

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Morning,

In this edition of Real Results, we celebrate the successful launch of the second installment of Sculpture Milwaukee on Wisconsin Avenue. Going on now through October, be sure to hit the streets of downtown Milwaukee and see this one of kind art exhibit featuring Robert Indiana's LOVE sculpture!

The latest employment outlook results were just released, and they verify the renaissance that is underway in the Milwaukee region. In the By the Numbers section, we feature how we stack up with all the other metro regions in the Midwest and we really like what we see!

We also sit down with Chris Ludwig of Kahler Slater to hear what it is like to be the lead architect on the high profile Milwaukee Symphony Orchestra redevelopment of the Warner Grand Theater and what the project means for the continued revitalization of West Wisconsin Avenue.

In a new section of Real Results, we turn our focus to downtown's vibrant social scene with a recap of June NEWaukee Night Market. After launching the 2018 season with a record size crowd, we cannot wait for the July Night Market to take over Wisconsin Avenue!

Finally, mark your calendars for Downtown Employee Appreciation Week coming up quickly on July 23 - July 27. With lunchtime giveaways, team office challenges, a volleyball tournament, and so much more, so be sure to engage with everything that makes downtown the best place to work!

As always, thanks for reading!

Matt Dorner

Matt Dorner
Economic Development Director
Milwaukee Downtown, BID #21
mdorner@milwaukeedowntown.com
Follow us on Twitter @RealResultsMKE



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PROJECT SPOTLIGHT - Sculpture Milwaukee 2018 is in Full Swing

June - October 21

*Wisconsin Avenue from 6th Street to
O'Donnell Park*

Sculpture Milwaukee, a free outdoor urban sculpture experience in downtown Milwaukee, launched its second annual installation on June 1st outside of Northwestern Mutual's Tower and Commons with a kick-off event attended by hundreds of downtown workers, residents, and visitors.

Featuring 21 sculptures by 22 artists, the pieces are positioned along Wisconsin Avenue from 6th Street to O'Donnell Park and are free to the public to view. This year's installation is proud to include Robert Indiana's iconic LOVE series (*LOVE*, 1966-1999), which is installed outside of Northwestern Mutual.

"We're thrilled to bring Robert Indiana's work to the 2018 installation," said Marilu Knode, project director for Sculpture Milwaukee. "Indiana has had a long affinity with the city and I'm certain Milwaukeeans will be delighted to see his work in the public realm again."



Robert Indiana is accompanied by other internationally renowned artists such as Ghada Amer, Richard Deacon, Tony Tasset, Kiki Smith, Mel Kendrick, as well as Milwaukee-based artists - Shana McCaw and Brent Budsberg. With all of this world-class artwork in one place at one time, be sure to enjoy this one of a kind exhibit that is making Wisconsin Avenue one of the most talked about destinations in the city!

Led by Steve Marcus, chairman of the board of The Marcus Corporation, Sculpture Milwaukee is an annual gift to the community, bringing world-renowned works to an accessible and approachable environment for all to enjoy. From art connoisseurs and collectors, to school children and office workers, the installation will spark imaginations and activate Wisconsin Avenue. Sculpture Milwaukee 2018 is curated by Russell Bowman, an art advisor based in Chicago and former director of the Milwaukee Art Museum, and Marilu Knode, Sculpture Milwaukee's

With a net positive of 33% of employers expecting to increase employment levels in Milwaukee (a 5% increase since the previous quarter), the region ranks second in the Midwest and third nationally among the largest 100 metropolitan areas in net employee outlook for the third quarter of 2018.

Only trailing Indianapolis, more Milwaukee businesses expect to hire employees during the third quarter of 2018 than other midwestern cities than in other Midwestern cities like Minneapolis, Chicago, Kansas City, St. Louis and Cleveland. This hiring outlook further reinforces the ongoing renaissance being experienced downtown and in the region as a whole.

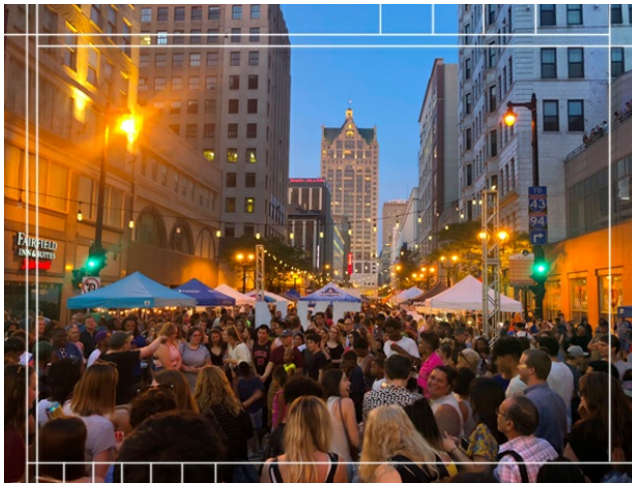
project director and former director of Laumeier Sculpture Park in St. Louis.

Visit www.sculpturemilwaukee.com for more information, ongoing tours and other activation events.

DOWNTOWN AFTERHOURS - NEWaukee's Night Market Launches 2018 Season with Record Crowds

NEWaukee launched its fourth season of the Night Market to a record crowd on June 13. With ideal summer weather, the City responded filling West Wisconsin Avenue between 2nd and 4th Streets with thousands of people to enjoy the more than 115 local Milwaukee vendors, performers and artists.

Events like the NEWaukee Night Market are an important part of downtown Milwaukee's vibrant and growing nightlife scene. Residents and visitors alike are continually searching for experiences that highlight the unique qualities of the community they live or are visiting. The Night Market is the epitome of bringing this notion to life!

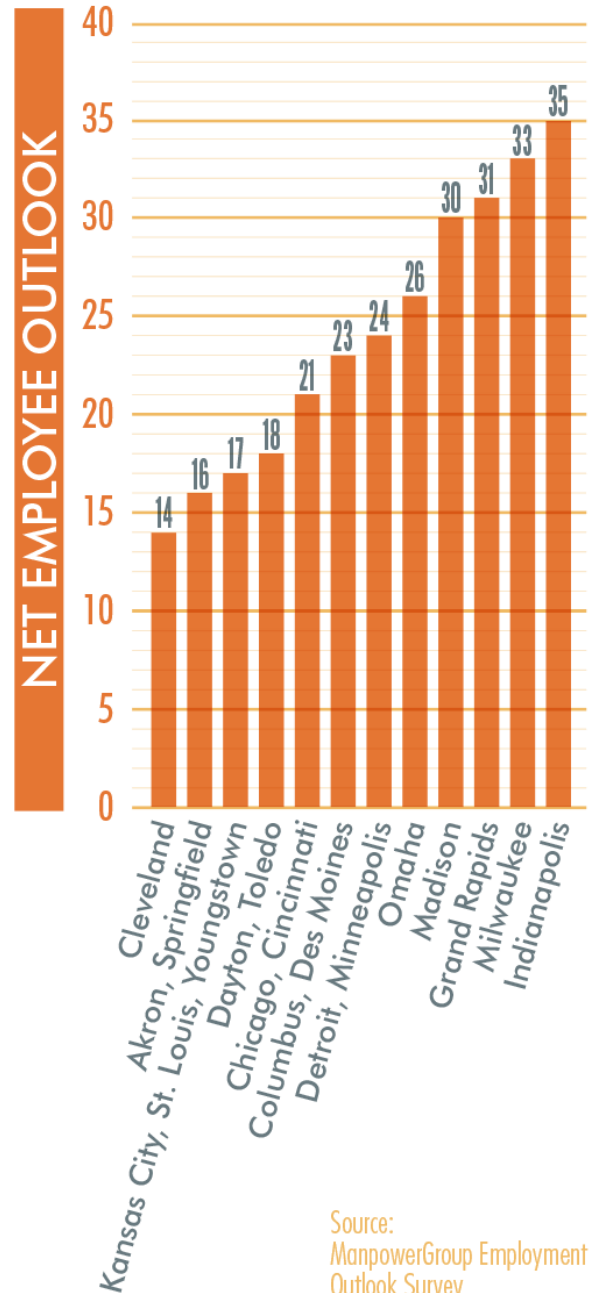


From its inception in 2014, the Night Market has risen to be one of the most popular street events in Milwaukee. Attendees can play games, listen and dance to local musicians and performers, purchase goods from local vendors, hop from food truck to food truck and so much more while enjoying the urban landscape. With the goal of providing a safe, fun and collaborative space for individuals of all ages and backgrounds, the Night Market successfully attracts a cross representation of those that make the City of Milwaukee a great place.

If you missed the June event, check out [photos](#) from Lee Matz of Milwaukee Independent that will make you feel like you were part of the action! Also, don't forget to mark your calendars--there are three more Night Markets, with the next one scheduled for July 11 from 5 to 10 pm. Visit NEWaukee.com to learn more about the upcoming schedule. We look forward

PERCENTAGE (%) NET EMPLOYEE OUTLOOK Q3 2018

Note: The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting the percentage of employers expecting a decrease in hiring activity in each of the individual metro areas.



MOVERS 'N SHAKERS -
Chris Ludwig

to seeing you after hours on West Wisconsin Avenue!

EVENT SPOTLIGHT - Downtown Employee Appreciation Week July 23 - 27 Downtown Milwaukee



The perks of working downtown, and we know there are plenty, are about to get even better! Downtown Employee Appreciation Week is just around the corner. Between Monday, July 23 and Friday, July 27, there will be no shortage of fun.

Registration is now open, so round up your coworkers and put your intellectual skills to the test at the popular [I WORK Downtown Trivia contest](#) on the Riverwalk outside the Marcus Center for the Performing Arts or spike your way to victory at the [I WORK Downtown Volleyball Tournament](#) at Bradford Beach. This year we are also recognizing those friendly faces that welcome employees and visitors as they come to work each day with the [Greeter, Guardians & Gatekeepers](#) award, so if someone brightens your day each morning, please nominate them!

With daily lunch giveaways, office challenge games, the world's largest coffee break, and so much more, downtown will transform into a playground for all ages in just a few short weeks!

Mark your calendars now, as there are so many ways to be involved. Whether you are a downtown employer, employee or business owner--big or small, make sure to take part in the action! Keep a watch on the [Milwaukee Downtown](#) website for more details soon!

Designer, Associate Principal, Kahler Slater



Kahler Slater is an architecture, interior design and environmental branding firm that uses design to help our clients reach their goals and advance their organizations. We use a research-based process to ensure we design for change. The result of our work enriches lives and achieves powerful results. Based in Milwaukee for 110 years, we serve clients around the US, Canada and Singapore, and our team is comprised of market experts in health care, higher education, corporate, living environments, hospitality, and sports and wellness.

What downtown Milwaukee project are you working on has you most excited?

I'm honored to be lead designer on Milwaukee Symphony Orchestra's planned move to the historic Warner Grand Theater. As a native Milwaukeean, it's a dream to be able to save a beautiful historic building, support a critical community asset in the Symphony, and lend a hand in the effort to revitalize W. Wisconsin Ave.

As an Architect and designer, the project has been unbelievably rewarding. It's given me the opportunity to work with other talented artists, in this case musicians, to embark on critical dialogue about how this project can express characteristics about their art, relate to the history of their organization and the history of the 1930's movie palace, and reach out to the greater Milwaukee community. In many ways, this project is a dream given the complex nature of carefully grafting new additions on to a stunning historic structure. The final resolution will render beautifully restored, historic architecture with respectful contemporary additions. I have learned so much along the way collaborating with talented

colleagues, consultants, and extremely thoughtful clients.

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

Our firm continues to be at the heart of some of downtown's most prominent projects, from MSO to BMO Tower and the restoration of the Milwaukee Athletic Club. That said, aside from urban redevelopment, I believe the continuation of community investments is a powerful part of sustaining momentum going forward. Examples like the streetcar, Sculpture Milwaukee, Bubl'r Bikes, and the Riverwalk extension not only have a positive impact on quality of life for residents, but they help shape the way Milwaukee is thought about. I hope to see efforts like these continue to grow and enhance our amazing city.

What do you see as downtown Milwaukee's biggest opportunity?

I think there is a significant opportunity in our home-grown talent. We're doing amazing things in the city and part of that is happening within our colleges and universities. This energy needs to translate from our academic environments into our business community. I am energized by the renaissance in downtown Milwaukee and eager to see companies continue to invest in local talent.

What peer cities do you believe offer the best examples for Milwaukee to learn from?

Our geographic location with access to water, seasons, and diverse cultural amenities gives Milwaukee much opportunity to grow. I am eager to see our Riverwalk, public art, and city festivals grow to further enhance the city. San Antonio's Riverwalk, Seattle's Olympic Sculpture Park, Minneapolis' Sculpture Garden, and SXSW in Austin are all amenities that we can look to for cues to enhance our home. Continuing the second phase of the Milwaukee Riverwalk will open new connections and more ways for us to enjoy our rivers. Creating a sculpture park can bolster our art scene and truly embed ideas in the city. And most important, thinking about how we can leverage Summer Fest in a bigger way to share business, technology, and music across our city.

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

First and foremost, spending time with my family. My little girl is growing up way too fast so every moment precious. Otherwise, I love architectural photography, spending time near water, and enjoying a beverage accompanied by some of my closest design-minded friends.

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

Milwaukee Downtown, BID #21
Matt Dörner
600 East Wells Street
Milwaukee, Wisconsin 53202-3811
mdorner@milwaueedowntown.com
(414) 220-4700 ext. 4

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