

Milwaukee Trolley Loop, Milwaukee Holiday Lights Festival, The Shops of Grand Avenue, Milwaukee Ballet Company, Bla, Milwaukee River Challenge, Jazz in the Park, Marcas Center for the Performing Arts, Gallery Night & Day, Milwaukee Pablic Museum, Bastille Days, Mo's Irish Pab, Pabst Theater, Flannery's, River Phythms, Cabanitas, Milwaukee Symphony Orchestra, East Town Farm Market, Hamphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Red Arrow Park's Slice of Ice, Coast, St. Patrick's Day Parade, Summer Sizle, River Flicks, Saketami, Milwaukee Art Maseum, Wyndham Milwaukee Center, Edelweise Craine Dining, Residence Inc. by Mariott, Milwaukee RiverWalk, Safe House, Betty Brinn Children's Maseum, Miller Time Pab, The Pfister Hotel, Kern Center, Hilkon Milwaukee Orto Center, George Watts & Son, Milwaakee County Historical Society, Carnevor, Hyatt Rege, Milaneske, Kern Center, Edelweise Parade, Betty Brinn In & Saites, Calderone, Chas, Milwaukee, Remember Ballet, Betty, Ballet, Milwaukee, Kern Center, Milwaukee Wave, Stone (m. 1999). The Makeuman Parater Parater Ballet Canter, Internet Cheese Mark, Hotel Metro, Riverside

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OUR MISSION:

To assure a clean and friendly environment and promote downtown Milwaukee as the gathering place to live, learn, work, eat and play.

OUR VISION:

To be the leading force in creating a dynamic atmosphere in which to live, work, play and visit 24 hours a day, everyday. u llalar Arena, DeLind Gallery ee Trolley Loop e Park, Marcas lannerg's, River armers' Market armers' Mascam ildren's Mascam ildren's Mascam

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MILWAUKEE DOWNTOWN, BID #21, A YEAR IN REVIEW

The downtown renaissance is evident in just about every facet of downtown. With a growing number of retailers and restaurants, a booming housing market and more events than ever before, downtown Milwaukee has made great strides. But our efforts don't end there.

This past year, we laid the groundwork for a strategic business retention and recruitment plan to help us better understand our current marketplace. This major undertaking will inventory existing businesses, compile information on downtown employees and consumers, and point to opportunities for business expansion and recruitment.

Through innovative thinking and a collaborative spirit, we've risen to new heights. Let's continue the momentum in making downtown a vibrant place to live, work and play. Keep up the great work downtown Milwaukee!



POSH LIVING

With exquisite amenities and breathtaking views, Kilbourn Tower is one of downtown's first luxury addresses. Soaring 33 stories, this upscale high-rise has complemented the city's growing skyline. **-Photo by John Korom.**



2005 BOARD OF DIRECTORS (From L-R, Front Row): Phyllis Resop, Bill Halper, Bill Orenstein, Marie Myszkowski, Pat Abram, Dextra Hadnot, Jim Baillon. (Middle Row): Beth Nicols, Herb Rackliff, Gary Grunau. (Back Row): Joe Weirick, Doug Neilson, Gerald Rappaport, Joe Ullrich, Tom Bernacchi, Bill Zeidler. -Photo by John Neinhuis.

MILWAUKEE DOWNTOWN, BID #21

ELIZABETH A. NICOLS Executive Director

PATRICIA ABRAM Assistant to Executive Director

BOARD OF DIRECTORS

CHAIR THOMAS G. BERNACCHI Towne Realty, Inc.

VICE-CHAIR GARY P. GRUNAU GPD | Gilbane

SECRETARY DEBRA L. USINGER Fred Usinger, Inc.

ASSISTANT SECRETARY JAMES G. LODUHA Northwestern Mutual

2005 BUDGET

contributions. The programs

and projects implemented are

designed to further enhance downtown Milwaukee's clean.

safe and friendly image.

TREASURER GERALD RAPPAPORT Wyndham Milwaukee Center

JAMES BAILLON We Energies

ELIZABETH J. BARTLETT United Government Services, LLC

PAUL E. BORAWSKI American Society for Quality

WILLIAM V. DELIND DeLind Fine Art, Inc.

DEXTRA A. HADNOT AT&T Wisconsin

WILLIAM E. HALPER MB Real Estate

JANET KUSKO **Tishman Speyer**

MARIE A. MYSZKOWSKI Polacheck Management

WILLIAM ORENSTEIN Williams Development Corporation

HERB RACKLIFF Hyatt Regency Milwaukee

PHYLLIS M. RESOP Pentagon Property Management

JOSEPH G. ULLRICH US Bank

JOSEPH T. WEIRICK Polacheck Management

WILLIAM O. ZEIDLER M&I Support Services Corporation

EX-OFFICIO MEMBER **DOUG NEILSON** VISIT Milwaukee



Milwaukee Downtown, BID #21 is funded through property assessments, grants and private Milwaakee Trolley Loop, Milwaakee Holiday Lights Festival, The Shops of Grand Avenae, Milwaakee Ballet Company, Bla, Milwaakee River Challenge, Jazz in the Park, Marcas Center for the Performing Arts, Gallery Night & Day, Milwaakee Pablic Maseum, Bastille Days, Mo's Irisk Pub, Pabst Theater, Flannery's, River Rhythms, Cabanitas, Milwaakee Symphony Drohestra, East Town Farm Market, Hamphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Red Arrow Park's Slice of Ice, Coast, St. Patrick's Day Parade, Summer Sizzle, River Flicks, Saketumi,

FIXTURES IN THE DOWNTOWN SCENE

Hitting the streets 357 days a year, the Public Service Ambassadors (PSAs) are fixtures downtown. Working directly with Milwaukee's Police and Fire Departments, our PSAs have helped to keep downtown Milwaukee the safest district in the city.

As the eyes and ears of downtown, they're also the "go-to" resource for everything from directions to dining recommendations. Staffing the Traveling Information Kiosk (TIK), Bicycle Information Kiosk (BIK) and the Guest Services Center at the Shops of Grand Avenue, the PSAs delivered 692,817 brochures into the hands of visitors and added 330,770 PR contacts to their growing tally, which has climbed to over 2 million interactions since 2000.



The PSAs have also played an integral part in the Marquette Interchange project. Helping communicate the latest updates, the PSAs coordinated and staffed 42 transit fairs and distributed 86,162 pieces of Marquette Interchange literature – a 29% increase compared to 2004.

RiverSplasht, New Jakee Dacks, Milwaakee Chopfloure, Ramada Inn Olig Contre, Milwaakee Hammads, Real Chili, DeLina Gallery – ReHrt, Dorders Books, Hotel Metro, Laaoke & Toys, Tohn Hawk's Pub, Scandinavia Fine Farnitare, McGillycuddy's, Milwaakee Trolley Loop, Milwaakee Holiday Lights Festival, The Shops of Grand Avenue, Milwaakee Ballet Company, Bla, Milwaakee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaakee Public Maseum, Bastille Days, Mo's Irish Pub, Pubst Theater, Flannery's, River Rhythms, Cubanitas, Milwaakee Symphony Drehestra, East Town Farm Market, Hampkrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Miller Time Pub



GO-TO GURUS

Downtown's hardest working public relations team can be spotted on just about every corner. The PSAs continue to impress visitors and residents alike with their downtown knowledge and positive attitudes. *-Photo by Dan Bishop.*



Milwaakee Trolley Loop, Milwaakee Holiday Lights Festival, The Shops of Grand Avenae, Milwaakee Ballet Company, Bla, Milwaakee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaakee Public Museum, Bastille Days, Mo's Irish Pub, Pubst Theater, Flannory's, River Rhythms, Cubanitas, Milwaakee Symphony Orchestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Red Arnow Park's Slice of Ice, Coast, St. Potrick's Day Parade, Summer Sizzle, River Flicks, Saketumi, Milwaakee Art Maseum, Wyndham Milwaakee Center, Edebacies Craise Dinng, Residence Inn by Mariott, Milwaakee RiverWalk, Safe House, Betty Brinn Children's Museum, Miller Time Pub, The Pfister Hotel, Kern Center, Hilton Milwaakee City Center, George Watto & Son, Milwaakee Coanty Historical Society, Carnevor, Hyatt Revers, Milwaakee, Milwaakee Milwaakee City Center, George Watto & Son, Milwaakee Coanty Historical

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LITTER-FREE AND SPARKLING CLEAN

From sun up to sundown, the Clean Sweep Ambassadors (CSAs) work around the clock to keep our downtown streets spotless. Scrubbing, power washing, and sweeping



all 120 square blocks of the district, the CSAs collected 249,050 gallons of trash in 2005.

The CSAs also continue to lend assistance to the setup and breakdown of over 24 major downtown events, including the installation of park decorations for our six-week *Milwaukee Holiday Lights Festival*. Airlines Center, Metro, Riverside Cellalar Arena, DeLind Gallery Lee Trolley Loop, Le Park, Marcus Vannery's, River Farmers' Market, Lee Art Maseam, Leiety, Carnevor, con Inn & Saites,

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TEAMWORK TO MAKE THE DREAM WORK

Contributing to our beautiful, pedestrian-friendly streets, sidewalks and Riverwalk are the combined efforts of the Graffiti Removal Team and Landscape Crew.

Single-handedly removing 1,313 graffiti tags from public and private property, the Graffiti Removal Team continues to remove tags within 24 hours, virtually wiping out



graffiti in downtown. The Landscape Crew has enhanced the downtown scene with bright flowers and foliage. Tending to over 250 planters and hanging baskets, which included summer, fall and holiday displays, the Landscape Crew assumed the responsibility of 27 new planters in the catalytic streetscape area on Wisconsin Avenue.

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DESIRABLE DIGS

While shops like Boutique B'lou have added to our budding retail, the Landscape Crew has planted a pedestrianfriendly image that has taken root on our sidewalks and Riverwalk. -Photo by Maria Ellen Huebner.



KEEPING IT REAL

Celebrating nearly 30 years on Wells Street, Real Chili is a shining example of a business committed to downtown. -Photo by John Neinhuis. Milwaukee Trolley Loop, Milwaukee Holiday Lights Festival, The Shops of Grand Avenue, Milwaukee Ballet Company, Bla, Milwaukee River Challenge, Tazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaukee Public Maseum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cabanitas, Milwaukee Symphony Drohestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Red Arrow Park's Slice of Ice, Coast, St. Patrick's Day Parade, Sammer Sizzle, River Flicks, Saketumi,

GETTING DOWN TO BUSINESS

2005 marked a sincere commitment to business retention and recruitment initiatives. Working with the UW-Extension Center for Community Economic Development, Milwaukee Downtown rolled out plans for a downtown market analysis. Once compiled, the analysis will inventory existing businesses, offer information on downtown employees and consumers, and suggest opportunities for business expansion and recruitment.

Milwaukee Downtown also united with the Milwaukee Development Corporation to execute an Executive Pulse Survey, which will identify challenges faced by individual companies.



Delving into several consumer segments, Milwaukee Downtown also began assembling a series of focus groups to discuss opportunities for improving downtown as a great place to live, work and play. The aggregate results of these initiatives will be published in 2006 as part of a business recruitment and retention study report.

Books, Hotel Metro, Laache & Toys, Tohn Hawk's Pab, Scandinavia Fine Farnitare, McGillycaddy's, Milwaakee Trolley Loop, Milwaakee Holiday Lights Festival, The Shops of Grand Avenue, Milwaakee Ballet Company, Bla, Milwaakee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaakee Public Museum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cubanitas, Milwaakee Symphony Orchestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Milker Time Pub Milwaakee Trolley Loop, Milwaakee Holiday Lights Festival, The Shops of Grand Avenae, Milwaakee Ballet Company, Blu, Milwaakee River Challenge, Jaz in the Park, Marcas Center for the Performing Arts, Gallery Night & Day, Milwaakee Pablic Maseam, Bastille Days, Mo's Irisk Pab, Pabst Theater, Flannery's, River Rhythms, Cabanitas, Milwaalee Sumphony Orchestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's,

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Books. Hotel Netro

With a number of special events under our belt, Milwaukee Downtown continued to market downtown through several events and attractions. Working with all of our neighborhood partners in the Loop Group, Milwaukee Downtown has succeeded for the second year in a row in offering a summer trolley service. Serving visitors, convention-goers, residents and workers, the *Milwaukee Trolley Loop* attracted nearly 25,000 riders over the course of the season.

Boosting awareness of housing options, the *Downtown Open House and Housing Expo* put 25 downtown living options on display and conveniently linked them with free transportation. Working with GMAR[®], we collaborated marketing efforts with the Milwaukee River Challenge to draw thousands of visitors into downtown.



Offering a kaleidoscope of color and a flurry of activity, the *Milwaukee Holiday Lights Festival* attracted thousands of families downtown for its six-week duration. Building upon the event, the Festival added new traditions, including the SBC Holiday Snow Globe and an expanded run of SBC Radio Disney Family Nights, which offered even more free family options throughout the month of December.

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Festival, The Shops of Grand Avenue, Mitseancee David Long and Prins, Manuscee Free Challenge, Jaz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaakee Public Museum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cubanitas, Milwaakee Symphony Orchestra, East Town Farm Market, Hamphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Miller Time Pub



ON OUR TOES

Through a variety of special events, we've put downtown's dining, nightlife, arts, retail, and housing center stage. And with a growing number of attractions, downtown's dancing to a new beat. **-Photo by Brian Malloy**.



TAKING A BREAK

Downtown Milwaukee is the regional mecca for arts, culture, festivals and restaurants. Through print, radio, television and web, Milwaukee Downtown helped to promote over 1,196 venues and events. **-Photo by John Neinhuis**.

Milwaakee Frolley Loop, Milwaakee Hobiday-Liphts Festival, The Shops of Grand Arenne, Milwaakee Ballet Company, Bla, Milwaakee River Challenge, Jazz in the Park, Marcus Center for the Performing Artis, Gallerg Night & Day, Milwaakee Public Maseam, Bastille Days, Mo's Irich Pub, Pabet Theaten, Flannery's, River Rhythms, Cubanitas, Milwaakee Symphany Orchestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's,

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SPREADING THE GOOD WORD

Milwaukee Downtown continued to boost awareness of events and activities throughout downtown with a comprehensive print, radio, television and web campaign. Creating media partnerships, Milwaukee Downtown maximized exposure through promotional efforts such as the CBS 58 Milwaukee Downtown Amazing Race II and WB 18's "The Place to Be."

Media relations have played a key role in positioning downtown Milwaukee as a vibrant community to live, work and play. In 2005, Milwaukee Downtown garnered over \$500,000 in free publicity, including a record breaking \$302,168 received for the *Milwaukee Holiday Lights Festival*.



The success of our marketing efforts is validated by a bi-annual market research study. The most recent round of research revealed high levels of awareness and participation, particularly as it relates to festivals, the arts and dining establishments. Respondents offered more positive comments than negative when asked to describe downtown and nearly two-thirds characterized downtown as improving.

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DAN BISHOP

Documenting the fashionable and sensual, Bishop (*Allan-Knox Photography*) hangs his hat on commercial subjects. Whether it's unique spaces or glamorous people, Bishop brings an alluring quality to all his images.

MARIA ELLEN HUEBNER

Bringing originality to all her subjects, Huebner complements her technical skill with basic elements of design and fine art. Huebner is currently an instructor at MATC – Downtown Campus.

JOHN KOROM



BRIAN MALLOY



JOHN NIENHUIS



Festival, The Shops of Grand Avenue, Milwaukee Ballet Company, Ble, Milwaukee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaukee Public Museum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cubanitas, Milwaukee Symphony Drohestra, East Town Farm Market, Humphrey IMAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Pork, Miller Time Pub

SNAPSHOTS: DOWNTOWN EXPOSED

Every picture tells a story. Our story is one that's nearly ten years in the making. To spread the word of our successes, we commissioned five of the area's best photographers to document the rejuvenation of downtown Milwaukee. We call it *Snapshots: Downtown Exposed*.

Using a collection of black and white images, this "slice of life" photo essay captures the energy of downtown Milwaukee's thriving arts and entertainment scene, noteworthy architecture, budding retail, and behind-the-scenes contributors.

Snapshots: Downtown Exposed will tour the region, further reinforcing why downtown Milwaukee is such a great place to live, work, and play. A special thanks to the photographers who contributed their time and talent to the project.

MAKING OUR MARK

People from all over the country are taking note of our downtown renaissance. The collaborative efforts to increase awareness are beginning to pay off. Let's continue the momentum! -Photo by John Korom.

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