

10

**MILWAUKEE  
DOWNTOWN  
2007  
ANNUAL  
REPORT**





## BID #21 BIRTHDAY WISHES:

It was a decade ago when business leaders rallied with a wish list to turn downtown Milwaukee around. After months of petitioning, BID #21 was born.

With each year, we've been able to tip our hats to some pretty outstanding accomplishments, but this year was our year. In 2007 alone we welcomed another Fortune 500 company, wrapped up a two-year downtown market analysis and sat down with 89 CEOs one-on-one. We welcomed new restaurants, retailers and residents, and raised enough funds to keep the trolleys in operation for one more year. We also drummed up some buzz nationally and internationally with our award-winning Downtown Employee Appreciation Week and Milwaukee Holiday Lights Festival – all signs of encouragement that we're doing our part. Even the research shows we're making the grade.

As we blow out the candles on 10 years, let's make certain we do all we can to ensure downtown Milwaukee remains a vibrant destination to live, work, play and visit for decades and decades to come. Happy Birthday Milwaukee Downtown!



## MISSION:

TO ASSURE A CLEAN AND FRIENDLY ENVIRONMENT AND PROMOTE DOWNTOWN MILWAUKEE AS THE GATHERING PLACE TO LIVE, LEARN, WORK, EAT AND PLAY.

## VISION:

TO BE THE LEADING FORCE IN CREATING A DYNAMIC ATMOSPHERE IN WHICH TO LIVE, WORK, PLAY AND VISIT 24 HOURS A DAY, EVERYDAY.



## 2007 BUDGET:

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

TOTAL BUDGET: \$2,929,711

- 1 - PSA Program: **\$832,000**  
28.4% of total
- 2 - CSA Program: **\$803,000**  
Sidewalk Cleaning,  
Landscaping, Graffiti Removal  
27.4% of total
- 3 - Public Information/  
Marketing: **\$725,300**  
24.7% of total
- 4 - Administrative: **\$403,486**  
13.8% of total
- 5 - Business Retention/  
Recruitment: **\$165,925**  
5.7% of total



## BUSINESS RETENTION / RECRUITMENT:

**Getting Down to Business** - To fully understand downtown's market potential, Milwaukee Downtown began a two-year market analysis with UWEX-Center for Community and Economic Development. When unveiling the results, Milwaukee Downtown made quite a splash on downtown's upward swing – "Study: Downtown Image Improving" is what the *Milwaukee Business Journal* called it in an in-depth story by Rich Kirchen. Now with stats in hand, Milwaukee Downtown is packaging the research into supporting materials for brokers and property owners to share with potential developers. The results will also serve as a baseline, allowing us to measure our impact as Milwaukee Downtown allocates additional resources to business retention and recruitment efforts.

To gain insider perspectives, Milwaukee Downtown partnered with the Milwaukee Development Corporation to conduct a CEO call program. Dozens of volunteers offered their time to sit one-on-one with downtown CEOs to hear their take on things. Phase 1, completed in 2007, entailed businesses with 25+ employees. Phase 2 entails businesses with 10-24 employees. To date, 89 CEOs have been interviewed, helping us address our strengths and opportunities.

In addition to the research, Milwaukee Downtown is taking a proactive approach to lure new retailers to the area. Researching agencies to develop and implement a retail strategy, Milwaukee Downtown will execute a plan that complements downtown's market potential.

## MILWAUKEE DOWNTOWN, BID #21:

### 2007 BOARD OF DIRECTORS

**Chair**  
THOMAS G. BERNACCHI  
Towne Realty, Inc.

**Vice-Chair**  
GARY P. GRUNAU  
Gilbane Building Company

**Secretary**  
DEBRA L. USINGER  
Fred Usinger, Inc.

**Assistant Secretary**  
JAMES G. LODUHA  
Northwestern Mutual

**Treasurer**  
MARIE A. MYSZKOWSKI  
CB Richard Ellis

JAMES BAILLON  
We Energies

WAYNE EMBRY  
Johnson Controls

DEXTRA A. HADNOT  
AT&T Wisconsin

WILLIAM E. HALPER  
Triple Net Properties

JANET KUSKO  
Tishman Speyer

RALPH PETERMAN  
Shops of Grand Avenue

HERB RACKLIFF  
Hyatt Regency Milwaukee

PHYLLIS M. RESOP  
Pentagon Property Management

TIMOTHY M. SMITH  
InterContinental Milwaukee

JOSEPH G. ULLRICH  
US Bank

JOHN VASSALLO  
Mo's Restaurants

JOSEPH T. WEIRICK  
CB Richard Ellis

SCOTT WELSH  
Inland Companies, Inc.

WILLIAM O. ZEIDLER  
M&I Support Services Corporation

**Ex-Officio Member**  
DOUG NEILSON  
VISIT Milwaukee

ELIZABETH A. NICOLS  
**Executive Director**

PATRICIA ABRAM  
**Assistant to Executive Director**



## PUBLIC SERVICE AMBASSADORS:

**Service with a Smile** - Talk about a group down with the downtown lingo. Hitting the pavement 363 days a year, the Public Service Ambassadors (PSAs) are on the front lines, welcoming visitors with a wealth of knowledge at their fingertips. Dispensing info on foot, through the Traveling Information Kiosk (TIK) and Bicycle Information Kiosk (BIK), these downtown gurus placed 659,466 brochures into the hands of visitors, bumping their efforts above the 5 million mark since the program's inception. Brochure distribution efforts have proven to be effective in increasing the frequency of visits by occasional visitors. And with new tools like the Chariot, brochure distribution will only grow further.

One-on-one interactions and lasting impressions are other measurable tools of the PSAs' successes. The PSAs reported a total of 233,008 interactions with visitors, workers and residents, bringing the grand total to over 2.5 million interactions since the PSAs began tallying in 2000. Measured interactions include providing directions, offering tips and suggesting things to do.

But aside from smiley faces, it's the keen eyes and intuition of the PSAs that make downtown one of the safest and most friendly districts in the city. Assisting the Police and Fire Departments on 214 incidents, their presence has helped to ensure a safe and comfortable urban environment.



## CLEAN SWEEP AMBASSADORS:

**The Muscle Behind the Shine** - Armed with brooms, dustpans, pressure washers and three filth fighting Litter Hawks, the Clean Sweep Ambassadors (CSAs) keep downtown squeaky clean. In 2007, the CSAs carried away 181,700 gallons of litter for a grand total of 1.7 million gallons since Milwaukee Downtown's inception.

But that's not all. These early morning risers can also be seen well into the evening, ensuring downtown events go off without a hitch. Whether it's helping to arrange picnic tables, tidying up afterwards, or adding the twinkle to the Milwaukee Holiday Lights Festival by installing over 750,000 lights, the CSAs polish downtown off with a shine.



## WELCOMING OUR NEIGHBORS:

**Greeting Downtown's Newcomers** - Milwaukee Downtown, along with community partners, rolled out the welcome wagon to greet new residents and employees. Working with the East Town, Historic Third Ward and Westtown Associations, 196 baskets filled with welcome amenities were delivered to the doorsteps of new residents between April and December. Milwaukee Downtown was also the driving force in assembling over 1,100 welcome bags for Manpower employees and other new businesses to the area.

## MARQUETTE INTERCHANGE:

**Heading into the Homestretch of the MI** - Working with the Wisconsin Department of Transportation, Milwaukee Downtown has fueled the message that downtown will remain "Open For Business" throughout reconstruction of the Marquette Interchange. Distributing *Get Around Guides* and coordinating transit fairs in downtown office buildings and at dozens of venues outside of downtown, the PSAs have been walking infomercials, informing visitors, workers and residents of ramp closures and openings, but most importantly, downtown's continual accessibility. Since these initiatives began in 2003, the PSAs have managed 79 transit fairs and distributed 301,586 Marquette Interchange brochures. To date, the Marquette Interchange is on time and within budget. Completion of the MI is anticipated by November 2008.



## GRAFFITI REMOVAL:

**Placing Their Mark on Downtown**  
The Graffiti Removal Team marks its turf by zapping graffiti within 24 hours of discovery. Through the sharp-sighted patrolling of the PSAs, 1,480 tags were logged and removed from public and private property in 2007.

Over 97% of those tags were eliminated by the PSA Graffiti Removal Team saving Milwaukee Downtown thousands in professional contracting services. In fact, since the PSA Graffiti Team was started in 2000, the PSAs have single-handedly removed 7,088 pieces of graffiti and saved Milwaukee Downtown \$131,553.

## LANDSCAPE CREW:

**Flower Power** - One of the most obvious signs of our budding downtown are the hues of flowers and foliage lining Wisconsin Avenue, Old World Third Street and the RiverWalk. The meticulous Landscape Crew tended to over 250 baskets and planters brimming with tulips in the spring, tropical flowers and grasses in the summer, mums in the fall, and evergreen boughs in the winter.

Milwaukee Downtown also assumed soil amendment and landscaping responsibilities of the Wisconsin Avenue Streetscape project between Milwaukee and Mason streets to continue downtown's outdoor botanical garden environment.



## SPECIAL EVENTS & MARKETING:

**Sell-a-brating Downtown's Strengths** - In 2005, bi-annual market research of metro-Milwaukee residents told Milwaukee Downtown that awareness of the downtown brand was very high and so was the perception of things to do. The next steps were engaging residents to do more while further enticing our downtown aficionados. Milwaukee Downtown responded by adding Downtown Dining Week and Downtown Employee Appreciation Week, while also enhancing existing events with additional components.

Word of mouth has fueled attendance and participation at many of the events, but so has the \$879,500 in local, regional and national media coverage, which Milwaukee Downtown secured through public relations initiatives.



## DOWNTOWN DINING WEEK:

**Second Helping Proves to be an Irresistible Deal** - Featuring prix-fixe menus at \$10 for lunch and \$20 for dinner at 30 downtown restaurants, over 45,000 diners participated in the 2nd Annual Downtown Dining Week. Of those surveyed, 62% reported first-time visits, while experience ratings were equally superb. Approximately 75% of all diners rated food, service and environment excellent. Downtown Dining Week not only puts downtown's culinary talents on display, it's one of many events leading our downtown renaissance.

## MILWAUKEE TROLLEY LOOP:

**"Hop 'n Shop, Wine 'n Dine - It's all on our Route"** - Working with the Loop Group and Milwaukee County Transit System, we managed to save the trolleys for another year despite a deficit in sponsorship dollars. Operating fewer hours and on an abridged route, the trolleys provided a succinct connection to retailers and restaurants. The free "Hop 'n Shop, Wine 'n Dine" route linked 21,360 passengers to points of interest in Westtown, East Town and the Historic Third Ward. Given a 36% decline in operating hours, ridership averaged 22.4 passengers per hour, compared to 23.9 passengers per hour in 2006. Two sidewalk sales were also added to the season to boost local ridership and increase awareness of downtown retailers.



## DOWNTOWN EMPLOYEE APPRECIATION WEEK:

**Working Downtown Pays Off** - Begun in 2006 as a business retention and recruitment initiative, Downtown Employee Appreciation Week mirrors a "spirit week" with special events, office challenge games and discounts at local businesses to rally downtown's 78,000 employees, build camaraderie and showcase the city's amenities.

Arming the workforce with basketballs, rubber bands, mouse pads and microphones, it brought thousands of employees out of their offices and into the streets. Downtown Employee Appreciation Week not only rewarded the lead contributors in the local economy, it also elevated downtown Milwaukee's image as a great place to conduct business.

Milwaukee Downtown received a prestigious Outstanding Achievement Award in Special Events and Promotions for Downtown Employee Appreciation Week at the 2007 International Downtown Association's 53rd Annual Conference & World Congress in New York - an honor selectively given to exemplary projects.



## MILWAUKEE HOLIDAY LIGHTS FESTIVAL:

**The Region's Reigning Lights Festival** - In its 9th year, the Milwaukee Holiday Lights Festival has established itself as an annual Milwaukee tradition, dazzling guests with new displays and an abundance of activities each year. Knocking last year's numbers out of the park, the 2007 festival broke records in every category - nearly 7,500 attendees at the Kick-Off Extravaganza, 6,370 Jingle Bus riders or 82 passengers an hour (a 13.8% increase), 445 ornaments sold, 709 letters personalized to children through the 99.1 WMYX Santa's Mailbox, and \$653,215 in PR coverage, including a segment on *Good Morning America* as one of the country's best lighting ceremonies.

## DOWNTOWN OPEN HOUSE & EXPO:

**Showcasing the Perks of City Living** - From sleek high-rises to spacious lofts and even multi-level town homes, downtown's living options keep on growing. There to package it all was the 7th Annual Downtown Open House & Expo. Expanded to a two-day event and presented by the Greater Milwaukee Association of REALTORS® and Milwaukee Downtown, over 30 properties were showcased.

Adding to the downtown living experience, a Downtown Lifestyle Marketplace was installed to showcase downtown amenities, such as where to shop and eat. Former Mayor of Milwaukee and Executive Director of Congress for New Urbanism, John Norquist, also returned to present a City Living Forum on downtown Milwaukee's urban growth and development. Surpassing attendance figures from the previous year, 510 prospective residents rode aboard the free Saturday shuttles to open houses while hundreds strolled through the Housing Expo and Downtown Lifestyle Marketplace in Pere Marquette Park.





# MILWAUKEE DOWNTOWN BID #21

600 EAST WELLS STREET  
MILWAUKEE, WI 53202  
414.220.4700

[MILWAUKEEDOWNTOWN.COM](http://MILWAUKEEDOWNTOWN.COM)

