

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Afternoon,

In this edition of Real Results, we celebrate the arrival of the first vehicle for The Hop, presented by Potawatomi Hotel and Casino! Anticipation for the system to open later this year is sure to mount as we start to see vehicle testing begin in the next few weeks.

In the By the Numbers section, we analyze the latest employment outlook figures in the Midwest metropolitan regions to see how Milwaukee stacks up. And we are happy with what we see!

We also sit down with Logan Dawson of the Milwaukee 7 to hear about the catalytic developments he is working on in the region, sure to generate excitement for the future of downtown Milwaukee.

In a new section of Real Results, we turn our focus to downtown's vibrant and growing nightlife scene with a feature on one of the newest establishments, SportClub, which has added an entirely new concept to the Cathedral Square entertainment district.

Finally, mark your calendars April 20 - 28 for YPWeek Milwaukee, presented by Northwestern Mutual. This year, the event has expanded to nearly 30 communities and includes hundreds of events for young professionals. We hope to see you at some of the 30+ events planned in Milwaukee alone!

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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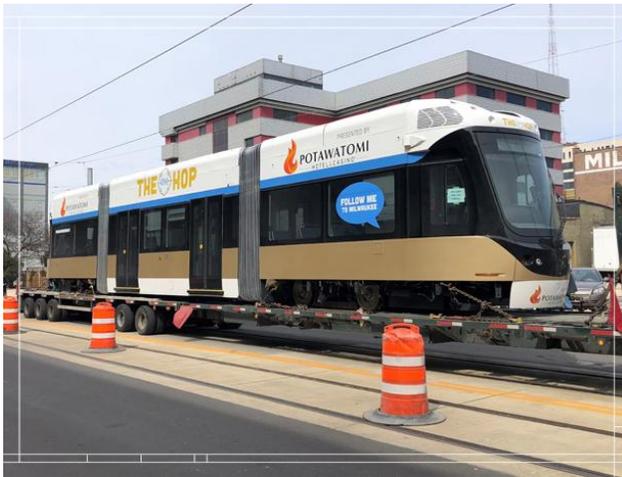
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The First Milwaukee Streetcar Vehicle has Arrived!



It's here! The first of five vehicles for Milwaukee's streetcar system, known as the The Hop presented by Potawatomi Hotel & Casino, arrived on March 26th with hundreds of supporters and media outlets in attendance for the reveal. The vehicle was trucked from manufacturer Brookville Equipment Corporation in Pennsylvania. Once unloaded, the vehicle traveled a few blocks under its battery powered system to the new Operations and Maintenance Facility located under I-794, adjacent to the Stone Creek Factory Store. It is expected that the other vehicles will arrive in approximately one month increments.

In just a few short weeks, the vehicle will begin its testing phase. Each of the vehicles is federally-mandated to operate 1,000 kilometers throughout the route before approval to open to the public in late 2018.

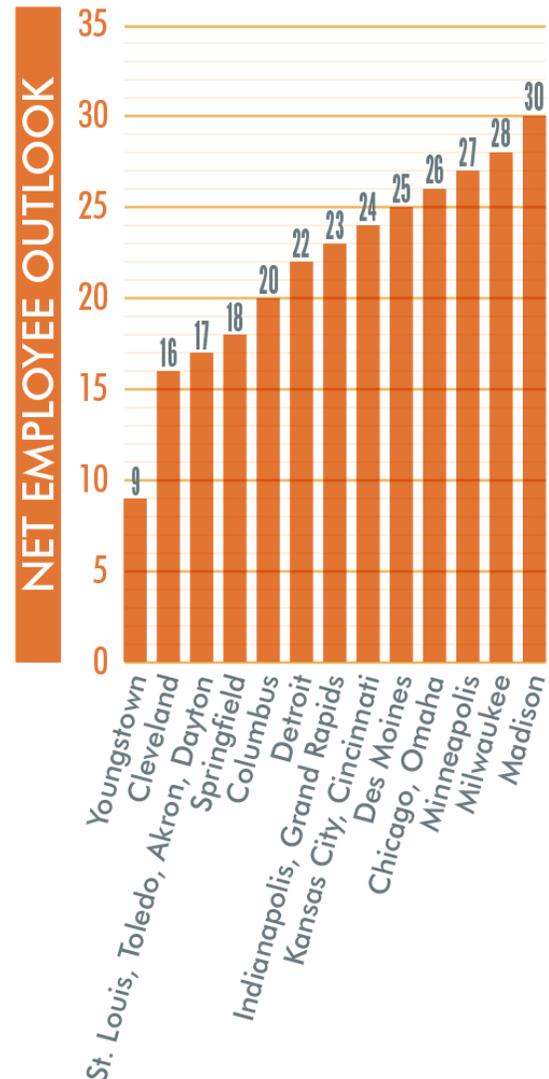
With vehicle arrival, anticipation for the system opening is higher than ever. This is the next step in a project that continues to be implemented on time and on budget. In terms of construction, 100 percent of the overhead catenary system poles have been installed, 90 percent of the track has been laid for the Phase 1 route, and nearly 75 percent of the stop platforms have been created. Now, construction is focused on the St. Paul bridge area and Kilbourn Avenue to tie the finished segments together. Track construction has also begun the Lakefront Line extension on Michigan and Clybourn streets.

In late 2017, the City announced Potawatomi Hotel & Casino as the presenting sponsor for the system. The contracted \$10 million deal over 12 years will offset operating costs and include free rides for all passengers the first year. Earlier this month, the City also announced that it has hired 2-Story, a Walker's Point firm, to market the system, as well as develop a new website which will reflect the new brand. Until then, information will continue to be available at www.themilwaukeeestreetcar.com. Get

— BY THE — NUMBERS

PERCENTAGE (%) NET EMPLOYEE OUTLOOK Q2 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.



Source: ManpowerGroup

With a net positive of 28% of employers expecting to increase employment levels in Milwaukee, the area ranks second in the

ready to hop on The Hop later this year!

DOWNTOWN AFTERHOURS - SportClub Adds to Downtown's Vibrant Nightlife Scene

Downtown's nightlife continues to flourish as an important economic driver as Milwaukee evolves into [18-hour city](#). Adding to this vibrancy is Milwaukee's newest sports-themed pub, affectionately called SportClub, which opened in the heart of East Town at 750 N. Jefferson Street earlier this month.



SportClub owner Mike Eitel, who also owns several other establishments, including Brady Street staple, Nomad World Pub, has brought a new concept to a prime corner near several hotels and Cathedral Square Park. SportClub adds a new element to the already vibrant Cathedral Square entertainment district.

"We are excited to be a part of the downtown bar and restaurant scene," said Eitel. I was always surprised to see this location empty because I knew we could bring something unique to the space. Opening in time for March Madness has been an absolute blast and we are just getting started."

SportClub serves a mix of crave-able foods from around the world that are portioned and priced so you can sample the spread solo or with a group. With menu items like Korean popcorn chicken, Panga hot fish, the classic SportBurger and more; there is something for everyone. SportClub offers lunch, dinner and weekend brunch, including SportBrunch every Friday from 11am to 3pm with features like bottomless mimosas, Mediterranean Mezze Platters and endless house cava for only \$30. SportClub highlights the sport of celebration, so champagne and sparkling wine play a big role in their drink and cocktail list. Join them for happy hour 4 to 7pm Monday through Friday, and check out their extensive beer list with 30 varieties on tap.

Midwest and in the top 10 nationally among the largest 100 metropolitan areas in net employee outlook for the second quarter of 2018.

Only trailing Madison, WI, more Milwaukee businesses anticipate to hire employees during the second quarter of 2018 than in other Midwestern cities, including Minneapolis, Chicago, Kansas City, St. Louis and Indianapolis.

MOVERS 'N SHAKERS - Logan Dawson

Director of Corporate Expansion &
Attraction, Milwaukee 7



Describe Milwaukee 7 and your role with the organization?

Milwaukee 7 markets the 7-county region in southeastern Wisconsin to companies looking to expand operations or relocate -- from across the state line to around the globe. We also have dedicated initiatives focused on talent attraction and development, international trade and investment, advancing key industry clusters, and supporting entrepreneurship.

My role with the organization is to identify real-time corporate attraction and expansion opportunities, and provide the project management required to guide companies from initial requests for information through the opening of their new plant or office.

If you need a private event space, SportClub has you covered with the The Boot Room, and patrons can expect an outdoor patio and sidewalk seating to open later this year. For operating hours, menu options and a list of special events, visit www.sportclubmke.com.

EVENT SPOTLIGHT -
YPWeek - Milwaukee
Presented by Northwestern Mutual

April 20 - 28
Milwaukee and nearly 30 other
Wisconsin communities



YPWeek is a weeklong platform for discovery, adventure and meaningful conversations about the issues that matter among young professionals in Wisconsin. YPWeek brings together key leaders in the community, at purposefully chosen locations that integrate the unique cultural assets with meaningful learning or social interaction. The planned events and activities engage the millennial workforce in experiences that are impactful to young professionals while educating employers on the important role these functions play in retaining their workforce.

Since launching in 2012, YPWeek, in partnership with the Wisconsin Economic Development Corporation, has expanded from solely a Milwaukee endeavor to include nearly 30 communities across the state. In Milwaukee alone, there are more than 30 events scheduled, with activities that range from supporting the Milwaukee River cleanup to a reverse job fair, to sessions with start-ups, major downtown companies, and more. Mark your calendars now, and for all of the details, [click here!](#)

Since joining the M7 team, what "win" stands out in your mind the most as having a significant impact on the metro area?

Without a doubt, Foxconn's decision to site the first LCD panel manufacturing facility outside of Asia has already started to have a significant impact on the region. The extent of that impact will be fascinating to watch as the project progresses.

Coming from the Columbus, OH area, in your first few years Milwaukee, has there been any noticeable changes that stand out to you?

The amount of investment and physical development that I've witnessed over the last four years has been remarkable.

What do you see as downtown Milwaukee's greatest upcoming opportunity?

Urban infill and increased density. Even with the significant amount of downtown investment, there is still plenty of opportunity for additional development and redevelopment of existing real estate into higher and better uses.

What do you see as the biggest challenge to overcome to continue growth in our City and region?

Our ability as a community to attract talent from outside of the region, retain our existing talent, and continue to develop new talent from within. There is a structural shortage of qualified workers across the United States, which is forcing communities to compete for talent in order to survive and grow. I believe we are entering a demographic "war" against other regions, and it will be economic development doomsday if we lose.

When you are not working, what is one of your favorite hobbies?

My fiancé and I continue to enjoy discovering new neighborhoods and pockets in the area we have never been. Every weekend we try to go sample a local restaurant or bar, drive around and look at homes, take a local tour, or do whatever we can to soak up more local history and culture.

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

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

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