

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Afternoon,

In this edition of Real Results, we feature the Downtown Community Perceptions Survey that opened earlier this month. Whether you live, work, socialize, or visit, we want to understand how you interact with and what your perceptions are of downtown Milwaukee. Share what you value most about downtown and suggest ways your experience can be improved in the future, so be sure to take the online survey today!

With the recent completion of the Westtown Gateway Mural by Emma Daisy Gertel, we highlight this latest addition to downtown's growing art scene. Join us on site for the ribbon-cutting tomorrow and celebrate this new 4,000 square foot signature installation in the resurging neighborhood.

We also sat down with Steve Chernof who has taken a leadership role in the revitalization of West Wisconsin Avenue. With several catalytic projects complete or underway, learn about what Steve thinks are some of the next key projects to keeping this momentum going.

In the By the Numbers section, we provide an overview of key metrics that we gathered from our Downtown Dining Week survey respondents. In its 14th consecutive year, the signature event once again attracted tens of thousands of diners to go out in downtown Milwaukee and support our growing culinary scene.

Speaking of signature events, be sure to mark your calendars for Downtown Employee Appreciation Week kicking Monday, June 22 and going through June 26. With lunchtime giveaways, and morning and evening events, come out and take advantage of all that makes downtown Milwaukee the best place to work.

As always, thanks for reading!

Matt Dorner

Matt Dorner



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PROJECT SPOTLIGHT - New Mural Blossoms in Westown

Join us for the ribbon-cutting event on July 19

West Wisconsin Avenue is experiencing an undeniable renaissance. Building on this momentum, Milwaukee Downtown and the Downtown Placemaking Task Force recently commissioned local artist [Emma Daisy Gertel](#) for a new mural at the northeast corner of James Lovell Street and West Wisconsin Avenue.



The Westown Gateway Mural is approximately 80 feet wide by 50 feet high. Spanning 4,000 square feet, the west-facing façade now serves as a gateway into downtown Milwaukee. The highly visible canvas features a colorful blooming urban garden -- a metaphor for the resurgence in Westown.

"My artistic concept is to create a bright, colorful garden of flora to enliven the space and create a sense of wonder, vibrancy, beauty, and hope that is representative of the revitalization and renewal efforts of Westown," said Daisy.

To further help inform the project design, Daisy recently rolled a chalkboard through a few Westown events where she gathered community input from the people who interact within the neighborhood. This helped inform the flower species that were selected with a goal to create a sense of ownership and unity amongst all who live, work, and explore Westown.

The mural was recently completed, so join us at the project site at 622 West Wisconsin Avenue tomorrow, Friday, July 19 at 10 AM for a brief program and ribbon-cutting, free donuts and coffee, plus mini bouquets of flowers from Bluebird Design and Dunkin' gift cards will be offered to the first 50 guests.

For more information about the Westown Gateway

- BY THE - NUMBERS

Downtown Dining Week Brings New Diners Downtown



One of Milwaukee Downtown's signature events, Downtown Dining Week, celebrated its 14th year in June and brought tens of thousands of new and returning diners downtown for multi-course meals at over 30 restaurants. Milwaukee Downtown has an online event survey that 1,220 diners responded to for a chance to win gift cards to their favorite restaurants. Survey respondents also provided data on demographics and dining trends.

We learned that:

- 56% of the survey respondents neither live nor work downtown, so Downtown Dining Week is a significant draw to visit downtown Milwaukee
- 52% were first-time diners at the restaurant they chose
- 93% would recommend the restaurant they dined at to others
- 90% rated their food experience excellent or good
- 44% dine downtown four or more times annually

In addition, 71% of the participating restaurants reported business increases of at least 25% during the course of the event.

The age distribution of downtown diners that completed the survey is well balanced with the following cohorts:

- Ages 40-64 - 46%
- Ages 25-39 - 33%

Mural, including a complete list of sponsors and partners, visit the project page [here](#).

- Ages 65+ - 17%
- Ages 18-24 - 4%

Source: Milwaukee Downtown, BID #21

DOWNTOWN TOOLBOX - Milwaukee Downtown, BID #21 Launches Downtown Perceptions Survey

Milwaukee Downtown, BID #21 wants to hear from you! By utilizing an online survey tool, Milwaukee Downtown is hoping to better understand the characteristics, attitudes, preferences and behaviors of downtown's various users. We want to understand how you interact with downtown Milwaukee and what your perceptions are on downtown's offerings, amenities, attractiveness and more. This is your opportunity to share what you value most about downtown and suggest ways that we can help improve your experience in the future. The Downtown Community Perceptions Survey is open and will be available at www.feedback2019.com through August 12.



"The feedback that we receive from the Downtown Community Perceptions Survey will set the tone for our organization's programs and priorities," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "I strongly encourage our downtown users to make their voice heard. It's our mission to make downtown Milwaukee a place for all to enjoy, and with your support and feedback, we can better accomplish that goal."

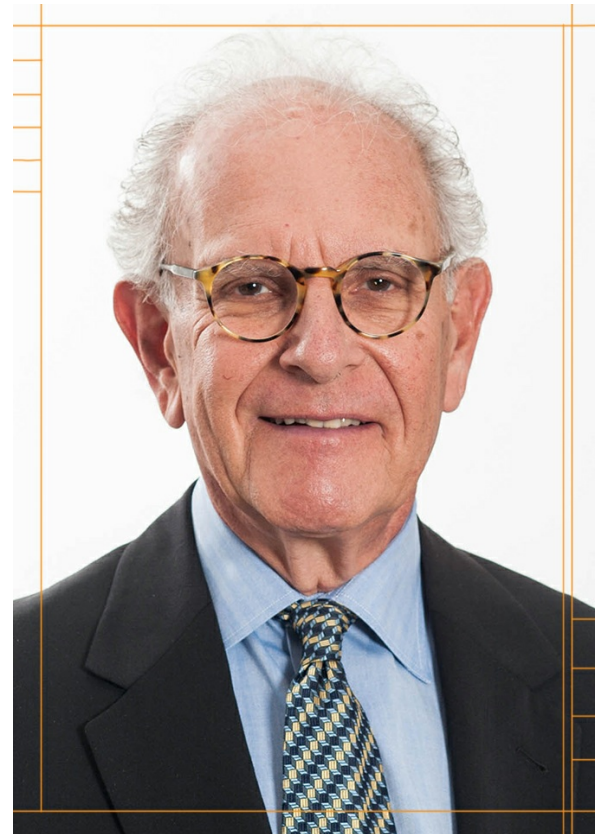
To cast the net far and wide, extensive outreach will be conducted at various downtown events through a street team that is supported by volunteers from a Future Milwaukee cohort. In addition, the survey will be promoted through a social media and e-newsletter campaign and on the organizations website at www.milwaukeedowntown.com.

As an incentive for completing the survey, respondents may enter to win a \$100 gift certificate to a downtown restaurant. One winner will be randomly selected at the end of each week until the survey closes. So do not hesitate, and provide your [input](#) about downtown today!

MOVERS 'N SHAKERS - Steve Chernof

Attorney with Godfrey & Kahn

Stephen Chernof, an attorney with Godfrey & Kahn, has been active in leading the WAM DC LLC organization, which stands for Wisconsin Avenue Milwaukee Development Corporation. The organization has been a guiding force behind the revitalization and several of the catalytic projects and initiatives that have helped return West Wisconsin Avenue to a highly desirable location in downtown Milwaukee.



What attracts you to a leadership role with WAM DC LLC?

The desire to see a vibrant Wisconsin Avenue west of the River. I grew up in Chicago and saw the decline of State Street. The same thing was happening here and I wanted to be part of West Wisconsin Avenue's revitalization.

Since WAM's inception, there has been a lot of positive change in the West Wisconsin Avenue corridor. What projects are you most pleased with?

The first thing I think of is an intangible. When

EVENT SPOTLIGHT - Milwaukee Downtown, BID #21 to Host Downtown Employee Appreciation Week, July 22 - 26

Various locations in Downtown Milwaukee



The perks of working downtown are plenty, but they are about to get even better! Milwaukee Downtown, BID #21 is teaming up with businesses and community leaders to celebrate downtown's 83,000+ employees during the 14th annual Downtown Employee Appreciation Week, July 22 - 26. The weeklong celebration rewards downtown employees with outdoor entertainment, games, prizes, free lunches and after-hours events.

A ribbon-cutting ceremony, live music and prize opportunities will kick off the celebration on Monday, July 22 at 11:45 a.m. at Red Arrow Park and include free lunch for the first 1,000 downtown employees. Throughout the week, lunchtime giveaways will travel to various downtown locations and include 1,000-item treats ranging from subs and pizza to smoothies and cookies.

With daily lunch giveaways, new office challenge games, the World's Largest Coffee Break, evening events, and more, employees will be reminded why they love working downtown! The complete schedule of morning, noon, and evening events can be found [here!](#)

"Milwaukee's downtown continues to grow exponentially and it's important to celebrate the people who energize it," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "Downtown Employee Appreciation Week is our way of thanking Milwaukee's dedicated workforce and creating an experience that draws people to our vibrant work environment."

Downtown Employee Appreciation Week will conclude with a closing ceremony featuring live music, games and lunch on Friday, July 26 from 11:45 a.m. to 1

we first started our effort, I received notes from friends telling me I was wasting my time; that the decline of West Wisconsin Avenue was not reversible. For example, real estate brokers were actively discouraging prospective buyers and tenants from looking west of the River. When we tried to buy the Grand Avenue at auction, we approached several lenders to help finance the effort. Only Town Bank and Ixonia Bank would talk to us (and both agreed to participate). That has all changed. I recently met with members of a prominent family who are actively considering an investment west of the River. They acknowledged that they would not have even considered it a few years ago. I think WAM played a large part in improving the image, and I am proud of that. For a tangible change, I think I have to say it is the current redevelopment of the Grand Theater into the home of the Milwaukee Symphony. That will be a transformative development when it has finished next year.

What assistance have you had in this effort?

This effort would not have been possible without the enthusiastic support of the Mayor, Rocky Marcoux and Dan Casanova of the Dept. of City Development, the Common Council and Alderman Bauman, in particular, and Bob Monnat, George Meyer, Julia Taylor and Pat O'Brien of the WAM Board-and of course Beth Weirick and Matt Dorner of Milwaukee Downtown.

What is the next project in or near the West Wisconsin Avenue corridor that you would like to see move forward?

There are a few significant projects that need to move forward, including the continued redevelopment of what was the former Shops of Grand Avenue, and is now the Plankinton Clover Apartments and retail, and the adjacent office-retail complex to the west now called The Avenue. The next is a significant development on the parking lot block south of the Wisconsin Center. That will occur when the Wisconsin District expands, which I think is likely to happen in the next couple of years. It is also important to extend The Hop streetcar across West Wisconsin Avenue through Westtown to enhance the connections to the neighborhoods north and south of downtown.

What other initiative do you feel is most important to keeping the positive momentum going in downtown and though out the City?

Let me answer this in what may be an unexpected way. I think positive development in the neighborhoods surrounding downtown will keep positive momentum going everywhere in the City, including downtown. We need to expand access to the wonderful downtown venues and opportunities by enhancing the lives and opportunities of those living elsewhere in the City.

When you are not working, what are your favorite things to do?

p.m. in Cathedral Square Park. In addition, completed Downtown Employee Appreciation Week passports will be pulled for a prize drawing that recognizes employees who participated in three or more events.

Information on the passport, event registration, daily giveaways and employee discounts are available at www.iworkdowntownmke.com.

Walking, hiking, riding my bike, traveling (a lot) and spending time with my wife, Jane, and my family.

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

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