

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Afternoon,

In this edition of Real Results, we feature the newest mural project to liven downtown's public spaces. *Migration*, as the mural is called, is located in the Jefferson Street Pedestrian Tunnel and strengthens the connection between downtown and the Historic Third Ward.

We also sit down with Bob Monnat of Mandel Group to hear what developments have him most excited and get his thoughts on Milwaukee's next big opportunities.

In a new section of Real Results, we turn our focus to one of downtown's most vibrant entertainment districts, Old World Third Street, and highlight the enhancements that have recently been completed or are in progress.

Also, with the recent release of the updated Downtown Investment Map, we spotlight completed, underway and on-the-drawing-board developments in the "By the Numbers" section. The numbers are stunning!

Finally, we feature the grand opening weekend events for The Hop presented by Potawatomi Hotel & Casino. The much-anticipated project will open to the public following a ribbon-cutting ceremony this Friday at noon in Cathedral Square Park! Hop on down!

As always, thanks for reading!

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Migration Mural Lands at Jefferson Street Pedestrian Tunnel

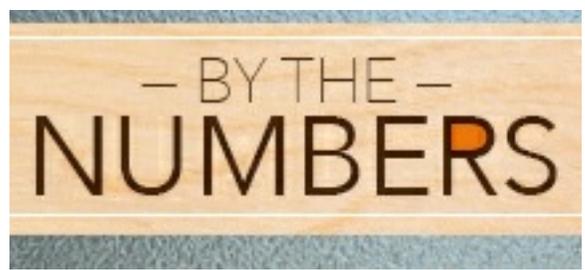
This week, Milwaukee Downtown and its partners officially opened *Migration*. The mural is downtown's latest public art installation. Located inside the Jefferson Street Pedestrian Tunnel, it livens the passageway between the central business district and the Historic Third Ward.

After reviewing more than 30 submissions from applicants from coast-to-coast, the Milwaukee Downtown Placemaking Task Force selected Philadelphia-based mural artists CERA and Katie Batten. The 2012 graduates of Milwaukee Institute of Art & Design transformed the once dismal tunnel walls into an immersive experience that strengthens the connection between neighborhoods in an area challenged by the overhead highway.



Migration adds surprise and delight for the thousands of workers, residents and visitors who traverse between the two neighborhoods daily. Mural images were sourced from Milwaukee's natural and built environment, featuring Cream City brick, streetscape features, and iconic landmarks such as the Milwaukee Art Museum, Gas Light Building, Milwaukee Public Market and the Hoan Bridge. Oversized images of Wisconsin's local and migratory birds and the flow of water are also incorporated--a nod to the local ecology and a metaphor for the migration and flow that occurs between the central business district and Historic Third Ward neighborhoods.

The mural came to fruition through a public-private partnership. Support came from Milwaukee Downtown, BID #21, Johnson Controls, Inc., the City of Milwaukee, Department of Transportation, Summerfest, HKS Holdings, LLC, Hawkeye Hotels/JR Hospitality, Buffalo Van Buren Partners and Hospitality Democracy. More information on *Migration* and other downtown public art projects is available at www.milwaukeedowntown.com. Post your photos now using the hashtag #MigrationMKE!



Downtown Milwaukee Continues to Experience Unprecedented Investment



The numbers are in! Milwaukee Downtown recently released its updated Downtown Investment Map and it confirms that we are on an unprecedented roll with over:

\$2+ billion
in completed projects from 2005 - 2010

2.9+ billion
in completed projects since 2011

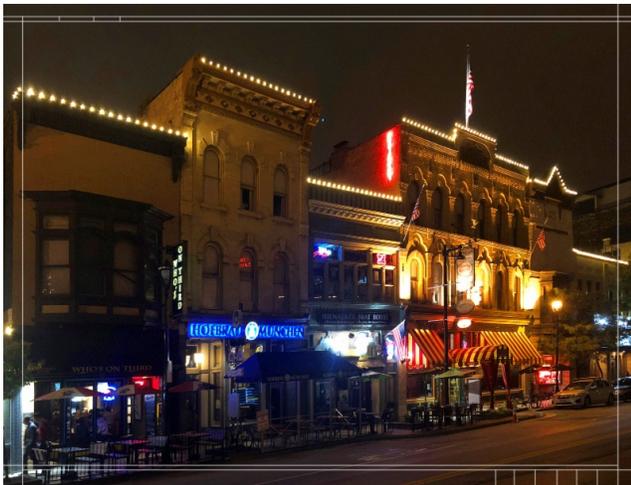
1+ billion
in under construction projects

1.7+ billion
in projects slated to start soon

DOWNTOWN AFTERHOURS - Old World Third Street Entertainment District Improvements

One of Milwaukee's most vibrant entertainment districts, Old World Third Street, has been undergoing a series of improvements to prepare the corridor for the opening of the Fiserv Forum. With additional connections to the Bucks Entertainment Block and the wave of new visitors being welcomed into the area, Milwaukee Downtown teamed up with local property owners and the City of Milwaukee to develop a public space enhancement plan and branding strategy as part of BID #21's larger nighttime economy initiatives.

Improvements that visitors to Old World Third Street are already enjoying include new street paving, which added buffered bike lanes and a seamless connection to the Fiserv Forum plaza, freshly painted harp lampposts and sidewalk benches, and other strategic maintenance items such as replacing missing pavers. The project team's lighting contractor is currently working with private property owners to install roofline lighting, which will illuminate the architectural details of these historic buildings. All the buildings on the 1000 and 1100 blocks will feature LED roofline lighting that will further bolster the unique visual appeal and sense of place in the district.



Soon the district's new holiday décor will be installed on the harp lamps to create a unified festive aesthetic. Milwaukee Downtown is also exploring the potential for café lighting to be strung over the sidewalks to carryover the theme created in the Bucks beer garden.

Through this unique public-private partnership, Milwaukee Downtown, the City of Milwaukee and private property owners have been able to make a series a small improvements that are adding up to significant enhancements to one of downtown's most important nightlife districts.

From catalytic projects like the recently completed Fiserv Forum and Northwestern Mutual headquarters to the 2,350+ housing units completed in 2018 or currently under construction, investment in the greater downtown area is at an all-time high.

To complement the printed piece, Milwaukee Downtown has also created, and is updating, an interactive version available on the organization's new website. The downloadable version and interactive mapping tool are available at www.milwaukee downtown.com.

Source: [Milwaukee Downtown](http://www.milwaukee downtown.com)

MOVERS 'N SHAKERS - Bob Monnat

Chief Operating Officer, Mandel Group, Inc.



What attracted you to a career in real estate development?

As an architecture student, I came into contact with real estate developers as a result of volunteer non-profit work I was doing in Historic Walker's Point. I became attuned to the ability of developers to drive change and make projects happen. I subsequently became interested in a career path based on the precept of "good design = good business". I've been pursuing it ever since.

Which of your projects stands out as ones that you are most proud of?

EVENT SPOTLIGHT -
**The Hop Announces
'Grand Hop-ening'
Schedule of Events**

**November 2 - 4
Downtown Milwaukee**



The Hop, presented by Potawatomi Hotel & Casino, is planning a weekend-long slate of events to celebrate the launch of passenger service on Friday, Nov. 2. While riding The Hop for the first time will be the centerpiece of the "Grand Hop-ening" weekend, there will be activities all along the route to engage the community and introduce riders to the many great destinations you can connect to via The Hop.

The "Grand Hop-ening" celebration will be centered around Cathedral Square Park in the heart of downtown and adjacent to The Hop's eastbound and westbound platforms on Kilbourn Avenue. The historic event will begin at 12 p.m. on Friday, Nov. 2 with remarks from officials and the ceremonial launch of passenger service. The Hop's official information tent will be open in the park from 10 a.m. to 6 p.m. throughout the weekend, featuring information on the system, free commemorative Hop buttons and T-shirts available for purchase.

A rundown of all the events taking place along the route throughout the weekend can be found at www.thehopmke.com. We look forward to celebrating this momentous event with you! See you on The Hop!

Each project has had its own set of challenges and rewards. Some of the smallest projects have the greatest positive impact on the community they're in--those are really meaningful to me. I love the energy created by The North End as a vibrant, walking neighborhood. At the same time, I'm excited for the success that's been realized by the guys at Adventure Rock on North Avenue, part of our Belay project. I am really excited to see our projects in West Allis open and activate the area around the Farmer's Market. I think if you engage in each project with equal passion you effect equally positive outcomes, in some ways on the same basis as every child being your favorite.

What upcoming Mandel Group project are most excited about?

I feel that our acquisition along the river on South Water Street will yield a stunning series of projects, as well as a new northern portal to the Harbor District. I'm really pumped up about it. It has the ability to pull together both sides of the river and create the continuity that melds together neighborhoods. The idea of a bike bridge spanning the river at this point is at the same time a stretch, as well as a very realistic solution to a terrible safety problem for bikers and pedestrians in this area. It is the kind of unique, yet practical investment that will put Milwaukee on the map.

What other initiatives do you feel are most important to keeping the positive momentum going in downtown and throughout the City?

With the passage of Complete Streets and the introduction of the streetcar, I think we're poised to focus on making the downtown experience one that is enjoyed on foot, on bike or scooter, on rail or in a car. I would love to see the emphasis on pedestrian scale lead to the development of a more robust urban forestry, which can lend so much character to a downtown. The space between the buildings is every bit as important as the buildings themselves.

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

Sporting-wise I love to bike, particularly with others. When I have a great book, I love to read, and otherwise devour as much reading materials as possible. I believe in lifelong learning and truly enjoy teaching at the School of Architecture and Urban Planning. I listen to a fair amount of music in the evening, and think that 88Nine Radio Milwaukee is a treasure for this community. Spending time with family and friends, regardless of the place or activity, is priceless.

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

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