



MILWAUKEE DOWNTOWN

Business Improvement District 21 | 301 W Wisconsin Ave. Suite 106 | Milwaukee, Wisconsin 53203
Phone 414.220.4700 | www.milwaueedowntown.com

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VISIT Milwaukee

Dear Business Improvement District #21 Property Owner,

What a year it has been! As BID #21 enters the fourth quarter of our 27th year, it is evident that our programs, events, and initiatives have had a transformational impact on our central business district. Downtown Milwaukee continues to exceed in the areas of new and renewed investment, pedestrian counts, cleanliness, connectivity and mobility. More and more people (locally, nationally and now globally!) are taking note of our exceptional quality of life, Which is all made possible by your support and BID assessment.

Last year, we wrapped up the Connec+ing MKE: Downtown Area Plan 2040, in partnership with the Department of City Development, and Milwaukee Downtown's five-year strategic plan. The past several months have been spent putting each plan's goals into drive to build a more competitive, connected, livable, vibrant, diverse, inclusive and resilient Downtown.

Our core programs continue with a focus on clean, safe and welcoming. With a daily presence on our streets and sidewalks, our Public Service Ambassadors and Clean Sweep Ambassadors ensure Downtown is inviting to all users. They also pay close attention to the public realm, identifying and advocating for needed repairs and improvements, and eliminating graffiti within 24 hours of discovery. Meanwhile, landscape crews beautify Downtown with seasonal rotations of flowers and temporary installations such as this year's display on the corners of Milwaukee Street and Wisconsin Avenue.

Our commitment to safety is apparent in our strong working relationship with the Milwaukee County Housing Division and Milwaukee Police Department. Together, we have developed innovative approaches and solutions to reduce crime and public disruption. The ongoing work of the Community Intervention Team has led to the identification and implementation of real solutions to end chronic homelessness. We have a full-time homeless outreach coordinator and a Public Service Ambassador dedicated to our greater Downtown homeless population. And, in 2025, we will add one more Public Service Ambassador position to further strengthen these efforts.

Through our agreement and funding with the District Attorney's Office, we have established a dedicated Community Partnership Unit. This unit, with the support and cooperation of property owners like you, tracks repeat offenders to eliminate crimes and public nuisance behaviors. The success of these programs is evident in the safer spaces and improved quality of life for all our Downtown workers, residents and visitors. In fact, our model has gained national attention with recent coverage in the new documentary film "Beyond the Bridge: A Solution to Homelessness."

Our signature events, including Taste & Toast, Downtown Dining Week, Downtown Employee Appreciation Week and the Milwaukee Holiday Lights Festival, continue to make a significant impact on Downtown Milwaukee. They connect the community, and drive traffic and awareness of all there is to do in our vibrant city. These events elevate awareness and financially support our small businesses and arts and cultural community. All of this work reinforces positive perceptions of Downtown Milwaukee and the role of BID #21 as an advocate for our businesses.

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Economic development remains one of our top priorities. We benchmark developments taking place in the central business district through an ever-evolving, interactive investment map available on our website. Since 2010, more than \$7.7 billion has been completed or is under construction. We understand that every business is unique, which is why we offer a variety of development incentives such as the Milwaukee Downtown Business Development Loan Pool, Kiva Loans, and connections to additional programs. These are all part of our toolbox to assist businesses in expanding or locating within the neighborhood.

Advocating for catalytic projects continues to be a high-profile agenda item. We assisted in advancing several projects to enhance Downtown's quality of life, including Frame the Square and the Vel R. Phillips Plaza, and continued to oversee the active streets for businesses program. We will soon be seeking proposals for the reimagining of Red Arrow Park, and we look forward to breaking ground on the Downtown Dog Park in the coming weeks with the help of the Historic Third Ward BID #2, corporate sponsors, donors and community partners.

Our placemaking efforts, which receive significant attention in the news and on social media platforms, are a testament to the strength of our community. These efforts, led by our Director of Public Space Initiatives, have not only activated public spaces but also fostered stronger community connections. The success of projects such as Elysian Arcs by Atelier Sisu at Marcus Performing Arts Center, Light Lane at Chase Tower, and the weekly concerts at Red Arrow Park and the 411 East Wisconsin Courtyard, is a result of our collective involvement. We continue to surprise and delight our workforce, families, and visitors with seasonal events like Downtown Ice CAPE-ade, Big Truck Day, Jack-O-Lantern Jubilee, and the Ornament Trail. As we look to the future, we are excited to add four permanent murals along the Riverwalk by fall 2024, further enhancing our vibrant community.

Keeping an open dialogue with downtown CEOs, brokers, government partners, and other community-based organizations has also been key. These relationships give us a better understanding of how stakeholders feel about Downtown – our strengths, weaknesses, opportunities, and threats. Regular feedback also helps us identify how we should prioritize utilizing our resources.

But for your annual contribution and support, these projects and programs would not exist. Your annual contribution to Milwaukee Downtown, BID #21, is thoughtfully invested with oversight from our engaged board of directors and staff leadership and has made a significant impact on our community.

I am enclosing a copy of our 2023 Annual Report, which provides a snapshot of our organization's work – our 2024 Annual Report will be available later this fall.

We want to update you on our current plans and initiatives as we move the organization forward into its 28th year. Our work is more important than ever as we continue to enhance our safe, vibrant and strong economic environment. We must continue our work to remain a competitive Downtown – regionally and beyond.

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VISIT Milwaukee

We invite you to attend a public hearing regarding the District's 2025 Year Twenty-Eight Operating Plan and Budget on Thursday, September 19, 2024. The details of the public hearing are as follows:

Thursday, September 19, 2024

8:00 a.m. (Central Standard Time)

Please join Beth Weirick's Zoom meeting from your computer, tablet, or smartphone.

<https://zoom.us/j/97322399734?pwd=LMGL1xCOV901zjz5lcVbnfHhIAP14z.1>

Meeting ID: 973 2239 9734

Passcode: 801952

The primary purpose of the public hearing is to present and solicit feedback about the year Twenty-Eight Operating Plan and Budget. In addition, the public hearing provides you with an opportunity to learn more about the accomplishments and the future direction of the District.

Copies of the District's 2025 Year Twenty-Eight Operating Plan and Budget are available for your review via DropBox:

<https://www.dropbox.com/scl/fo/6gwf32upucf2sk0fjrduh/AJxFtx88L9hOvTk1ACmE-Yc?rlkey=mmi3d9z9o5wgg3t8r4v53ww7f&st=eb3me6b5&dl=0>

The Operating Plan and Budget can also be accessed online at:

<https://www.milwaueedowntown.com/bid-basics/operations>

Under "Public Review Process," you will find four choices directly related to the Operating Plan and Budget:

[Download the "DRAFT" Operating Plan as a PDF file.](#)

[Download Summary of Changes in the Year Twenty-Eight Operating Plan.](#)

[Download the list of Milwaukee Downtown properties as a PDF file.](#)

[A copy of this letter with links to connect you to the meeting virtually and the public DropBox.](#)

The list of properties includes the City assessor's property tax assessed value for your property and the special assessment to be collected by the City on behalf of the District.

Please review the assessment information thoroughly to confirm that the information provided by the City and the District's special assessment calculations relating to your property is accurate. Annual assessments for District operating expenses will be levied against each property within the District in proportion to the property tax assessed value of each property on record with the District as of the District's public hearing date on September 19, 2024.

No property owners within the District will be eligible to receive or be subject to any reductions or increases in its District assessment due to a decrease or increase in the assessed value for its property occurring after September 19, 2024. To ensure accuracy in our records, please notify the District's attorney, Deborah Tomczyk, by telephone: at 414-298-8331 or email: at dtomczyk@reinhardt.com of any changes in your property's assessed value occurring after May 1, 2024, but before September 19, 2024.

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The City of Milwaukee's Common Council will also hold a public meeting to consider the District's 2025 Year Twenty-Eight Operating Plan and Budget and those of other business improvement districts.

If you have questions regarding the Public Hearing or the 2025 Year Twenty-Eight Operating Plan and Budget, please feel free to contact me at 414-220-4705.

Thank you for the opportunity to serve as your Chief Executive Officer. I look forward to another exciting year in which we all continue to promote Downtown Milwaukee as a destination, increase our tax base, grow our workforce and residential populations, and focus on creating a high quality of life for all.

With gratitude,

Elizabeth A. Weirick
Chief Executive Officer

EAW

Encs: [2023 Annual Report](#)
[2024 Ripple Effect](#)
[5-Year Strategic Plan](#) (Trifold)
Business Card—Elizabeth A Weirick

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