

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Afternoon,

In this edition of Real Results, we focus on a catalytic project in the growing Westown neighborhood, Hub640. The iconic 120-year old building is undergoing a transformation that will create a unique center of retail, office and loft-style living in one of downtown's strongest sub-markets.

We also sit down with Michael Hostad, executive director of The Commons to learn more about their important work on growing and retaining talent in our region. Plus, learn more about another one of Michael's passion projects, the Light The Hoan Bridge crowdfunding initiative, which aims to illuminate Milwaukee's beloved lakeside overpass.

In a new section of Real Results, we turn our focus to downtown's vibrant summer afterhours scene with features on two of Milwaukee's most popular outdoor weekly concert series'. Be sure to check out East Town's Jazz in the Park and Westown's River Rhythms yet this summer!

Also, with the recent release of the *21st Century Wisconsin* Report, in the By the Numbers section we show just how important of an economic driver the creative industries are for not only our region, but the entire state. The results are truly eye opening!

Finally, we highlight all of the tour opportunities our partners at Historic Milwaukee have this summer for you to learn more about our city. And don't forget to save the date for Historic Milwaukee's signature event, Doors Open Milwaukee, on September 22 and 23.

As always, thanks for reading!

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PROJECT SPOTLIGHT - Hub640: Can you Feel That? A Shift is Happening.

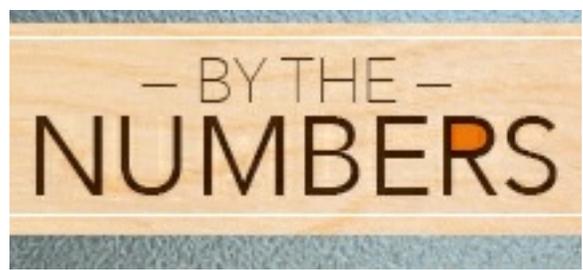
An iconic Westown building is undergoing the most comprehensive transformation in its 120-year history, giving retailers and office users a one-of-a-kind opportunity to be at the center of one of downtown Milwaukee's most desirable sub-markets. The visibility and flexibility of this historic building offers unrivaled retail, office and loft apartment living to the iconic and evolving Westown neighborhood.

Known as Hub640, the historic building at 640 N. 4th Street offers 298,000 square feet of office and retail space with expansive floor plates measuring up to 58,000 square feet able to accommodate a variety of layouts. The highly efficient space features soaring ceiling heights, abundant natural light, open stairways, 3 parking spaces per 1,000 rentable square feet and connected skywalk access.



Hub640 office tenants will also enjoy industry-leading amenities such as WiFi enabled tenant common areas, an onsite fitness center, automated package lockers and bicycle storage. Retailers with frontage to 4th Street and Wisconsin Avenue will benefit from high walk-by traffic in one of downtown Milwaukee's hottest neighborhoods.

Perfectly located, the site offers access to the Wisconsin Convention Center, the new Milwaukee Symphony center, new Bucks Arena, and nearby access to the I-43, I-94 and I-794 highways. Change is in the air, and Westown is now a true work-live-play neighborhood equipped with a dense mix of upscale apartments, restaurants, shops and hotels. Hub640 is at the epicenter of the continued revitalization! Visit hub640.com for more information.



Growing Impact of the Creative Economy

Arts Wisconsin and the League of Wisconsin Municipalities recently released [21st Century Wisconsin](#), a report on new economic strengths and opportunities for growth and success. The data shows the significant impacts the creative industries have on our local and statewide economy, including arts businesses ranging from nonprofit museums, symphonies and theaters, to for-profit film, architecture and design companies.

According to the report, in Milwaukee County, creative industries contributed the following to the local economy:

- **1,572** arts-related businesses (4.3% of the total number of businesses in Milwaukee County)
- **12,725** full-time jobs (2.4% of the County's employment)

In Wisconsin, creative industries contributed the following to the State's economy:

- **9,171** arts-related businesses (3.3% of the total number of businesses in Wisconsin)
- **50,966** full-time jobs (1.5% of the state's employment)
- **\$9.1 billion** value added to Wisconsin's economy by the arts

Also, according to the report, Wisconsin's creative sector provides more value to the state economy than the transportation, agriculture and forestry, utilities, education services and mining. With more emphasis on the importance of the arts and creative industry and the need to support it, the region and state should expect this positive economic impact to continue to grow.

Source: [21st Century Wisconsin](#)

MOVERS 'N SHAKERS - Michael Hostad

Executive Director, The Commons--Greater

DOWNTOWN AFTERHOURS - Summer Concert Series' are in Full Swing

Milwaukee's summer nights provide countless opportunities to expand our City's afterhour experiences! Taking over our streets and parks with live music, food trucks and fun for the family is commonplace. In the City of Festivals, well known for Summerfest and a continuous lineup of weekend block parties and ethnic celebrations, Milwaukee also welcomes weekly concert series' that serenade our neighborhoods from Downtown to Bay View, to Washington Park and beyond.



Two of the most well known and longest-running summer concert series' are nestled in the East Town and Westtown neighborhood. For 27 years, the East Town Association has hosted Jazz in the Park in Cathedral Square Park every Thursday evening. Welcoming thousands of downtown residents and visitors, this year's lineup proves that a diverse collection of live music is the key to its longevity. From jazz to brass bands, to reggae and American classics, you can still catch this revered music series and some of its most anticipated acts through the end of August. Click [here](#) for the remaining lineup of the classic concert series.

On the opposite side of Downtown, with the Milwaukee River and city skyline as its backdrop, locals and visitors alike gather at Pere Marquette Park for Westtown Association's annual free concert series, River Rhythms. Every Wednesday evening, River Rhythms draws crowds to see top local talent. With bands like Five Card Studs, King Solomon and more in the lineup to play this August, grab your chairs, blankets, and friends to take advantage of this summer music staple. Click [here](#) for this summer's remaining lineup.

With something new going on every night of the week, be sure to take advantage of downtown Milwaukee's vibrant summer nightlife!

EVENT SPOTLIGHT - Historic Milwaukee

Milwaukee Committee

The Greater Milwaukee Committee's mission is to make Greater Milwaukee the best place to live, learn, work, play, and stay. We do this through initiatives focused in three key areas: economic prosperity, vibrancy of place, and talent / innovation.



As the Executive Director of the GMC led The Commons, what are you most excited about the initiative?

The students. They're really incredible! I think most people don't realize that there are 24 colleges and universities in the Milwaukee 7 region, representing over 185,000 students. We don't think of Milwaukee as a college town, but we are...and we have really passionate, motivated and innovative students here. We love connecting students and businesses, watching creative ideas come to life, and perhaps most importantly, keeping that awesome young talent here in Milwaukee.

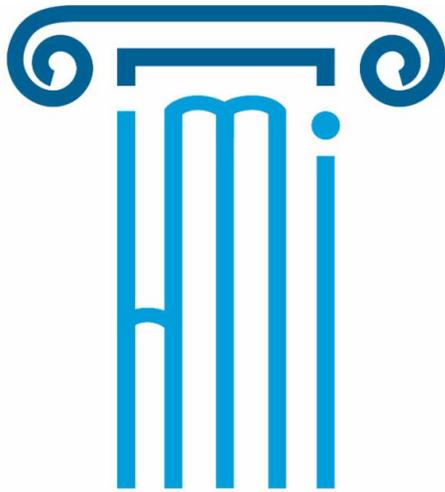
As Co-founder of the Light The Hoan initiative, how do you see the project having a positive impact on Milwaukee?

The project gives people an opportunity to purchase a bulb on the Hoan Bridge and dedicate it to someone or something positive in the community or in their lives. We often say that we're collecting a giant database of Milwaukee stories--the byproduct of which is an iconic Milwaukee landmark that's beautifully lit every night...a reminder of the power of community. Beyond that, these projects have real economic impact. A similar project in Little

Walking Tours

May - October

Downtown Milwaukee



HISTORIC MILWAUKEE, INC.

Have you ever walked to work or out to grab some lunch, looked around downtown and wondered - what is the story behind that building?

Well, Historic Milwaukee, Inc. is here to answer all of your questions! Founded in 1974 in an effort to increase awareness and commitment to Milwaukee's rich history, architecture and the preservation of the built environment, the organization educates the public through walking tours, lectures, book talks and more.

One of their most popular tours is of Downtown Milwaukee--an exploration of the rich architectural fabric and historical background of the city we live, work and play in every day. From why the commercial core is located where it is, to the individuals and companies that have made a lasting impact on the built environment, Historic Milwaukee's Downtown Tour can teach everyone something new about the urban landscape we interact with daily.

To learn more about Historic Milwaukee's regular tour schedule or a private tour for your next company outing, visit historicmilwaukee.org or call 414-277-7795.

Plus, save the date--[Doors Open Milwaukee](#) is September 22 & 23, 2018. We hope to see you there!

Rock, for example, has resulted in a \$19 million tourism impact for the city.

How can regular Milwaukeeans and business leaders get involved in supporting Light The Hoan?

We hope for everyone to visit LightTheHoan.com to dedicate a bulb and share a uniquely Milwaukee story. We're working with several business leaders who have all came up with creative ways to support the project--whether that's through donating bulbs to their employees or sharing the proceeds of a specialty Hoan Bridge cocktail. We are eager to work with the business community to continue brainstorming creative ways to engage Milwaukee as a whole to make this happen. Those who are interested should get in touch at info@lightthehoan.com.

What other projects do you see as key to keeping the positive momentum going in downtown and though out the City?

I'm excited to see the arena district come to life and all of the development that's happening along Dr. Martin Luther King Drive and in the surrounding area. The streetcar is an investment we need to continue to grow in order to realize the true vision of what it can do for the city. I hope that we can figure out a way to expand our convention center and boost tourism to Milwaukee. Most importantly, we have to leverage the growth in the downtown area to ensure the momentum spreads into the neighborhoods and beyond, so that all Milwaukee residents can benefit.

When you are not working, what are your favorite hobbies?

I love to garden. I'm a total soil nerd.

**LEARN MORE ABOUT WHAT MILWAUKEE HAS IN STORE AT
WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS.**

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