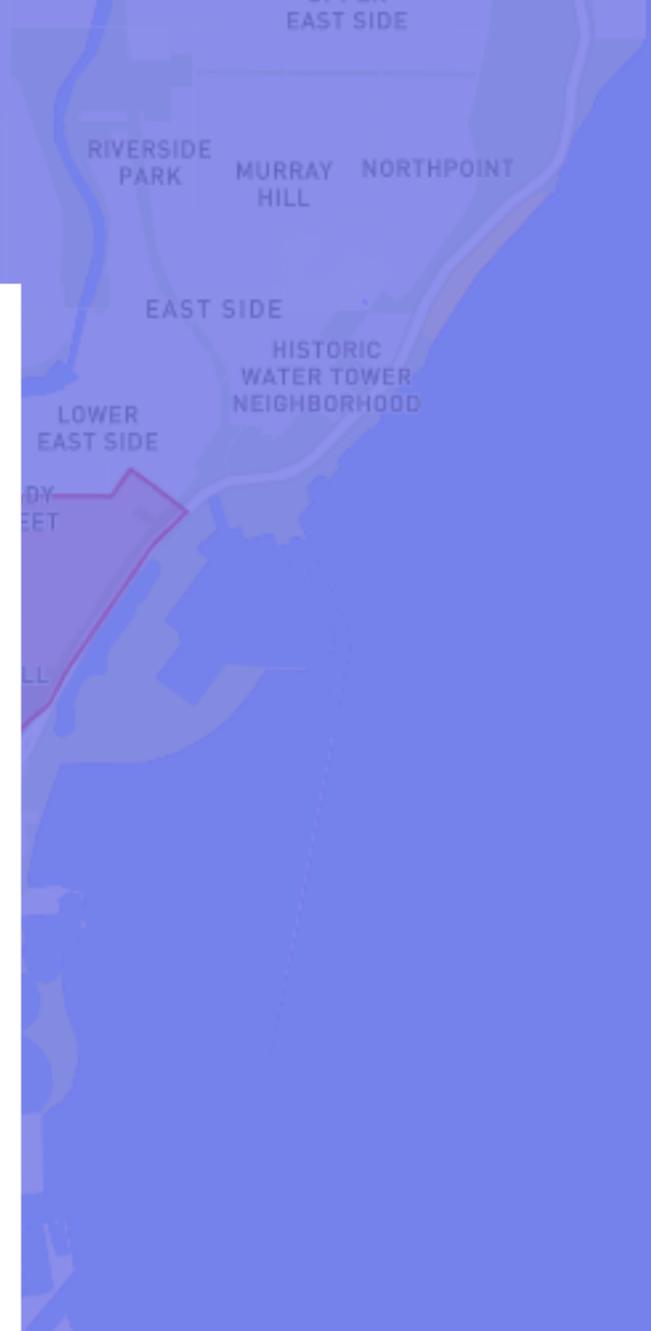
Downtown Milwaukee Market Overview

Mar 1, 2025 - Feb 28, 2026

Markets:

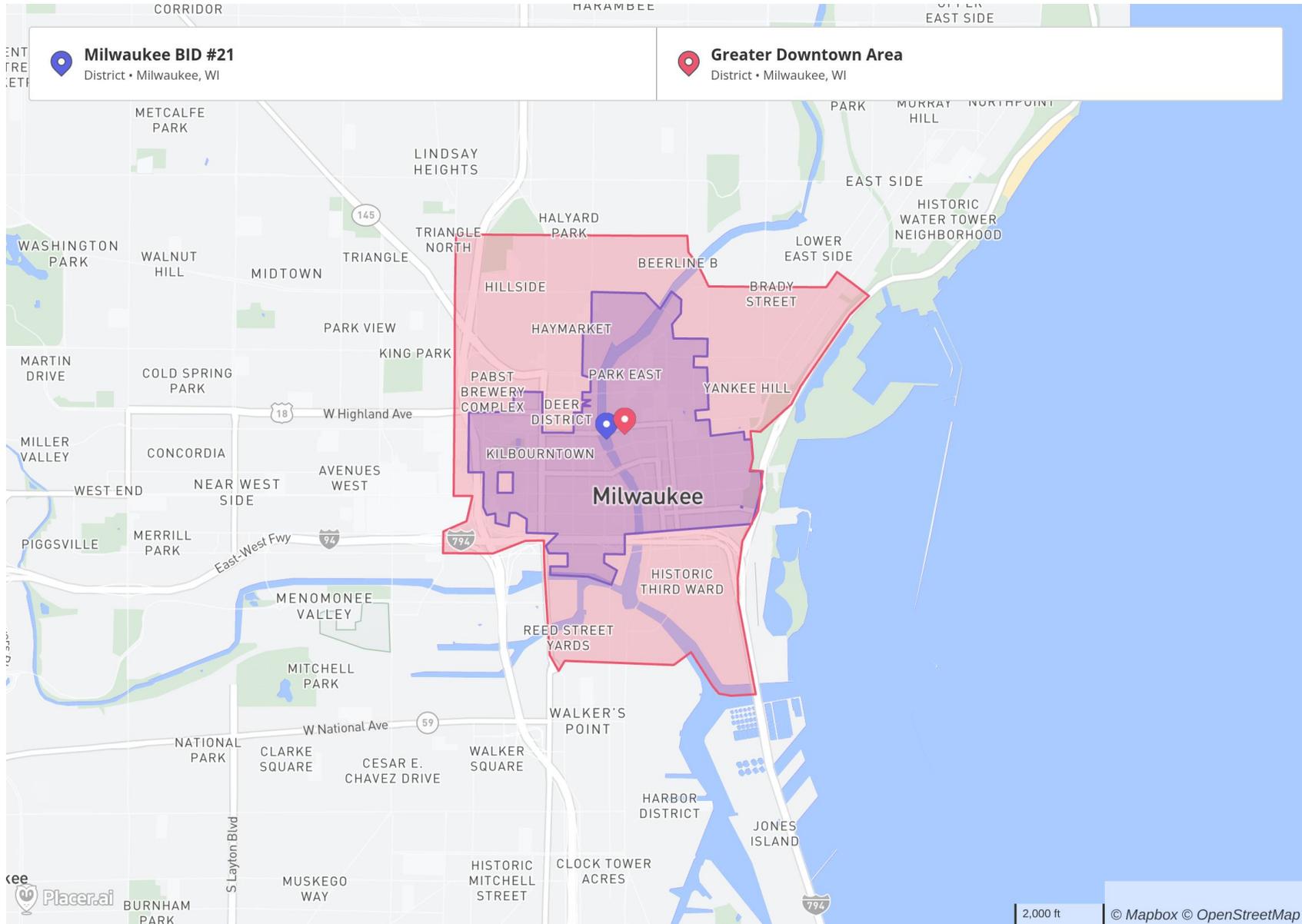
MB **Milwaukee BID #21**
District • Milwaukee, WI

GD **Greater Downtown Area**
District • Milwaukee, WI



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Market Population Metrics

Metric Name	Milwaukee BID #21 District • Milwaukee, WI	Greater Downtown Area District • Milwaukee, WI
Resident Population (Census 2023)	14K (+2.3% vs. 2022)	33.7K (+1.6% vs. 2022)
Employees (STI: Workplace 2024)	42.7K (+3.6% vs. 2023)	71.9K (+2.3% vs. 2023)
Out-of-Market Visitors	5M (-1.8% YOY)	6.4M (-1.8% YOY)
Daytime Population (STI: Workplace 2024)	87K	139K
Non-Resident Visits	27.4M (+0.3% YOY)	40.1M (+0.6% YOY)

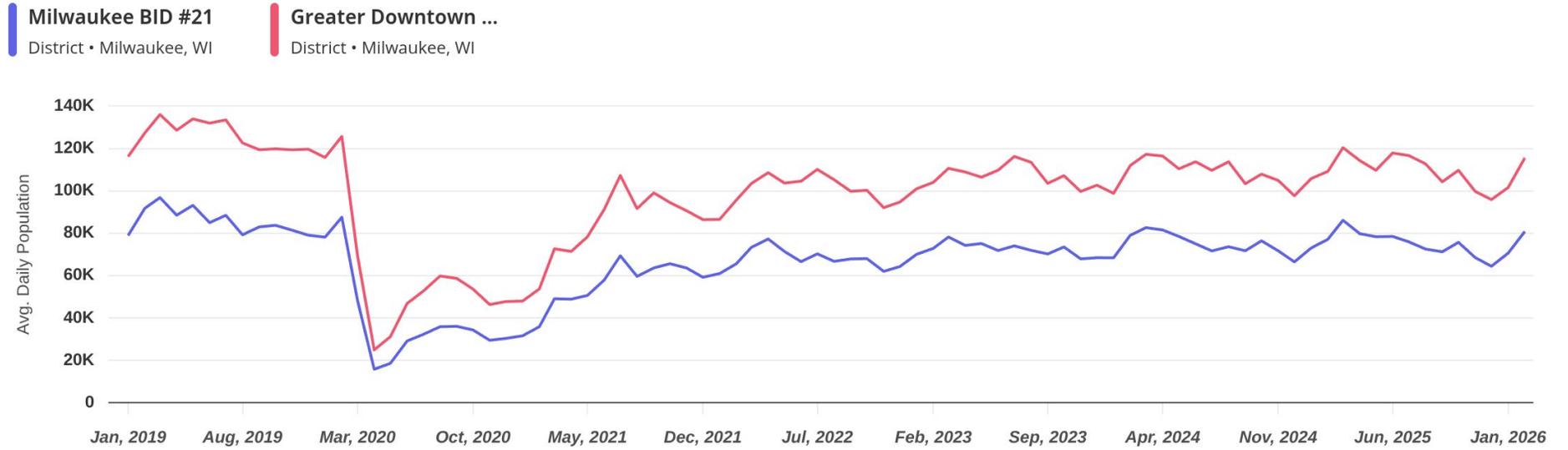
Compared to: 1 Year Ago | Mar 1st, 2025 - Feb 28th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



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Population Trend



Monthly | Visits | Mar 1st, 2025 - Feb 28th, 2026
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Downtown Milwaukee Market Overview

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Top Visited Places

Milwaukee BID #21

District • Milwaukee, WI

Rank	Name	City	Total Visits
1	Milwaukee School of ... 1025 N Broadway, Milwaukee, WI 53202	Milwaukee	1.7M
2	East Pointe Mark... 1404 N Van Buren St, Milwaukee, WI 53202	Milwaukee	1.6M
3	The Ave... 275 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	1.3M
4	Wisconsin C... 400 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	1.1M
5	Milwaukee Area Technical Coll... 700 W State St, Milwaukee, WI 53233	Milwaukee	1.1M
6	Pick 'n S... 605 E Lyon St, Milwaukee, WI 53202	Milwaukee	689.4K
7	Hilton Milwa... 509 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	664.6K
8	Courtyard Milwaukee... 300 W Michigan St, Milwaukee, WI 53203	Milwaukee	612.4K
9	UW-Milwaukee Pant... 400 W Kilbourn Ave, Milwaukee, WI 53203	Milwaukee	567.4K
10	US Bank C... 777 E Wisconsin Ave, Milwaukee, WI 53202	Milwaukee	539.5K

Category: All Categories | In Market Only | Mar 1st, 2025 - Feb 28th, 2026

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Downtown Milwaukee Market Overview

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Top Visited Places

Greater Downtown Area

District • Milwaukee, WI

Rank	Name	City	Total Visits
1	Milwaukee School of ... 1025 N Broadway, Milwaukee, WI 53202	Milwaukee	1.7M
2	Fiserv Fo... 1111 Vel R Phillips Ave, Milwaukee, WI 53203	Milwaukee	1.7M
3	East Pointe Mark... 1404 N Van Buren St, Milwaukee, WI 53202	Milwaukee	1.6M
4	The Ave... 275 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	1.3M
5	Milwaukee Public... 400 N Water St, Milwaukee, WI 53202	Milwaukee	1.2M
6	Wisconsin C... 400 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	1.1M
7	Milwaukee Area Technical Coll... 700 W State St, Milwaukee, WI 53233	Milwaukee	1.1M
8	Milwaukee Intermo... 433 W St Paul Ave, Milwaukee, WI 53203	Milwaukee	895.6K
9	Pick 'n S... 605 E Lyon St, Milwaukee, WI 53202	Milwaukee	689.4K
10	Hilton Milwa... 509 W Wisconsin Ave, Milwaukee, WI 53203	Milwaukee	664.6K

Category: All Categories | In Market Only | Mar 1st, 2025 - Feb 28th, 2026

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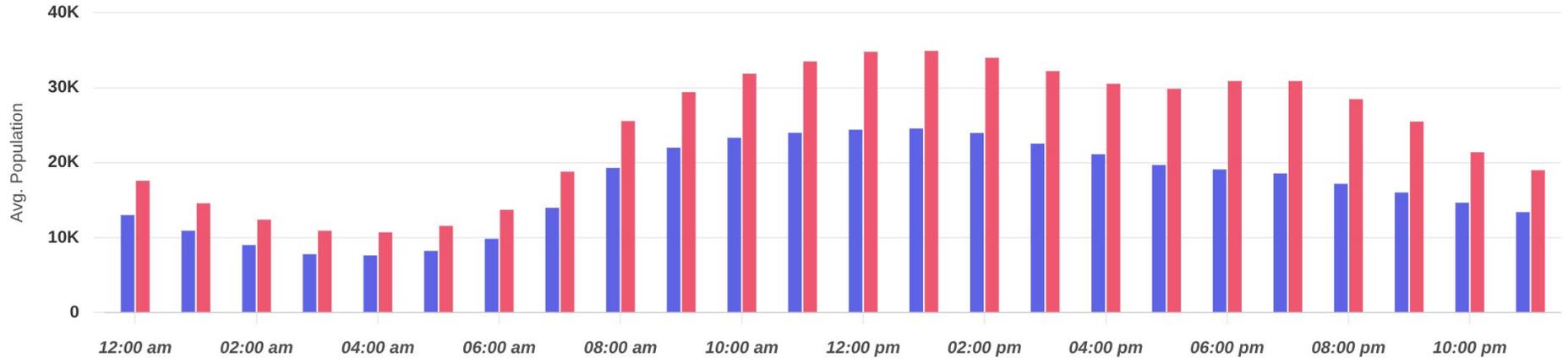
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Hourly Activity

Milwaukee BID #21
District • Milwaukee, WI

Greater Downtown ...
District • Milwaukee, WI



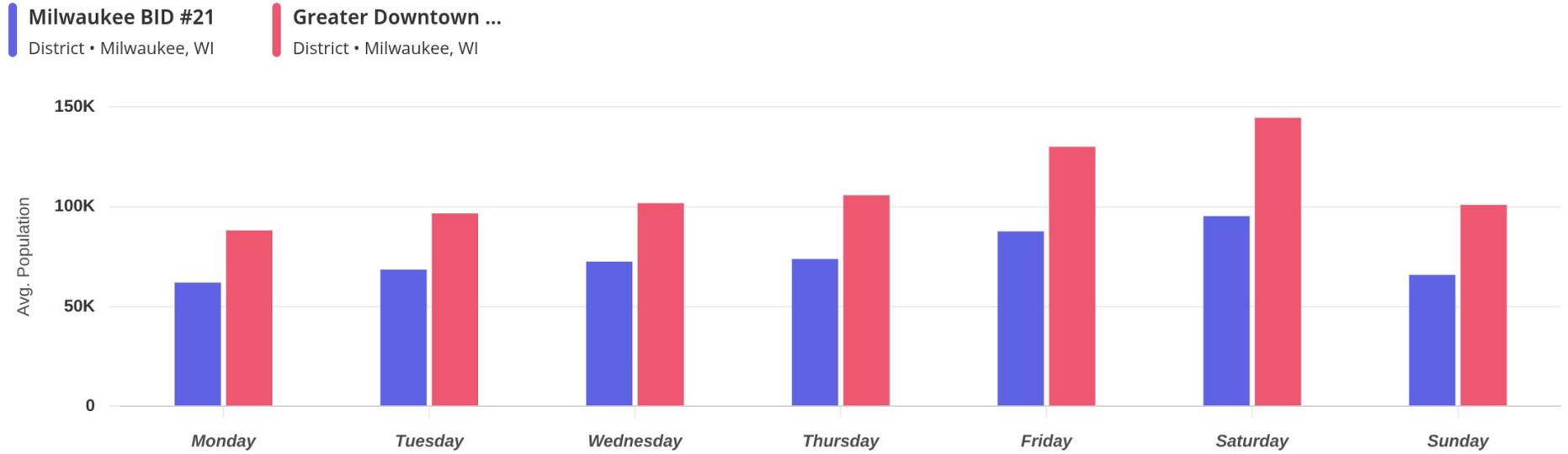
Avg. Population | Mar 1st, 2025 - Feb 28th, 2026
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Daily Activity



Avg. Population | Mar 1st, 2025 - Feb 28th, 2026
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