

THE RIPPLE EFFECT

Hello Milwaukee Downtown-ers!

Downtown Dining Week returns June 4 - 11 with its largest number of participants yet. Don't miss this opportunity to dig into some amazing lunch and dinner deals.

Business owners and entrepreneurs will soon benefit from a new loan pool program created in partnership with First Bank Financial Centre. Announced today, the Milwaukee Downtown Business Development Loan Pool (BDLP) program is a new source of potential financing to assist in commercial revitalization efforts, increase capital investments, and provide support to new and existing property owners and businesses located within the boundaries of BID #21. To keep up with other exciting business updates like this, don't forget to sign up for our new downtown economic development newsletter!

On May 18, downtown Milwaukee will welcome national economic development consultant Rob Hunden. Rob will share his findings on Downtown Milwaukee's status as an entertainment and hospitality district and how we stack up to 10 comparable cities of our size. I highly encourage you to attend!

Plus, mark your calendars for the first Empty Storefronts Conference on June 1. Learn to jazz up and rethink vacant street-level spaces.

Thanks for reading!



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Please Your Palate During Downtown Dining Week

Downtown Dining Week is back with more restaurants than ever! Get a flavor for the city by sampling the 46 participating restaurants June 4-11.

During this highly anticipated week, participating eateries will offer three-course menus at \$12.50 for lunch and \$25 or \$35 for dinner. Get ahead of the curve and plot your culinary tour by previewing menus online. Prix-fixe menus are now posted!

Diners are also encouraged to complete a Downtown Dining Week survey online following their dining experience. At the end of the event, four diners will be selected in a random drawing and awarded \$550 in dining certificates.

For the full list of participating restaurants and menus, [click here](#). And



remember, due to the high volume of traffic this week commands, reservations are highly recommended.

New Loan Program Gives CBD Businesses a One-Up

Milwaukee Downtown and First Bank Financial Centre announced the creation of a new loan pool program today.

The Milwaukee Downtown Business Development Loan Pool (BDLP) program is designed to encourage development and investment in the central business district. It can be used as a primary loan or in conjunction with other sources of funding. These loans will generally not be made for less than \$10,000 or more than \$25,000 and will have an attractive interest rate that can be fixed as low as 1.0%.



The BDLP may be used to finance a number of business expenses such as acquisition of land or a building, building improvements, equipment purchases, environmental or safety compliance, demolition and more.

"We're excited to partner with First Bank Financial Centre in bringing this new economic development tool to downtown Milwaukee," said Matt Dorner, Economic Development Director of Milwaukee Downtown, BID #21. "Often economic development programs focus entirely on new development. In this instance, the BDLP encompasses new construction, as well as encourages investment in existing first-floor commercial space throughout our downtown corridors."

[Click here](#) for more info, as well as a BDLP brochure and application.

How Does Milwaukee's Downtown Measure Up to its Peers?

The Public Policy Forum will host Rob Hunden, president of Hunden Strategic Partners, on May 18 from 11:45 a.m. to 1:30 p.m. at the InterContinental Milwaukee. The forum will focus on how downtown Milwaukee compares to 10 of its peer cities in the areas of hospitality, entertainment and nightlife.

Hunden will present findings from his report, which was commissioned by the Greater Milwaukee Committee and Milwaukee Downtown, BID #21. He will review tactics used by other cities to strengthen their downtowns and what role government has played in revitalization efforts. A panel of local stakeholders will also provide their take.



Hunden and his firm have been a highly sought resource for major projects that include many sports, nightlife, tourism and hotel projects. This forum is a must for brokers, business owners, marketing professionals and anyone in

the development sector. [Click here](#) to register for this session.

Rethinking Empty Storefronts

NEWaukee and NAIOP, the Commercial Real Estate Development Association - Wisconsin Chapter, will present the inaugural Empty Storefronts Conference on June 1 from 8 a.m. to 5 p.m. The conference will be held within six different business districts throughout Milwaukee, including downtown.

The day will focus on holistic solutions, national trends and success stories that fill vacant storefronts. Attendees will explore these topics while traveling to existing vacant spaces.

Attendees will learn the negative economic impacts these vacant spaces have on the community and some temporary, permanent and non-traditional ways to fill empty storefronts. [Click here](#) to learn more or to register for a whole or half day.

USE PASSCODE BID21 WHEN REGISTERING AND RECEIVE \$25 OFF THE FULL-DAY REGISTRATION.



Don't Delay! Sign Up for *Real Results* Newsletter

Later this month, Milwaukee Downtown will launch its new monthly economic development newsletter, *Real Results-- Building Investment, Jobs and Prosperity in Milwaukee's Downtown*.

If you've yet to subscribe, please do so by [clicking here](#). We promise an insider's scoop on deals, development news and incentives to help propel BID #21 forward.



Stay in the loop! Follow us and get the latest info on downtown news and happenings.

