

# MILWAUKEE DOWNTOWN 2015 ANNUAL REPORT



BID #21



## MESSAGE FROM BOARD CHAIR & CEO



Milwaukee Downtown's 18th year in operation was certainly a year of momentum.

For starters, we rebuilt our team filling the roles of Economic Development Director and Marketing & Special Events Coordinator with two dynamic young professionals – Matt Dorner, who is spearheading the central business district's retention and recruitment efforts, and Katie Eggert, who is leading fundraising, event logistics and social media activities.

After successful contract renegotiations, our core programs continued to break records, keeping downtown a clean, safe and friendly destination. In addition, our events, which included a new happy hour promotion called Taste & Toast, managed to turn more participants into downtown believers and advocates. And this summer, we launched an entirely new branding campaign, which makes the plethora of things to do downtown top of mind.

We continued to partner with other organizations and agencies to achieve the goals of our five-year plan. Projects included MetroGO!, which is creating dialogue around reshaping regional transit; and the Milwaukee Police Department Equestrian Community Center, which when completed will elevate mounted horse patrol presence downtown. We also collaborated with others to promote solutions for addressing chronic homelessness and aggressive panhandling, and are partnering with the Milwaukee Area Workforce Investment Board to fill growing labor needs in our expanding hospitality industry.

Economic development remained one of our top priorities. We began by benchmarking developments taking place in the central business district through an ever-evolving investment map. To date, more than \$1 billion is currently being invested in under-construction developments and another \$1.1 billion awaits in proposed projects – which is nearly equivalent to the \$2.8 billion invested in the last decade!

New development incentives such as the Milwaukee Downtown Business Development Loan Pool and PACE Pool were added to our toolbox to assist businesses in expanding or locating within the neighborhood. Meanwhile, advocating for catalytic projects became a high-profile agenda as Milwaukee Downtown led support of the Milwaukee Streetcar and educated the public on the system's benefits.

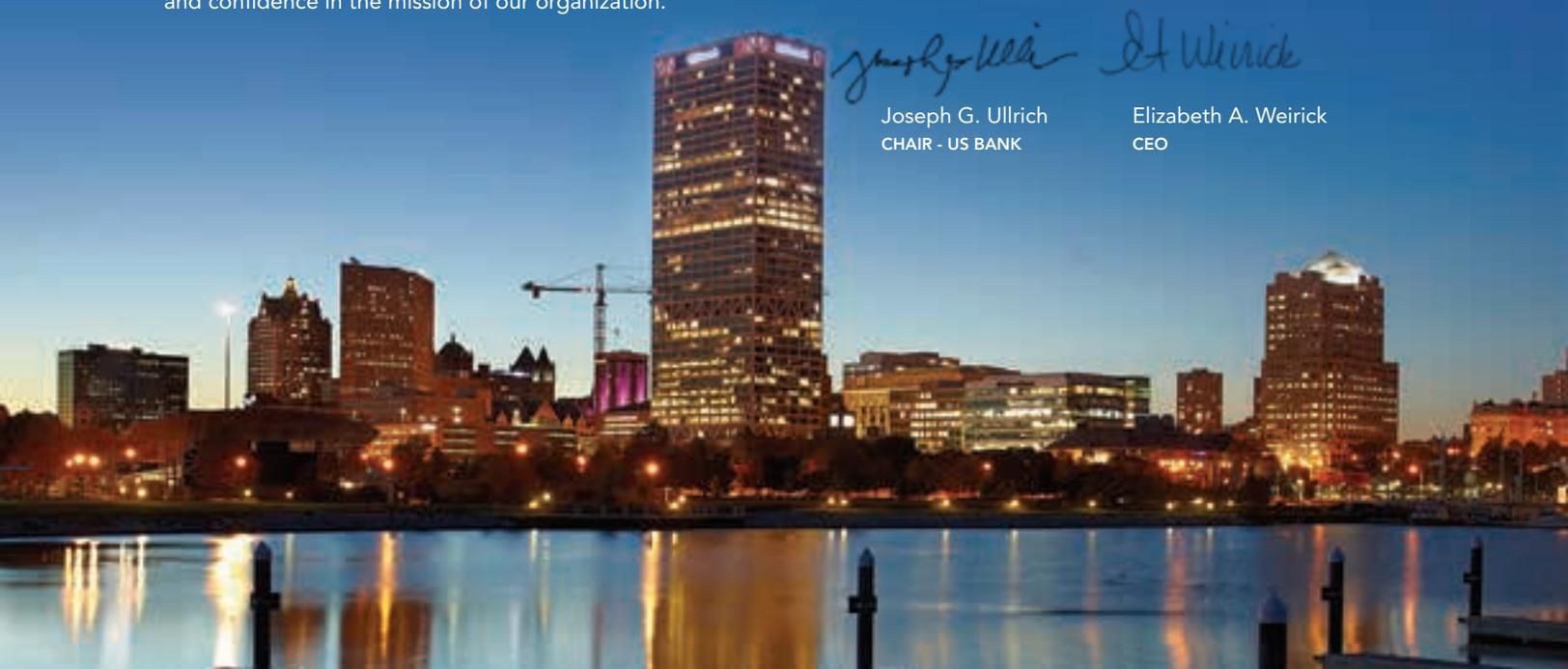
Keeping an open dialogue with downtown CEOs has also been key. As we near completion of our second *CEOs Discuss Downtown* project, we have a better understanding of how CEOs feel about downtown's environment – what are our strengths and weaknesses, and what opportunities or threats exist? Their feedback will help us identify how we should prioritize the utilization of our resources. In addition to our retention efforts, we are also focused on recruitment to add jobs and density. We recently launched a program that will allow us to host several national site selectors for a dynamic two-day tour of downtown opportunities.

Our advocacy work has propelled projects, influenced legislation, and educated stakeholders on the significance of a healthy and vibrant downtown. Your annual contribution is thoughtfully invested with oversight from our Board of Directors, making downtown a premier destination of choice and Milwaukee a renowned world-class region. Thank you for your ongoing support and confidence in the mission of our organization.

Handwritten signatures in black ink. The signature on the left is for Joseph G. Ullrich and the one on the right is for Elizabeth A. Weirick.

Joseph G. Ullrich  
CHAIR - US BANK

Elizabeth A. Weirick  
CEO



## 2015 MILWAUKEE DOWNTOWN BOARD OF DIRECTORS

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Michelle Setzer  
EXECUTIVE ASSISTANT

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ECONOMIC DEVELOPMENT DIRECTOR

Katie Eggert  
MARKETING & SPECIAL  
EVENTS COORDINATOR

## MISSION | VISION

**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 SERVICES

### PUBLIC SERVICE AMBASSADORS

- Over 183,800 brochures were placed into the hands of visitors between September 2014 and August 2015.
- Since 2000, 9.4 million info packets have been delivered to guests.
- Over 126,000 PR contacts were made, bringing the grand total of visitor interactions to over 3.87 million since 2000.
- Conducted 11,092 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 2014 and August 2015.

### CLEAN SWEEP AMBASSADORS

- Maintained cleanliness of BID #21 sidewalks by sweeping, power washing, removing gum and scrubbing daily. Collected 125,050 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.



- Upcycled 26 bikes, transforming them into planters for visual interest along Wisconsin Avenue.
- Rotated arrangements in spring, summer and fall to ensure visual interest.
- Ongoing discussions regarding continued enhancement of street holiday décor.

### GRAFFITI REMOVAL TEAM

- Removed 797 graffiti tags within 24 hours of discovery – adding to the cumulative total of 17,824 tags since 2000.
- Since the program's inception, over 99% of graffiti tags have been eliminated by the Public Service Ambassadors.
- Developed new contract relationship with ACE of Spray for larger graffiti removal jobs.



## MILWAUKEE HOLIDAY LIGHTS FESTIVAL

The Milwaukee Holiday Lights Festival has helped to establish downtown Milwaukee as a premier Midwestern destination, dazzling guests with new displays and an abundance of family-friendly events. Milwaukee Downtown is the lead coordinator in procuring and installing décor, producing several events, and marketing everything within its boundaries during the six-week fest.



- **U.S. Capitol Christmas Tree** –

Worked with the U.S. Forest Service and Choose Outdoors to be selected as a tour stop. The 88-ft. spruce and its convoy visited Cathedral Square Park on Veterans Day. Over 600 students from 17 metro Milwaukee schools greeted the cross-country caravan with a tree decorating party.

- **Community Spirit Park** –

Coordinated the transformation of Cathedral Square Park into “Community Spirit Park” with 62 public and private schools, and 2,077 students. Each of the schools selected a theme and decorated one tree in the park. Students were rewarded with free cookies and hot cocoa, thanks to Madison Medical Affiliates.

- **Kick-Off Extravaganza** – Organized the city’s largest switch-flipping ceremony in Pere Marquette Park with 2,200 guests. Families were treated to live music, dancing, ice carving, a visit from Santa, a 10-minute fireworks show and free Jingle Bus rides, of which 464 passengers took advantage of.

- **Santa’s Mailbox** – Collaborated with 99.1 The Mix on personalizing and delivering 1,654 letters to boys and girls.

- **Cocoa with the Claus** – Attracted 550 guests for free outdoor fun in Cathedral Square Park. Santa and Mrs. Claus heard wish lists, while holiday characters frolicked in the park.

In addition, neighboring restaurants extended kid-friendly menus to lengthen the stay of families.

- **Brochure** – Downtown activities and businesses were bundled into a 44-page Milwaukee Holiday Lights Festival brochure, and distributed throughout metro Milwaukee and the Fox Valley region. 20,000 brochures were printed.

- **Jingle Bus** – Narrated by the Public Service Ambassadors, the 40-minute Jingle Bus tour acquainted 8,621 passengers in 66 hours with downtown sights – a 16% increase from the prior year. Passengers boarded at the Warming House in The Shops of Grand Avenue’s Center Court, where awaiting riders were treated to free cookies and hot cocoa, compliments of Wild Flour

Bakery. Kids also received a holiday coloring book. Tours continue to be \$1 per person thanks to the support of Coach USA.

- **Holiday Ornament** – Developed and marketed the 2014 Iron Block Building ornament. Fourteenth in the series, the collection was available at [www.milwaukeeholidaylights.com](http://www.milwaukeeholidaylights.com), Kloiber Jewelers in the U.S. Bank Tower and through Okanjo. A total of 841 ornaments were sold through Milwaukee Downtown. Previous years’ ornaments are sold at a premium. Proceeds from ornament sales went to Milwaukee Downtown for reinvestment into the Milwaukee Holiday Lights Festival and to Historic Milwaukee, Inc., the 2014 nonprofit beneficiary chosen by Dental Associates – owners of the Iron Block Building.

- **Advertising** – A multimedia ad campaign targeting residents of southeastern Wisconsin and northern Illinois promoted downtown Milwaukee as a destination for the holidays.

- **Sponsorship** – Raised \$81,600 in cash sponsorships to fund festival initiatives.

- **Social Media** – Utilizing Facebook, Twitter and Instagram, the festival was able to reach 941,735 social media users and generate 2,184,714 impressions. Total engagement was 64,841 and follower growth increased by 52% since 2013.

## CORE EVENTS



# CORE EVENTS



## TASTE & TOAST

Given the popularity of Downtown Dining Week, Milwaukee Downtown launched this new first-quarter happy hour event. Held March 2-6, 2015, the promotion featured specially priced small plates, appetizers and libations from 4 to 7 p.m. at 28 downtown establishments – exceeding our goal of attracting 15 participating restaurants.

- Menus and pricing were customizable and at restaurants' discretion.
- Collected 326 patron surveys:
  - Participants' ages were 18-24 (10%), 25-39 (37%), 40-64 (50%) and 65+ (3%).
  - Nearly half (47%) neither worked nor lived downtown, while 28% worked downtown, 11% lived downtown, and 14% both worked and lived downtown.
  - Most were two-party tables (67%).
  - Happy hour visits dominated both ends of the spectrum with 43% partaking 10+ times per year and 31% partaking 0-3 times per year.
  - 87% were part of a non-office outing.
  - 24% heard about Taste & Toast through social media, followed by other (18%) and word of mouth (15%).
  - Acquainted 55% of all diners with a new downtown restaurant.
  - Scored great customer feedback with 92% of all diners indicating food, beverages, service, and environment were either "good" or "excellent."



- Estimated participation was 4,200 patrons.
- Anecdotally, some restaurants indicated a 30% increase in revenue during the week.
- Between February 19 and March 6, 2015, the website had 22,600 sessions and 84,000 pageviews. Approximately 72.7% of all sessions were by new visitors.
- #tastetoastmke reached 208,909 users and generated 530,250 impressions.

## DOWNTOWN DINING WEEK

Featuring three-course meals at 46 destination eateries, the June promotion offered \$12.50 lunches and \$25 or \$35 dinners. Since the event's inception in 2006, Downtown Dining Week has attracted over 462,000 diners to downtown restaurants – many to experience a restaurant for the first time.

- Collected 2,181 online surveys; an increase of 33% from 2014:
  - Participants' ages were 25-39 (42%) and 40-64 (38.6%).
  - Nearly half (46.6%) neither worked nor lived downtown.
  - Most were two-party tables (57.1%) and the majority (62.4%) dines downtown 10+ times per year.
  - 80.2% heard about Downtown Dining Week through social media or word of mouth.
  - Acquainted 55.7% of all diners with a new downtown restaurant.
  - Scored great customer feedback with 83% of all diners indicating food, service, environment and menu options (new for 2015) were either "good" or "excellent."
- Initiated new partnerships with Uber and Open Table, which garnered 1,584 covers through [www.opentable.com](http://www.opentable.com).
- Estimated participation was 62,000 patrons.
- Social media efforts during the campaign reached 659,450 users and generated 2,194,049 impressions – a 68.8% increase from 2014.
- #downtowndiningmke and #downtowndining reached 127,274 users and generated 327,799 impressions with 96 total uses.
- Between May 1 and June 14, 2015, the website had 128,002 sessions, 79,175 unique visitors and 997,407 pageviews. Approximately 59.09% of all sessions were new visitors. On kick-off day, the Downtown Dining Week site received 13,714 sessions. The previous year, the site received 94,962 sessions, 59,967 unique visitors and 378,515 pageviews during the same period – approximately 58.6% of which were new.



## DOWNTOWN EMPLOYEE APPRECIATION WEEK



This annual “spirit week” held at the end of July lured thousands of employees from their cubicles into the parks and streets of downtown. The week of festivities includes everything from free lunch and office challenge games to after-hours socials and employee discounts. Milwaukee Downtown continues to be the lead coordinator of the event to build camaraderie among downtown’s 81,000 employees while positioning the central business district as a great place to conduct business.

- Between July 1 and July 31, 2015, the website received 90,243 pageviews compared to 71,828 pageviews in 2014 and 53,105 in 2013. On kick-off day, the site received 3,707 sessions – 71.98% of which were new visitors.
- Coordinated 1,000-item giveaways in Red Arrow Park, Pere Marquette Park, Schlitz Park, Zeidler Union Square and Cathedral Square Park.
- Secured 20 in-kind sponsorships for daily food giveaways. Only four were returning vendors.
- Raised \$19,850 in cash sponsorships – an increase of \$16,850 from 2013.
- Renewed relationship with Southwest Airlines and secured 12 round-trip airline tickets.
- Secured over 240 prize donations from 53 businesses, approximating \$25,300 in value.
- Distributed 1,000 Employee Appreciation Week T-shirts, 1,500 #<3mkedowntown sunglasses, and 500 How Do You Downtown stadium cups during employee giveaways.

- Hosted the “I Work Downtown Volleyball Tournament,” attracting 24 teams and 144 participants.
- Added new activities to the schedule, including a Grab & Go Breakfast, Milwaukee Running Festival 5K Fun Run and Playworks Adult Recess.
- Hosted the first “I Work Downtown Kickball Tournament” with 11 teams and 117 participants.
- Coordinated the first “I Work Downtown Happy Hour Boat Cruise” with Milwaukee River Cruise Line, which capped out at 135 guests.
- Facilitated a passport program to track employee participation in events – 471 passports with three or more completed activities were turned in, compared to 413 in 2014 and 317 in 2013.
- Collected 741 Spin-To-Win entries.
- Attracted Associated Bank as presenting sponsor of the revamped Office Challenge Games, which included Putt, Putt and Corn Hole. Approximately 800 entries were received.
- #iworkdowntown generated 97,900 impressions on Twitter and 218,755 impressions on Facebook.





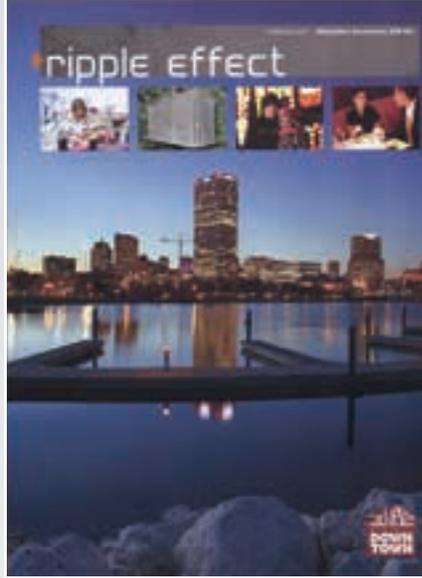
## MARKETING

### COMMUNICATION TOOLS

- Implemented biweekly Hotlist email campaign to educate subscribers on downtown happenings – 17,290 active subscribers (a 7.1% increase from 2014) and a 22.2% open rate.
- Deployed monthly e-Ripple Effect newsletter to deliver timely news, information on events, and ways businesses and organizations can become involved – 3,259 active subscribers (a 13.6% increase from 2014) and a 29.3% open rate.
- Produced two seasonal Ripple Effect magazines to keep downtown stakeholders in the loop and acclimate external audiences with the organization, as well as downtown as a whole.
- Launched an economic development newsletter called *Real Results* in June 2015. Open rate is 60% with 104 subscribers and growing.
- Interfaced with other Milwaukee agencies, companies, social groups and organizations such as East Town Association, Westtown 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

In an era of greater transparency and authenticity, social media is rapidly delivering a new standard of interacting and communicating across the globe. Facebook has over 1.49 billion monthly users, Twitter 316 million users, Instagram 300 million users and



Pinterest 76.2 million users. All platforms have helped to brand and consistently market downtown Milwaukee to targeted constituencies.

- **Facebook**
  - 24,581 fans: 18.1% growth from 2014
  - Reach: 3.9 million
  - Impressions: 8.4 million
  - Total engagements: 261,847
  - Engagement rate: 5.7%
- **Twitter**
  - 30,002 followers: 64% growth from 2014
  - Engagement rate: 20.2%
- **Instagram**
  - 2,200 followers: 99% growth from 2014
  - Engagement rate: 101.8%
- **Pinterest**
  - 591 followers: 15% growth from 2014

### PUBLIC RELATIONS

Milwaukee Downtown relies on a year-round public relations strategy to increase awareness of its many projects and programs. From September 2014 through August 2015, the organization secured \$962,713.47 in media coverage through our partnership with Ellingsen Brady Advertising.

- **Milwaukee Holiday Lights Festival** - \$383,808.05
- **Taste & Toast** - \$98,302.85
- **Milwaukee Trolley Loop** - \$89,191.99
- **Downtown Dining Week** - \$116,684.24
- **Downtown Employee Appreciation Week** - \$169,952.08
- **Miscellaneous** - (includes staff announcements, streetcar support and branding) \$104,774.26

### WELCOME BAGS

- Coordinated and delivered welcome bags to 33 new businesses, including restaurants and bars. Welcome bags contained enough brochures and coupons for all employees, and were accompanied by a cookie tray.

### WEBSITE

The organization's website continues to be the go-to source for information on Milwaukee Downtown's events, directories and more. In addition, the growth of the organization's social media pages has helped direct additional visitors to the website for more information on downtown activities.

- Activated sortable business directories.
- Captured additional downtown storefronts to accompany business listings.
- Continued business spotlight of the month column.
- Continued hosting seasonal itineraries for families, young professionals and boomers.
- Between September 1, 2014 and August 20, 2015, the site received 346,697 visits – a 60% increase from the prior year – and 1,586,202 pageviews compared to 722,194 pageviews the previous year.

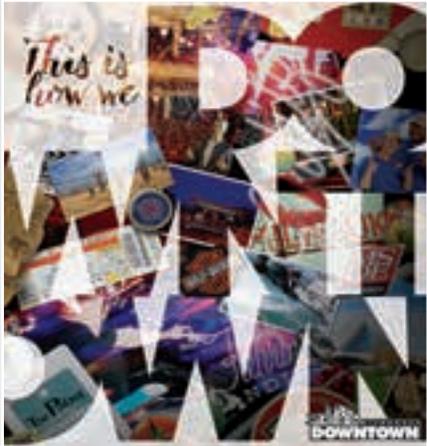


## BRANDING

- New creative concept developed by Ellingsen Brady Advertising.
- Launched new multimedia branding campaign in August 2015.
- Recorded original sound bed for TV/ radio spots with local band The Latchkeys.
- Produced two (:30) TV spots and one (:30) radio spot, which will air through the end of October 2015.
- Print ads feature a collage of downtown activities, events and venues.
- Negotiated a \$2 to \$3 match in promotions on paid investments.

- Approximately 69.3% of all visitors were new visitors.
- Notable peaks included 3,326 visits on the 2014 Milwaukee Holiday Lights Festival Kick-Off Extravaganza, 3,542 visits on New Year's Eve, 3,999 visits on the first day of Taste & Toast, 13,714 visits on the first day of Downtown Dining Week and the Milwaukee Trolley Loop, and 3,707 visits on the first day

- of Downtown Employee Appreciation Week.
- On average, visitors are spending three minutes and nine seconds on the site, 50.34% are accessing with a mobile device or tablet, and 18.62% were direct visitors while 61% located the site organically through keyword searches.





## PARTNER INITIATIVES

### MOUNTED HORSE PATROL

- Served in advocacy role for Milwaukee Police Department's Community Equestrian Center.
- Assisted in facilitating the creation of a capital campaign steering committee.
- Widespread community leaders engaged.
- Campaign to launch early winter 2015.



### AGGRESSIVE PANHANDLING & CHRONIC HOMELESSNESS

- Met with the Milwaukee County Housing Division and District Attorney's office to discuss solutions to aggressive panhandling and chronic homelessness.
- Hosted symposium for the business community with keynote speaker Sam Tsemberis, unveiling Milwaukee County's \$1.8 million plan.
- Created public information campaign on discouraging monetary handouts to panhandlers.
- Leading ongoing advocacy efforts to eradicate aggressive panhandling and public nuisance behaviors.

### 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.

### ENTERTAINMENT & HOSPITALITY COMPARATIVE

- Collaborated with the Greater Milwaukee Committee to facilitate a downtown Milwaukee entertainment and hospitality comparative.
- Conducted by Hunden Strategic Partners, the analysis contrasted Milwaukee to 10 peer cities.
- Findings revealed:
  - A strong cluster of stage/concert venues and seats.
  - A unique boutique hotel selection.

### PLACEMAKING

- Partnered with 1000 Friends of Wisconsin to host a Placemaking conference with keynote speaker Fred Kent, founder and president of Project for Public Spaces.
- Showcased placemaking opportunities in four downtown neighborhoods through mobile walking tours.
- Provided tools for attendees to create their own gathering spaces, using the premise of lighter, quicker, cheaper.

### DOWNTOWN DIGGS

- Partnered with Greater Milwaukee Association of REALTORS® on 3rd annual Downtown Diggs condo open house. Event was held on the first Saturday in June and promoted in conjunction with Downtown Dining Week.
- One dozen condos were open for viewing.
- Leveraged existing resources to help get the word out to stakeholders.
- PSAs staffed info booth in Cathedral Square Park to assist prospective dwellers.



## CEOs DISCUSS DOWNTOWN

- Conducting second round of one-on-one interviews with downtown CEOs. Last round conducted in 2007/2008.
- Project provides indicators on our business climate – strengths/weaknesses and opportunities/threats – and helps prioritize the allocation of BID #21 resources.
- Implemented new online survey tool to gather initial company data.
- Extensively trained procurement volunteers.
- 300 businesses have been targeted; 33% have been invited to participate to date.
- Anticipated completion during winter 2015.

## INVESTMENT MAP

- Tool to track development of private and public sector projects.
- Go-to resource for the Department of City Development and developers – nearly 500 copies distributed to date.
- Revisions made twice a year. Most recent update identified \$2.8 billion in completed projects since 2005 with \$1 billion under construction and \$1.1 billion in proposed projects.
- Updated fall/winter 2015 map debuting in September.

## DEVELOPMENT INCENTIVES

- Partnering with other institutions to expand BID #21's toolbox.
- Launched Business Development Loan Pool (BDLP) with First Bank Financial Center. Loan range of \$10,000 to \$25,000 with fixed interest rates as low as 1.0%.
- Trustee of KIVA Zip Loan Program, which provided assistance to MKE Fashion Incubator and Rock Paper Scissors – combined total of \$12,500.
- Collaborated with PACE Equity on a PACE pool – a \$20 million property assessed clean energy financing pool, which assists property owners in financing energy-efficient upgrades.

## COMMUNICATION TOOLS

- Launched monthly *Real Results* e-newsletter with development news and project spotlights. Early editions have produced a 60.7% open rate.
- Created new MKE Blueprint magazine as an economic development focused addendum to semi-annual Ripple Effect publication.
- Continued monthly business spotlights on website and social media.
- Produced skywalk system map to aid in awareness and tenant recruitment.

## PROJECT ADVOCACY

- Advocated for projects and programs that align with the BID #21 Strategic Plan, including:
  - The Milwaukee Streetcar (and the Federal TIGER grant for the Lakefront Extension)
  - Couture
  - Multipurpose arena
  - Broadway Street two-way connection
  - Removal of Historic Preservation Tax Credit limitations from State budget
  - Commercial Real Estate in Government Day participant
- Positioned organization as a go-to resource and responded to media requests.

## SITE SELECTOR TOUR

- Produced direct mail piece targeting 11 national site selectors.

- Hosting 3-5 consultants in mid-September.
- Partnering with Wisconsin Economic Development Corporation, City of Milwaukee and Milwaukee 7 on tour components.
- Two-day visit will highlight relocation and expansion opportunities available in the central business district.

## THE MILWAUKEE STREETCAR

- Publicly supported this catalytic project.
- Rallied business community to voice support to Common Council members.
- Produced myths/facts document to educate the public on system benefits.
- Assembling The Milwaukee Streetcar Opportunity Investment Guide, which will highlight development and redevelopment sites and available commercial space near or along the route.

## COLLABORATIVE INITIATIVES

- Assisted 1000 Friends of Wisconsin in hosting a Placemaking conference with Fred Kent of Project for Public Spaces.
- Partnered with the Commercial Association of REALTORS® Wisconsin, Irgens and the Westtown Association to host a Westtown Showcase Commercial Brokers event.
- Collaborated with the Wisconsin Economic Development Corporation to secure downtown Milwaukee as the host location for the 2016 National Main Street Conference in May 2016.

## ECONOMIC DEVELOPMENT





## MILWAUKEE TROLLEY LOOP

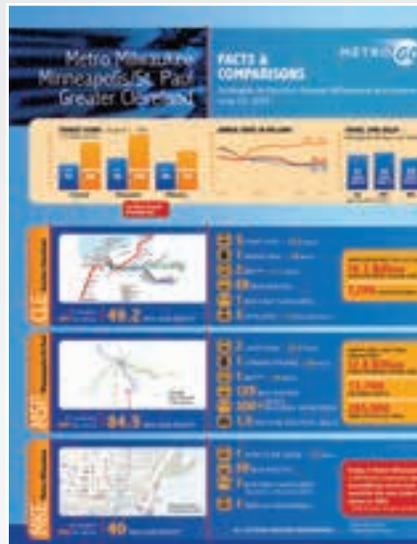
- Continued to lead funding for summer trolley service operated by Transit Express.
- Offered a \$1 per trip fare and 30-stop “Hop ‘n Shop, Wine ‘n Dine” route, Thursdays – Saturdays, June 4 – September 5, 2015, from 11 a.m. to 9 p.m.
- Added third vehicle and extended service hours until 11 p.m. on July 3rd to accommodate crowds during MCTS strike.
- Intercept survey indicated 83.1% of riders neither lived nor worked downtown, and 47.5% were from out-of-state.
- Primary purposes for riding were sightseeing (40.8%), recreation/fun (28.2%) and transportation (18.3%).
- Ridership remained strong with 7,808 passengers for its 422 hours of operation.

## PARKING, TRANSPORTATION & CONNECTIVITY



## THE MILWAUKEE STREETCAR

- Publicly supported this catalytic project and became a source for local media.
- Created a public information campaign to educate stakeholders on the system’s benefits.
- Utilized the Public Service Ambassadors to distribute information relative to public hearings.
- Working with the Department of Public Works to share construction timelines with businesses impacted along the route.



## METROGO!

- Communications leader on MetroGO!’s board of directors – a nonprofit group working to connect people, fuel a strong and resilient economy, and build vibrant, healthy communities of opportunity in the SE Wisconsin metropolis.

- Developed marketing collateral for three regional transit leadership council meetings.
- Created regional comparison brochure contrasting transit in Milwaukee, Minneapolis/St. Paul and Greater Cleveland.



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