

▶ ripple effect



► From the CEO's Desk –

OVER THE LAST YEAR, DOWNTOWN MILWAUKEE HAS MADE QUITE THE SPLASH IN DEVELOPMENT AND TOURISM CIRCLES.



Among the highlights were the grand reopenings of the Milwaukee Art Museum and the Milwaukee Public Museum's *Streets of Old Milwaukee*, plus the forward momentum of the new Bucks arena. Two new hotels were announced for our CBD, while three additional flagships are currently under construction.

Northwestern Mutual furthered its commitment to downtown by unveiling plans to add a 34-story apartment tower adjacent to its growing world headquarters and 833 East Michigan, the city's newest office building, opened in March. Moving west, the upsurge of investment continues to flourish.

The sale of The Shops of Grand Avenue to local stakeholders, popularity of NEWaukee's Night Markets, and hundreds of new residential units are helping to shed new light on West Wisconsin Avenue. To complement these market changes, Wisconsin Avenue Milwaukee Development Corporation (WAM DC) is working to increase the corridor's appeal. Recently proposed street lighting and parking solutions are being studied to serve as additional catalysts for the area.

Infrastructure changes have also played a role in reshaping our downtown. Ramp relocations and street improvements for the Lakefront Gateway project are on track for improving the flow of vehicular, pedestrian and bicycle traffic. Plus, preliminary utility relocation work for The Milwaukee Streetcar is also underway, keeping us in line with our 2018 start date.

These are just a few examples of the work being done to advance our downtown. With so many success stories to be shared, Milwaukee Downtown is resurrecting its Downtown Achievement Awards. Nominations for our 2016 awards are currently being accepted and will be announced at our Annual Meeting on Thursday, May 19. Help us recognize the dedicated individuals and entities who make our neighborhood a great place to live, work and play. Offer your nominations to me via email through May 2.

Beth Weirick – CEO
Milwaukee Downtown, BID #21
bweirick@milwaukeedowntown.com



2016 MILWAUKEE DOWNTOWN BOARD OF DIRECTORS

Joseph G. Ullrich
Chair
US Bank Corporate Real Estate

Kevin Kennedy
Vice Chair
Northwestern Mutual

Joseph T. Weirick
Secretary
RAIT Commercial

Tammy Babisch
Assistant Secretary
CBRE

Kevin Behl
Treasurer
Madison Medical Affiliates

Thomas G. Bernacchi
Immediate Past Chair
Towne Realty, Inc.

John Creighton
Johnson Controls Global
WorkPlace Solutions

Katie Falvey
The Marcus Corporation

John Grunau
Schlitz Park and The Brewery Works, Inc.

David Hughes
We Energies

George Meyer
Kahler Slater

Phyllis M. Resop
Pentagon Property Management

Paul E. Ruby
Bon-Ton Stores, Inc.

Kurt Thomas
MGIC

Scott Welsh
Colliers International/Wisconsin

Daniel T. Keegan
Ex-Officio Member
Milwaukee Art Museum

Paul Upchurch
Ex-Officio Member
VISIT Milwaukee

Gary P. Grunau
Emeritus
Grucon Group, LLC

Beth Weirick
CEO

Lesia Ryerson
Executive Assistant

Matt Dörner
Economic Development Director

Katie Eggert
Marketing & Special Events Coordinator

Lakefront Gateway Construction in Full Swing

Greater connectivity to enhance lakefront experience for residents and visitors.



Downtown Milwaukee's Lakefront Gateway project, which will realign the Lincoln Memorial Drive ramps and associated street improvements within the Lake Interchange, is on schedule and making great progress.

This exciting multi-jurisdictional effort will include three separate projects, all with the goal of enhancing the public infrastructure needed to support the traffic, bicycle and pedestrian patterns along Milwaukee's beautiful lakefront.

The first part of the project was launched in January. The \$25 million Wisconsin Department of Transportation (WisDOT) effort includes relocating the I-794 on and off ramps, reconstructing East Clybourn Street between Van Buren Street and Lincoln Memorial Drive, and reconstructing North Lincoln Memorial Drive between Michigan Street and a point south of Chicago Street. The City of Milwaukee and WisDOT are each funding approximately one-half of the project cost. Work on this part of the project should go through the end of 2016.

The second component of the project is a City of Milwaukee-led effort that will take place in the fourth quarter of 2016. This part entails rebuilding Harbor Drive between Clybourn Street and the new freeway ramps, constructing an enhanced pedestrian sidewalk and plaza adjacent to the Summerfest grounds, and

constructing a new East Clybourn Street, east of Lincoln Memorial Drive. This work should be completed by the end of 2016.

The third and final component of the Lakefront Gateway project is also a City-led initiative. Scheduled to begin in 2017, this effort will consist of reconstructing North Cass Street between Wisconsin Avenue and Michigan Street, and reconstructing East Michigan Street between Cass Street and a point east of Lincoln Memorial Drive.








The City of Milwaukee and WisDOT

have worked collaboratively with downtown stakeholders to minimize impacts during the construction. While there will continue to be roadway closures, the team's careful plan to minimize the inconveniences has been a success.

For more information regarding the Lakefront Gateway project, and to get real-time updates, please visit <http://projects.511wi.gov/lakefrontgateway>.

CONSTRUCTION PROJECT ELEMENTS

The 2016 construction project includes the following elements:

-  The reconstruction of the realigned I-794 EB/WB N. Lincoln Memorial Drive Ramps with new retaining wall and bridge structures.
-  The reconstruction of N. Lincoln Memorial Drive (LMD) from Michigan Street to south of Chicago Street.
-  The reconstruction of E. Clybourn Street to a two-way boulevard section between Van Buren Street and N. Lincoln Memorial Drive.
-  Bridge approach work on the I-794 SB Lincoln Memorial Entrance Ramp.
-  Bridge approach and retaining wall work on the I-794 NB Lincoln Memorial Exit Ramp.
-  The reconstruction of Chicago Street between Van Buren Street and N. Lincoln Memorial Drive.
-  The reconstruction of Harbor Drive and Clybourn Street, east of Lincoln Memorial Drive (project to be done by the City of Milwaukee).



CONSTRUCTION SCHEDULE

Construction is planned for January 2016 through November 2016. The team has developed the following conceptual schedule.

	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEP 2016	OCT 2016	NOV 2016
I-794 Lake Freeway (Hoan Bridge) Construction Project													
I-794 eastbound (southbound) LMD entrance ramp over the Hoan Bridge													
Chicago Street													
Clybourn Street (Van Buren Street to Lincoln Memorial Drive)													
I-794 westbound (northbound) LMD exit ramp from the Hoan Bridge													
New I-794 eastbound exit and westbound entrance to/from LMD													
Lincoln Memorial Drive (Michigan Street to Chicago Street)													
Harbor Drive and Clybourn Street (east of Lincoln Memorial Drive)													

2016 Main Street Now Conference

Doers, makers, and innovators to address challenges facing urban centers throughout America.



Photo by James Meyer



Quaint Port Washington and Cedarburg Tour

Photo by Joe Lawniczak



Historic Sheboygan County Tour



Thriving Beloit Tour

Main Street Now, an annual conference of the National Main Street Center, brings together doers, makers, and innovators to address challenges facing 21st century downtowns and commercial districts. The conference focuses on creating places that are economically competitive and socially connected, as well as developing leaders that can direct these efforts and pave the way for communities of the future.

This year, the national conference will be held May 23 through May 25 in downtown Milwaukee at the Wisconsin Center, and will offer creative solutions to everyday Main Street challenges to help position communities for success.

The conference will bring together over 1,500 professionals, boards, municipal staff and other key decision makers to foster new ideas and solutions for preservation-based revitalization. It will feature educational sessions ranging from 45-minute “crash courses,” to 75-minute classroom sessions and three-hour “deep

dives.” Full- and half-day mobile education sessions in Milwaukee’s urban neighborhoods and nearby Wisconsin Main Street communities will also be offered.

The Main Street Now conference is expected to have a positive economic impact for downtown Milwaukee. The majority of attendees will be reserving overnight stays at the Hilton Milwaukee City Center. In addition, members of the National Main Street Center have been collaborating with Milwaukee business improvement districts to ensure that all attendees are aware of the various downtown entertainment happenings, including places to shop and dine.

Sponsorship opportunities for the Main Street Now conference may still be available for those who want to gain visibility and have access to passionate professionals, board members and other decision makers. For info, contact Jodie Hiveley at 312.610.5604, or jhiveley@savingplaces.org.





**COMPLETED,
UNDERWAY OR ON THE
DRAWING BOARD:**



Riverside Theater Marquee



The Buckler Apartments



SpringHill Suites by Marriott



Marquette Athletic Performance Research Center

▶ Checking in with WAM DC

“With all the momentum from new development, the corridor is poised to capitalize and make a lot of progress over the next year.”

Not long ago, West Wisconsin Avenue was the commercial heart of downtown Milwaukee. WAM DC (Wisconsin Avenue Milwaukee Development Corporation), the non-profit development group focused on improving the area, has made recent strides to revitalize the avenue.

“We’re talking to people about the opportunities and momentum in the area, and that’s an important step,” said Milwaukee Downtown Economic Development Director Matt Dorner, who works closely with the group. “There really is an excitement, and a lot of brokers and property owners believe West Wisconsin could be the next big thing. We’re working with WAM DC to get brokers and stakeholders the tools they need to promote this important corridor.”

Dorner cites The Capital Grille signing a long-term lease extension, the sale of The Shops of Grand Avenue to local stakeholders, the hundreds of new residential units, and the popularity of

NEWaukee’s Night Market as signs that the area is making a comeback.

“WAM DC has a lot of important stakeholders at the table working on lighting and public space projects, and transportation and parking improvements, just to name a few,” said WAM DC President Steve Chernof. “With all the momentum from new development, the corridor is poised to capitalize and make a lot of progress over the next year. It’s an exciting time for the organization.”

Milwaukee Downtown is currently working with WAM DC to develop a brochure to exclusively market the opportunities in the area and provide brokers with the key data they need to sell the West Wisconsin Avenue corridor.

To learn more about WAM DC development and commercial lease opportunities, contact Matt Dorner at 414.238.2243 or mdorner@milwaukeedowntown.com.

A Super Pay-Off for Working Downtown

Mark your calendars! Milwaukee Downtown will coordinate the 11th annual Downtown Employee Appreciation Week, July 25 – 29. The action-packed spirit week rewards downtown's 82,000+ employees with games, giveaways, gatherings and more.

Festivities will kick off with a ribbon-cutting ceremony at Red Arrow Park on July 25. Rounding out the week, Office Challenge Games and 1,000-item lunch treats will travel to downtown neighborhoods each day. Look for our crew in Red Arrow Park on Monday, Pere Marquette Park on Tuesday, Schlitz Park on Wednesday, Zeidler Union Square on Thursday and Cathedral Square Park on Friday.

In addition to daytime fun, workers can enjoy after-hours functions like the I Work Downtown Volleyball Tournament. Registration for the tournament, held July 25, is free and open to all downtown employees.

Whether you're a small shop or large corporation, Downtown Employee Appreciation Week offers numerous opportunities to promote camaraderie in the workplace. Daily happenings and team sign-up info will be available at www.milwaukeedowntown.com/iworkdowntown in June. Companies looking to donate products or sponsor an event can contact Katie Eggert at keggert@milwaukeedowntown.com or 414.220.4700 ext. 5.



Welcome Empower Retirement

“A strong talent pool, a cost-effective business environment and a prime location.”



Edmund F. Murphy III, President

Empower Retirement, a leader in retirement planning services, moved 325 jobs from Glendale to downtown last fall. Its new location is in the Chase building, 111 E. Wisconsin Ave. The new office space occupies three floors, and overlooks Lake Michigan and the Milwaukee River.

Edmund F. Murphy III, president of Empower Retirement, is looking forward to writing their next chapter in downtown Milwaukee. “The combination of a strong talent pool, a cost-effective business environment, and a prime location near the Historic

Third Ward will help us solidify Empower as the ultimate retirement plan solutions experts,” said Murphy.

Based out of Greenwood Village, Colorado, Empower Retirement has offices across the country. Its Milwaukee office functions as a key contact center and serves more than 11,000 plan sponsor clients. The company's focus is to evolve the workplace savings system to the point where everyone can retire comfortably and confidently.

MKE BLUEPRINT



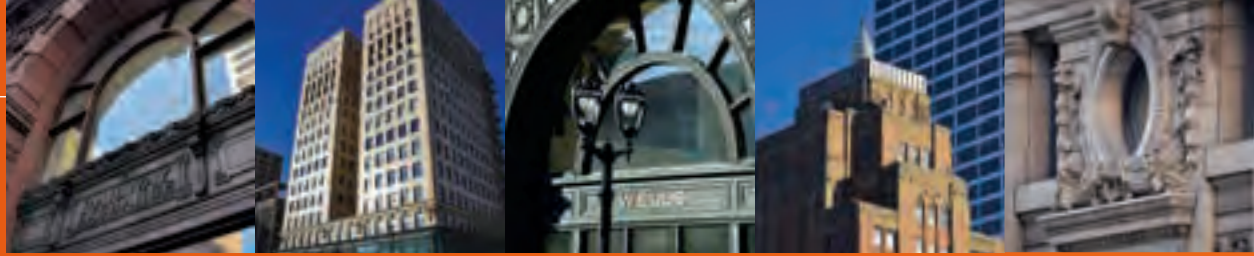
Downtown Milwaukee's Changing Landscape

Spring 2016

Milwaukee Downtown, BID #21 | 600 East Wells Street | 414.220.4700 | MilwaukeeDowntown.com

RAILWAY
EXCHANGE

Milwaukee is reinvesting and bringing new life to its historic downtown office buildings.



New Life for Old Buildings

While an unprecedented wave of new construction is underway, the reinvestment occurring in downtown's historic buildings is less in the spotlight. Deserving just as much acclaim, projects to revitalize existing spaces total hundreds of millions of dollars in reinvestment.

Adaptive Reuse

Like many downtowns nationwide, Milwaukee is finding better uses for underutilized Class B and C office space. In Westown alone since 2015, more than 500,000 sq. ft. of obsolete office space has been adapted, creating new apartment homes at the **MKE Lofts, 700 Lofts, Plankinton Lofts, and The Buckler** – not to mention the significant mixed-use neighborhood transformation that continues at **The Brewery**. This trend continues on the east side of the Milwaukee River with the 30-unit luxury apartment project at the historic **Mackie Building**. All told, the investment to transform these spaces tallies more than \$100 million!

Add to that the recent surge in hotel rooms. **The Milwaukee Marriott Downtown, Hilton Garden Inn and SpringHill Suites**, as well as the recently started **Homewood Suites** at the **Button Block Building**, are all former office building conversions to new vibrant uses.

Reinvestment

These adaptive reuses have helped purge the market of longtime vacant office space, allowing well-positioned Class B and C buildings to reinvest to remain competitive. **CityCenter @ 735, the Wells Building, Wisconsin Gas Building, Railway Exchange and Two-Fifty East** have all recently completed or are scheduled to undergo millions of dollars in improvements to lure and retain tenants.

According to the CARW/NAIOP 2016 Market Update, downtown Milwaukee's steady lease activity driven by the growing desire to be part of downtown's vibrant environment should continue to result in positive absorption, lease rate increases and concession reductions, while maintaining the lowest vacancy rate in southeastern Wisconsin, which downtown holds at 15.6 percent.



MKE Streetcar Development and Investment Guide

Milwaukee Downtown, BID #21 has produced a streetcar investment guide to highlight the development potential of nearly 50 acres of underutilized land near the streetcar route. The guide also directs users to an online database, which lists nearly 600,000 sq. ft. of available retail and office space near the service. Visit www.milwaukeedowntown.com/doing-business to download the guide and begin your site or building search!

Milwaukee Streetcar Builds Momentum

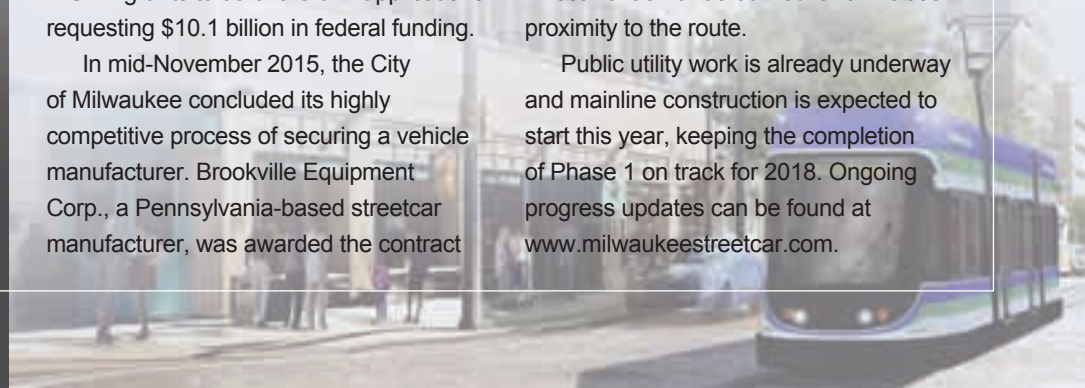
The Milwaukee Streetcar remains on track following the crossing of several milestones in recent months. In October 2015, the U.S. Department of Transportation (USDOT) announced the City of Milwaukee was awarded a \$14.2 million TIGER grant to cover half of the \$28.4 million construction costs of the 0.77-mile Lakefront extension line. This grant reinforces the economic development and transportation merits of the project as the USDOT awarded only \$500 million in TIGER grants to 39 of the 627 applications requesting \$10.1 billion in federal funding.

In mid-November 2015, the City of Milwaukee concluded its highly competitive process of securing a vehicle manufacturer. Brookville Equipment Corp., a Pennsylvania-based streetcar manufacturer, was awarded the contract

to build the service's first four vehicles.

With these advancements, Milwaukee Downtown, BID #21 is turning its focus toward highlighting the streetcar's ability to unlock new investment potential. As proven in other cities with fixed rail, The Milwaukee Streetcar will provide the confidence and predictability that developers need to attract a new wave of development. The Phase 1 route and Lakefront extension lines were strategically selected to connect important activity hubs while promoting investment on underutilized land in close proximity to the route.

Public utility work is already underway and mainline construction is expected to start this year, keeping the completion of Phase 1 on track for 2018. Ongoing progress updates can be found at www.milwaukeestreetcar.com.





Northwestern Mutual Headquarters



833 East Michigan



Northwestern Mutual Apartment Tower



The Couture

Milwaukee's Lakefront – A Neighborhood on the Rise

In the midst of nearly \$1 billion in recently completed, underway and soon-to-start construction, the convergence of the lakefront and central business district is one of the most talked about neighborhoods undergoing rapid change. With residential, commercial, cultural and infrastructure investments, the area is experiencing transformational growth.

Well underway is **Northwestern Mutual's new world headquarters**.

When occupied in 2017, the new tower and commons will be Wisconsin's largest office building at over 1.1 million sq. ft. The development will also preserve 1,100 downtown jobs while adding 1,900 new positions to the downtown workforce.

Completion of **833 East Michigan**, Milwaukee's first new Class A office building in more than a decade, was marked by the March 2016 occupancy of Grace Matthews, Catalyst Construction, Colliers International, and Godfrey & Kahn on the building's top three floors. Already over 65 percent leased, the tower will soon welcome additional tenants including Rare Steakhouse this May.

Connecting to 833 East Michigan and the U.S. Bank Center by the skywalk system will be a new 220-room **Westin hotel** that is scheduled to open in the summer of 2017. The 10-story hotel will boast 9,000 sq. ft. of meeting space and supporting amenities.

Adding residential density to the neighborhood will be the **Northwestern Mutual apartment tower** and **The Couture**. To serve its growing workforce, **Northwestern Mutual** has begun construction of a **34-story apartment building**, which will feature 308 apartments, ground-floor retail space, and a 1,400-stall parking structure adjacent to its world headquarters.

After gaining federal approval for the sale of county-owned land, **The Couture** is moving forward. The 44-story development will include another 302 apartments, public space, 50,000 sq. ft. of retail opportunities, and a transit hub with a streetcar stop. Demolition of the Downtown Transit Center, the site where the tower will be erected, is slated to begin in August.

Infrastructure improvements such as **The Milwaukee Streetcar** and **Lakefront Gateway Project** should also pave the way for future development. The new

corporate office site created by the Lincoln Memorial Drive on/off ramp relocation presents a 2.6-acre parcel, which is currently being investigated for feasibility by the City of Milwaukee and Johnson Controls, Inc. for a potential office location. Additionally, GRAEF's winning **Lakefront Gateway Plaza** design will further promote connectivity between the lakefront and the central business district.

These projects, along with the newly opened \$30 million Milwaukee Art Museum expansion, are truly transforming the way Milwaukee's lakefront interacts with the rest of the city.



Former Quill Owner Puts His Stamp on Two-Fifty East Wisconsin

Jack Miller, retired founder and President/CEO of Quill Corporation, one of the nation's largest office products companies, is focusing his attention on downtown Milwaukee.

After selling Quill to Staples in 1998, Miller, along with his brother Harvey L. Miller, started Millbrook Real Estate Company. Millbrook and Fulcrum Asset Advisors purchased 250 E. Wisconsin Avenue in July of 2015.

The Millbrook and Fulcrum team are now working to reposition the 20-story office building to attract new tenants. Within the first several months, the new owners demolished three floors to easily accommodate new tenant build-out in an expedited timeframe, cleaned and repaired the façade, and completed structural repairs on the parking structure.

Renovation plans in 2016 include a new state-of-the-art tenant fitness center, Wi-Fi lounge and conference center, completely remodeled common spaces including the main lobby and entrance, and all new elevators. Along with rebranding the building, the \$8.5 million investment is expected to bring the property back to first-class condition and build awareness of its existing competitive amenities, including the attached 445 parking spaces and skywalk connectivity.



An Entrepreneur & Philanthropist

Beginning at age 13, Jack Miller worked at a series of odd jobs ranging from a soda jerk in a drugstore to a pin-setter at a bowling alley. He paid his way through college by modeling for art classes, washing dishes, digging ditches and loading freight cars.

Miller has a long history of entrepreneurship. In 1956, Miller started the Quill Corporation with a \$2,000 loan from his father-in-law. Through tenacity and leadership, he and his brother, Harvey, grew the company into a \$630 million empire before they sold to Staples.

Miller continues to build on his success by furthering causes near and dear to his heart, including starting the Jack Miller Center for Teaching America's Founding Principles and History, and the Foundation of Peripheral Neuropathy – a condition from which Miller himself suffers. Amid it all, Miller also published his own book – *Simply Success: How to Start, Build and Grow a Multimillion-Dollar Business the Old-Fashioned Way*, – and, of course, started Millbrook which is becoming another empire with over 2.5 million sq. ft. of commercial space.

Milwaukee Downtown, BID #21 is thrilled to welcome this entrepreneurial visionary to the community. Expect exciting announcements from Two-Fifty East Wisconsin in the near future.



**MEET MILWAUKEE DOWNTOWN'S
NEW EXECUTIVE ASSISTANT:
LESIA RYERSON**



Milwaukee Downtown is pleased to welcome Lesia Ryerson as the organization's new Executive Assistant. Lesia comes to Milwaukee Downtown with a proven track

record of professionalism, integrity, and a positive attitude while holding reputable positions at Appleton Downtown Inc., BJR Services in Racine and Wisconsin's Downtown Action Council. Lesia will play an important role with various Milwaukee Downtown projects and initiatives, as well as in-house administration and management. Feel free to contact her at 414.220.4700 ext. 2 or lryerson@milwaukeedowntown.com.



MEET THE NEW BEAT PATROL OFFICERS OF DISTRICT ONE

Milwaukee Downtown, BID #21 is proud to welcome the new group of beat patrol officers of District One! Led by Captain Eric Moore, the beat patrol officers of District One will continue providing year-round public safety services to downtown Milwaukee. The officers will be on patrol seven days a week from 11 a.m. to 7 p.m.

James Knapinski, Mark Kubicek and Nathan Jurvelin will predominately serve the Westtown neighborhood and can be reached at 414.559.3288.

Chris Martin and Samantha Flock will predominately serve the East Town neighborhood and can be reached at 414.559.6318.

Josh Post will support the other officers and can be reached at 414.704.2489.

Milwaukee Downtown Welcomes Captain Eric Moore

As a member of the Milwaukee Police Department for over 35 years, Captain Eric Moore continues to play an integral role in the welfare and safety of all Milwaukee citizens. His recent transition from executive officer for the assistant chief of the North Command Bureau to the captain of police for District One has brought new challenges that Captain Moore is eager to tackle.

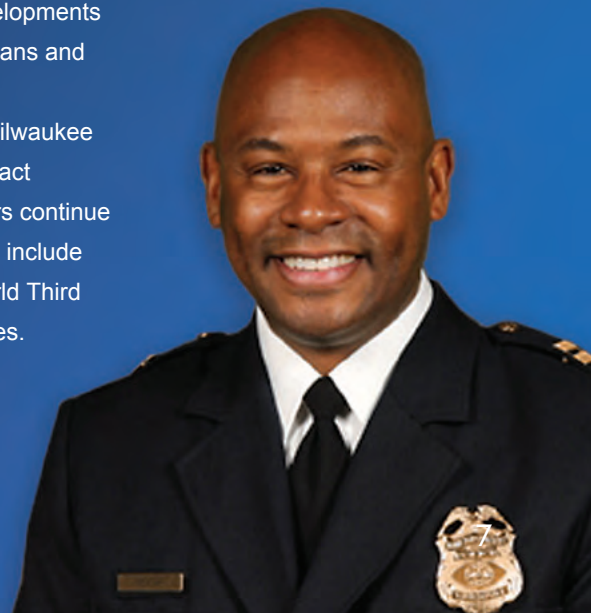
District One comprises 5.1 sq. mi. of Milwaukee's downtown and East Side with a population in excess of 45,000 people.

"District One is so unique because of its eclectic geographic area and residents," said Captain Moore.

"You've got the East Side with historic residential neighborhoods, as well as the rapid commercial and residential developments in the downtown area." With the diverse areas and rapid developments in District One, Captain Moore and his team of officers proactively strategize policing plans and tactics that align with this vibrant area.

A current initiative Captain Moore is working on with other associations, including Milwaukee Downtown, BID #21, is establishing and implementing strategies that will positively impact homelessness in the city and county. In addition, Captain Moore and his team of officers continue to provide year-round public safety services to Milwaukee's entertainment areas, which include Water Street, Jefferson Street, Milwaukee Street, Brady Street, North Avenue, Old World Third Street, the BMO Harris Bradley Center and Wisconsin Center, among many other places.

Even when Captain Moore does have downtime, you'll still likely find him in no other place than downtown. Whether catching a Bucks game, attending a concert at the Milwaukee Theatre or grabbing a bite to eat at The Capital Grille or Elsa's on the Park, Captain Moore enjoys all that Milwaukee has to offer.



Downtown Neighbors Association of Milwaukee, Inc.

DNA MKE strengthening the relationship between residents and downtown businesses.

The Downtown Neighbors Association of Milwaukee, Inc. (DNA MKE) is a membership organization that focuses on residents and residential concerns among the three major downtown districts – East Town, Westtown and the Historic Third Ward. DNA MKE was an outgrowth of Milwaukee Downtown, BID #21's Nighttime Economy Initiatives.

With the start of the new year, DNA MKE modified its core mission statement. The organization's ultimate goal is to enhance neighborhood vitality by providing an essential connecting point for community building, advocacy and quality of life improvements for downtown neighbors.

Claude Krawczyk, who established and led DNA MKE for many years, has since stepped down as president. The directors of DNA MKE send Claude an enormous and heartfelt thank you for

creating the association and establishing its foundation for continued growth in the community. "DNA MKE was Claude's vision for our downtown community," said David Ray, DNA MKE's current president. "Claude has been a terrific role model and his shoes will be impossible to fill."

Under Claude's leadership, downtown parking signs were modified to ensure residents and visitors of downtown have a better understanding of when parking is free. Claude was also the creator of DNA MKE's Pledge of Cooperation, which helps strengthen relationships between downtown residents and business owners.

"As incoming president, I'm very grateful that Claude has decided to serve as an officer of DNA MKE as chairman of our Quality of Life Committee, where he will continue to make a positive difference for downtown residents," added Ray.



DNA MKE LEADERSHIP

EXECUTIVE COMMITTEE

- President – David Ray
- Vice President – Danielle Cotere
- Secretary – Joel Rittle
- Treasurer – Stacie Callies

EVENTS & PROMOTIONS

- Chair – Jessie Sottile
- Stacie Callies
- Danielle Cotere
- Lee Ann Kingston
- Kim Morris
- Nancy O'Keefe
- Stacie Snap
- Sheryl Waltman

OUTREACH

- Chair – Mary Jungers
- Matt Dorner
- Kate Flynn
- David Ray
- Dave Reid
- Joel Rittle
- Sharon Woodhouse

QUALITY OF LIFE

- Chair – Claude Krawczyk
- Don Arenson
- Tom Erd
- John Kielich
- Edgar Lin
- Don Nasgowitz
- Michael Sullivan
- Andrew Wagner
- Beth Weirick

dnamke.org

Get Us Your Downtown Achievement Award Nominations!

With so much growth and gumption in 2015, Milwaukee Downtown, BID #21 would like to recognize the best of the best at our upcoming Annual Meeting, May 19 at the Bradley Pavilion at the Marcus Center for the Performing Arts.

Before we select our city's star achievers, send us an email, call us directly, or stop by the office and let us know who you think made an impact downtown in 2015, and tell us why. Businesses, developers, individuals, organizations — we're looking for the very best of downtown, and who better to nominate these outstanding contributors than our valuable stakeholders?

Please send us your nominations by May 2. Our executive committee will meet and determine this year's Downtown Achievement Award winners based on your nominations. All of the award winners will receive recognition plaques and photos at the Annual Meeting. Send your nominations to Katie Eggert at keggert@milwaukeedowntown.com.



SAVE THE DATE (AND A SEAT AT THE TABLE!), DOWNTOWN DINING WEEK RETURNS JUNE 2 – 9

Help us celebrate 11 years of Milwaukee Downtown's popular Downtown Dining Week, Thursday, June 2 through Thursday, June 9. With over 40 restaurants offering a variety of interesting and diverse prix fixe options for lunch and dinner, there really is no better way to sample and explore the downtown restaurant scene.

For a full list of this year's participating restaurants, visit
milwaukeedowntown.com/diningweek.



Grand Reopenings: Milwaukee Art Museum and Milwaukee Public Museum

Milwaukee Art Museum

Home to a rich collection of over 30,000 works of art, the Milwaukee Art Museum reopened its doors late last year after 14 months of active construction to transform the visitor experience through dramatically enhanced exhibition and public spaces, and bright, flowing galleries.

NEW AT THE ART MUSEUM:

- Increased gallery space, allowing more art to be on view to the public than ever before
- Galleries devoted to photography, media arts and design
- Lakeside entrance off the pedestrian lakefront path with a coffee and wine bar, open to the public
- New late hours (Fridays, 10 a.m. to 8 p.m.) and new FREE days – Meijer Free First Friday
- Three new Kohl's Art Generation activity spaces for children and families

For more information on the renovations at the Milwaukee Art Museum, please visit mam.org.



Milwaukee Public Museum

The Milwaukee Art Museum isn't the only place with refreshed spaces. The Milwaukee Public Museum's *Streets of Old Milwaukee (Streets)* also reopened late last year, bringing to life the cultural and economic changes that took place in Milwaukee during the post-Industrial Revolution. Not only have old favorites been revitalized, but new storefronts, historic businesses and hands-on activities, like climbing aboard the penny-farthing high wheeler, have also been added to heighten visitors' sensory experiences.

NEW AT THE PUBLIC MUSEUM'S STREETS:

- Life-size street car entrance transporting visitors back to turn of 19th century Milwaukee
- Courtyard highlighting some of Milwaukee's industrialized businesses
- Nickelodeon theater playing popular cinema classics
- Free downloadable app for smartphone users to follow an audio tour given by a resident *Streets* guide
- Access to go inside the General Store
- Conversations among *Streets* residents, which can be heard in various storefronts or by picking up the phone in the General Store



For more information on the renovations at the Milwaukee Public Museum, please visit mpm.edu.



▶ Please Support Downtown's Latest Wave of New Businesses

Downtown is a great place to do business!

The Brass Alley MKE

1023 N. Old World Third Street
414.800.6240
thebrassalley.com

The Coffee Bean

624 N. Water Street
414.276.2233
thecoffeebeanmke.com

Comedy Café

1033 N. Old World Third Street
414.271.5653
milwaukeecomedycfe.com

Evolution Gastro Pong

1023 N. Old World Third Street
414.831.7746
evolutionmke.com

Giovanni's

1033 N. Old World Third Street
414.291.5600
giovannismilwaukee.com

Jamba Juice

544 E. Ogden Avenue
414.800.7991
jambajuice.com

Jersey Mike's

544 E. Ogden Avenue
414.539.3253
jerseymikes.com

Kessler's Diamonds

450 E. Mason Street
414.721.9450
kesslersdiamonds.com

La Masa Empanada Bar

1300 E. Brady Street
414.885.1866
lamasaempanadas.com

Pier 106

106 W. Wells Street
414.273.7678
pier106seafoodtavern.com

Rare Steakhouse

833 E. Michigan Street
414.273.7273
Opening Soon!

Razor Sharp Barbershop

228 W. Wisconsin Avenue
414.277.7000
razorsharp-barbershop.com

Red, White & Blue

1044 N. Old World Third Street
414.226.6044
mke.redwhitebluebar.com

Restoration Hardware

224 E. Chicago Street
414.808.3890
restorationhardware.com

Rosati's Sports Pub

2238 N. Farwell Avenue
414.224.0199
myrosatis.com

Van Buren's Whiskey Bar & Grill

1682 N. Van Buren Street
414.269.9810