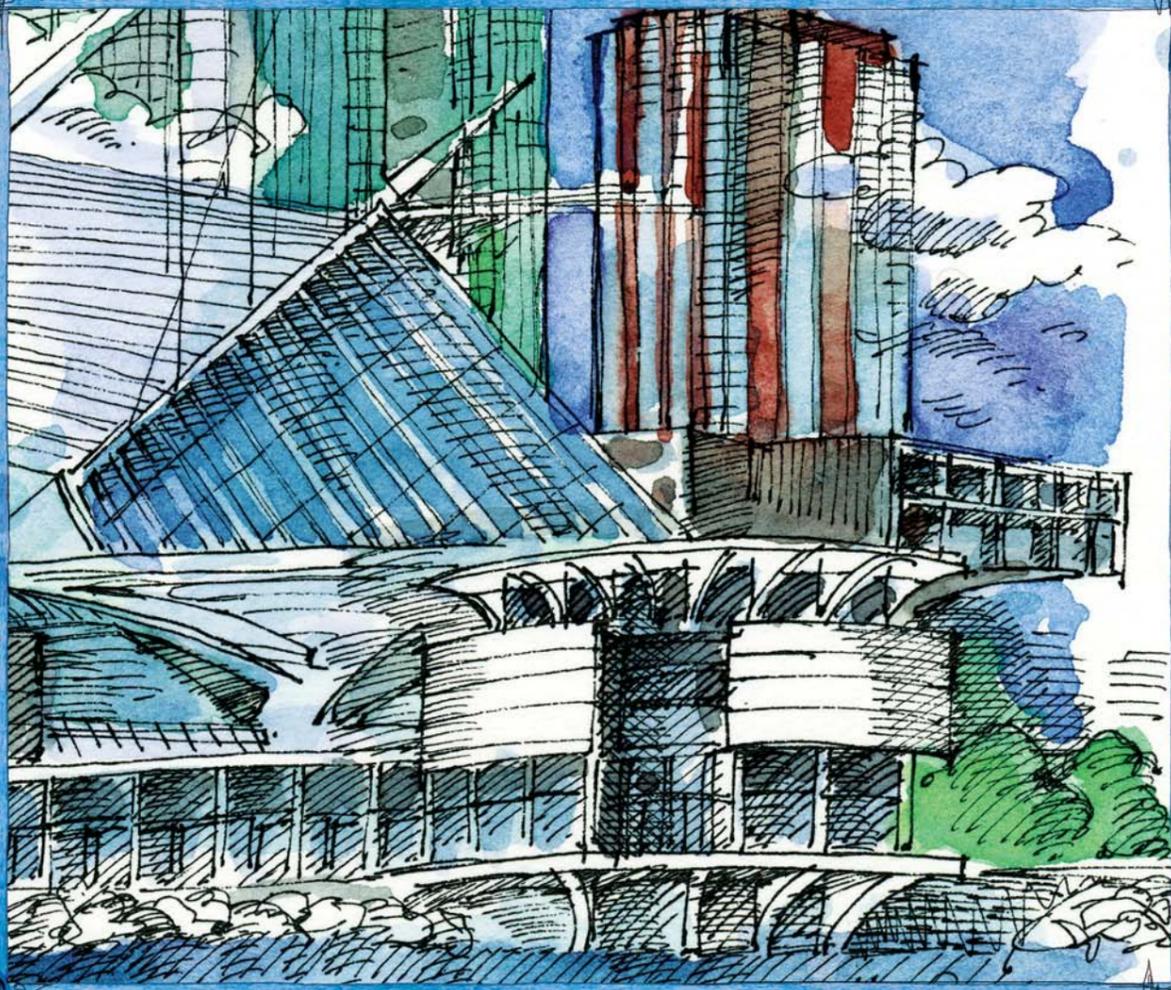




MILWAUKEE DOWNTOWN - 2006 ANNUAL REPORT

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BEHIND STUDIO 21

When the initial plans for Milwaukee Downtown, BID #21 were sketched out just over a decade ago, a few visionaries saw the potential to create a true masterpiece — a clean, safe and friendly downtown where businesses would thrive, and where people would love to live, work and play.

What was once a blank canvas of opportunity has now grown into a true portrait of collaborative spirit. Through sprouting developments, the arts and a myriad of entertainment options, downtown continues to be an ever-evolving work-in-progress with a limitless future. Your continued support for our programs and initiatives remains critical to the success of our organization now and well into the future.

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



To be the leading force in creating a dynamic atmosphere in which to live, work, play and visit 24 hours a day, everyday.

VISION:

MILWAUKEE DOWNTOWN, BID #21

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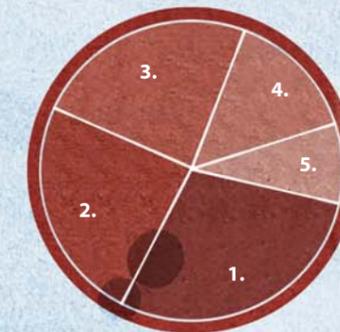
Ex-Officio Member
DOUG NEILSON
VISIT Milwaukee

ELIZABETH A. NICOLS
Executive Director

PATRICIA ABRAM
Assistant to Executive Director

Milwaukee Downtown, BID #21 is funded through property assessments, grants and private contributions. The programs and projects implemented are designed to further enhance downtown Milwaukee's clean, safe and friendly image.

TOTAL BUDGET: \$2,737,858



1. PSA Program: **\$800,000**
29.2% of total
2. CSA Program: **\$662,600**
Sidewalk Cleaning,
Landscaping, Graffiti Removal
24.2% of total
3. Public Information/
Marketing: **\$652,258**
23.8% of total
4. Administrative: **\$400,000**
14.6% of total
5. Business Retention/
Recruitment: **\$223,000**
8.1% of total



Recognizing that 80% of new job growth comes from existing businesses, Milwaukee Downtown, BID #21 committed itself to a downtown market analysis to aid in business retention and recruitment efforts. Once released, the analysis will become downtown's most comprehensive study and provide a baseline for tracking growth.

The study offers general market characteristics along with an analysis of targeted market segments, including downtown residents, office workers, young professionals, college students, and visitors. The data was collected by the UW-Center for Community & Economic Development and analyzed to suggest opportunities for development.

Milwaukee Downtown also partnered with the Milwaukee Development Corporation to conduct a CEO call program. The one-on-one interviews are being used to gather information on the local workforce, sales, technology and innovation, and business climate. Phase 1 of the study, entails the collection of information from companies with 25+ employees. Phase 2 will include businesses with 10-24 employees.

The aggregate results of both studies will be published as part of a Milwaukee Downtown Business Retention and Recruitment Study Report, which will be released later in 2007.

2006 BUDGET:

BUSINESS RETENTION/RECRUITMENT

WELCOMING FACES. FRIENDLY PLACES

Few cities have a welcoming crew like that of the Public Service Ambassadors (PSAs). This year, this spirit squad made 369,244 PR contacts, adding to the growing tally of 2.3 million visitor interactions since 2000.

Hitting the streets seven days a week, this stellar squad also continues to ensure downtown remains one of the safest districts. This year alone, they assisted Milwaukee's Police and Fire Departments on 231 situations ranging from police incidents to locating missing children.

Keeping people in the know is also high on their agenda. The PSAs delivered 776,876 brochures into the hands of residents, visitors and workers. All told, the PSAs have distributed a whopping 4.5 million informational brochures since 2000!



Plus, with the Traveling Information Kiosk (TIK) and Bicycle Information Kiosk (BIK), the PSAs have become the established go-to resource at over two-dozen downtown festivals. The TIK also made first-time appearances at the REALTORS® Home & Garden Show and Wisconsin State Fair to elevate awareness beyond downtown borders.



DRIVING HOME DOWNTOWN'S ACCESSIBILITY

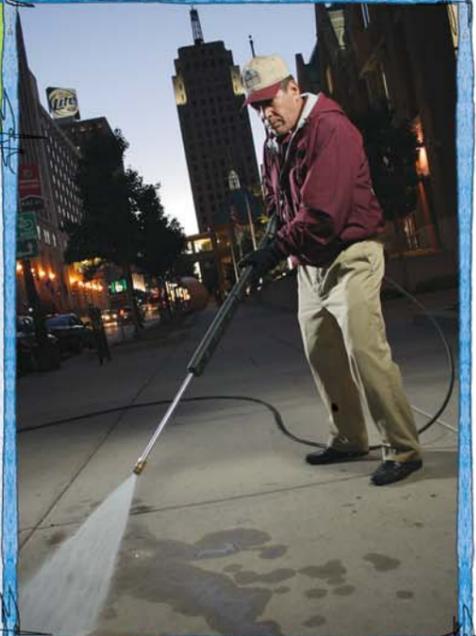
Since reconstruction of the Marquette Interchange began, the PSAs have played a key role in bridging the gap of information to downtown visitors, workers, shoppers and commuters.

Working with WisDOT, the PSAs have delivered over 237,327 Marquette Interchange related brochures, while also organizing and directing 66 transit fairs throughout downtown.

**CLEAN SWEEP AMBASSADORS-
CLEANING THE DOWNTOWN SCENE**

From dawn to dusk, the Clean Sweep Ambassadors (CSAs) help keep downtown litter-free and sparkling clean. This year alone, the CSAs swept away 254,150 gallons of trash and more impressively, 1.5 million gallons since the BID's inception! Additionally, the CSAs add scrubbing and power washing each block within the district to their list of duties.

Lending a hand wherever needed, the CSAs also continue to pitch in with over two-dozen downtown events, including the installation of lights for the seven-week Milwaukee Holiday Lights Festival.



WIPING OUT GRAFFITI

Beyond the CSAs, the Graffiti Removal Team is also equipped to maintain downtown's squeaky-clean image. Through the PSA Graffiti Removal Team and a private contractor, graffiti on downtown property is eliminated within 24 hours of discovery.

Of the 1,341 graffiti tags located this year, the PSAs scoured 1,284 tags or 96%. Since its inception in 2000, the PSA Graffiti Removal Team has removed 5,640 tags in downtown Milwaukee, saving BID #21 approximately \$107,255.



PLANTING A GREENER DOWNTOWN

The Landscape Crew puts the finishing touches on downtown by adding hues of color with bright flowers and foliage. This team of green thumbs tends to over 250 planters and hanging baskets along Wisconsin Avenue, Old World Third Street and the RiverWalk year round – keeping downtown in full bloom.

In addition to its fundamental programs, Milwaukee Downtown introduced several new events while also building upon existing initiatives. These efforts not only helped increase awareness of downtown Milwaukee as a great place to live, work and play; they also offered more compelling reasons for visitors to come downtown and stay downtown.

Media relations have played a key role in informing the community of downtown happenings and BID #21 events. This year, Milwaukee Downtown received over \$762,000 worth of media coverage, which helped position downtown Milwaukee as a vibrant place to live, work and play.

SNAPSHOTS: DOWNTOWN EXPOSED - PICTURE PERFECT

In 2006, Milwaukee Downtown unveiled a photo essay, which saluted downtown's thriving environment and behind-the-scenes life. Developed to tell the story of the downtown renaissance, the display traveled to 16 venues throughout the city. Towards the close of the exhibit, the International Downtown Association (IDA) honored the exhibit with a merit award in marketing/communications.



"COME ON AND TAKE A FREE RIDE"

Working with the Loop Group, Milwaukee Downtown has led coordination of the summer trolley service for three years in a row. In an effort to build ridership in its last contracted year, the Loop Group unanimously agreed to eliminate fares. The free service connected an estimated 36,630 riders to sights and attractions in downtown, the Historic Third Ward, and along Brady Street. Compared to 24,120 rides in 2005, the service saw nearly a 52% increase in ridership.

DISHING OUT ONE DELECTABLE DEAL

With so many new restaurants in downtown Milwaukee, the first annual Downtown Dining Week gave area residents an extra incentive to sample the scene. Working in conjunction with RiverSplash!, OnMilwaukee.com, VISIT Milwaukee and neighborhood organizations, the event signaled the start of the busy summer season. From ethnic fare to regional cuisine, Downtown Dining Week acquainted thousands with downtown's revived dining scene. Of the estimated 40,000 patrons, 67% reported first-time visits.

MOVE OVER YUPPIES, MAKE WAY FOR THE RUPPIES

Milwaukee Downtown once again partnered with the Greater Milwaukee Association of REALTORS® to package downtown living options and amenities at the 6th Annual Downtown Open House & Housing Expo. From sleek high-rises to spacious lofts, visitors could tour 35 open houses throughout downtown and the surrounding area via free shuttles.

Additionally, Milwaukee Downtown brought Kyle Ezell, author of *Retire Downtown*, to the Downtown Open House & Housing Expo. As one of the nation's top 20 places for urban retirement, Ezell launched his book in Milwaukee citing Retired Urban People (Ruppies) as downtown's new wave of residents.



DOWNTOWN AT ITS BRIGHTEST

In its eighth year, the Milwaukee Holiday Lights Festival continues to bedazzle visitors with exciting attractions and brilliant decorations. From attendance at its kick-off ceremony to Jingle Bus ridership, the festival broke records in nearly every category. Over 4,000 fest-goers attended this year's Milwaukee Holiday Lights Festival Kick-Off Extravaganza, making it the largest holiday celebration yet, while 5,598 fest-goers rode the Potawatomi Jingle Bus. This 26% increase in ridership represented an average of 74 passengers an hour throughout the season.

SPIRIT WEEK FOR THE DOWNTOWN WORKFORCE

Rallying downtown's 78,000 employees, this first-time event boosted morale and built camaraderie through a week of daily office challenges, like dunk the boss, steno chair relay, and office airplane, a Bucks Basketball Shootout and the Office Rock Star singing competition. Plus, around every corner was a worker buzzing about the perks of being a downtown employee. Free lunch, free cookies, free cream puffs, free t-shirts...the list was endless.

WDJT-CBS 58, the event's official television sponsor, highlighted the week's events through a 30-minute program titled *Work It! Live It! Love It!* The program was later honored an award of merit in community affairs by the Wisconsin Broadcasters Association.

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Milwaukee Downtown, BID #21 - 600 E. Wells Street - Milwaukee, WI 53202 - 414.220.4700 - milwaukeedowntown.com

