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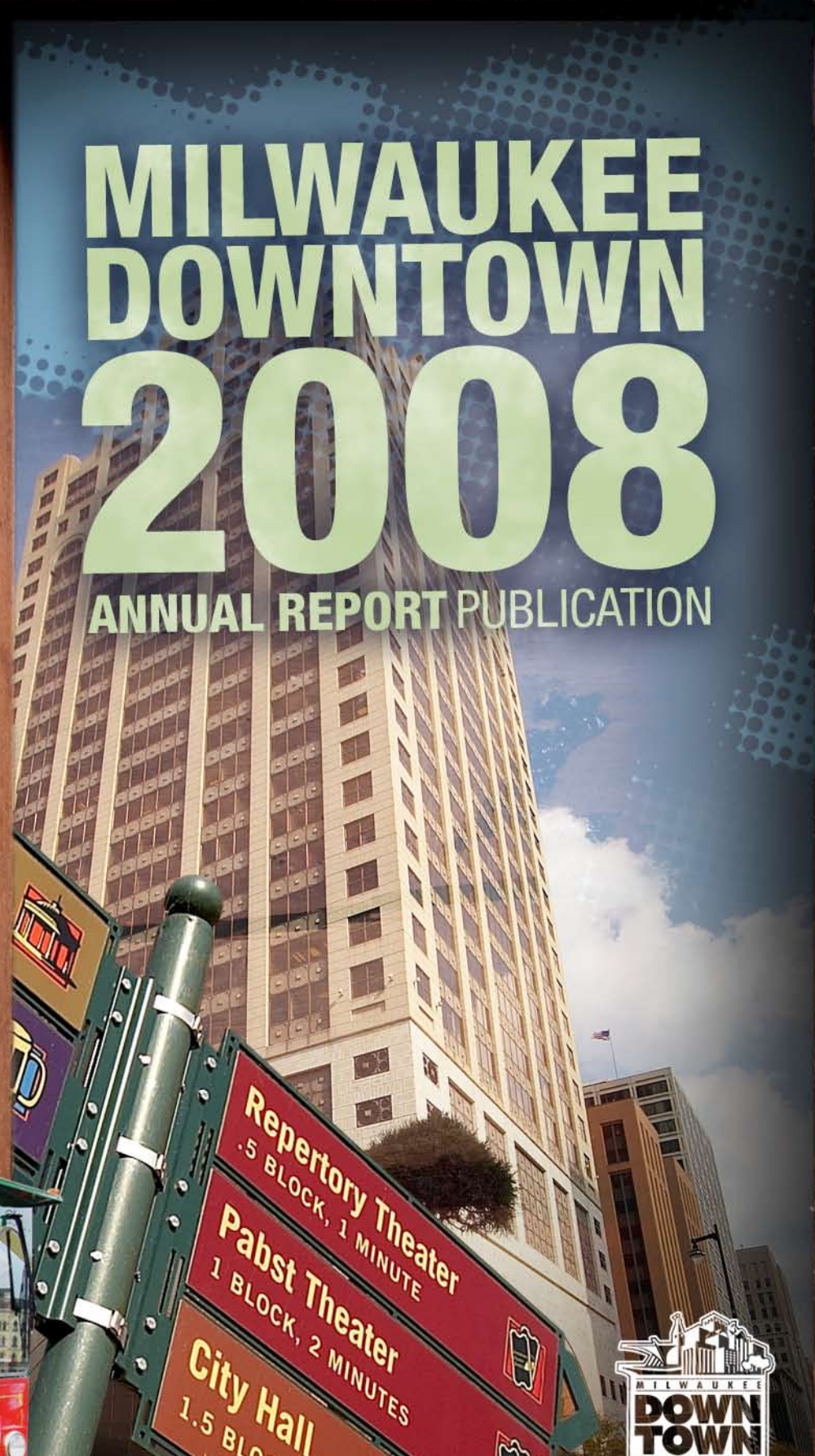
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MILWAUKEE DOWNTOWN 2008

ANNUAL REPORT PUBLICATION



A supplement of **BizTimes** MILWAUKEE



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VISIT Milwaukee



TABLE OF CONTENTS

- 04. **Letter from the Mayor / Year in Review**
- 06. **Downtown Achievement Awards**
- 08. **Core Programs**
- 10. **Collaborative Efforts**
- 12. **Marketing Downtown**
- 14. **2009 Initiatives**

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PUBLISHER: Daniel L. Meyer
EXECUTIVE EDITOR: Steve Jagler
MANAGING EDITOR: Andrew Weiland
REPORTERS: Eric Decker, Alysha Schertz
DIRECTOR OF ADVERTISING: Marc Case
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CREATIVE ADVERTISING DESIGNER: Lindsey Abendschein
PRODUCTION MANAGER: Vanessa Serkowski
ART DIRECTOR: Shelly Tabor
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LETTER FROM THE MAYOR

Milwaukee's downtown is dynamic. Perched on Lake Michigan, we exude a 'Fresh Coast' spirit of innovation and celebration. There's an energy here that you'll want to tap into, whether it's for business or pleasure. Turn any corner and you'll find a fresh take on our old world charm, from our Riverwalk to historic Milwaukee streets, our inspiring Milwaukee Art Museum to the bustling warehouse district of the Historic Third Ward. This is an affordable city to explore and an ideal place to launch a business. Or a boat.

The strength of our downtown is due to the commitment of our businesses, employees and residents who work together to address challenges and cheer on our 'wins.' The Milwaukee Downtown Business Improvement District is the backbone through it all, serving in numerous visible and invisible capacities to further the success of Milwaukee's buzz center.

I'd like to thank this year's Downtown Achievement Awards winners for their dedication and hard work that goes beyond the call of duty. It's efforts like these that will keep our downtown strong and growing, even during our most challenging times.

See you Downtown!

Tom Barrett
Mayor of Milwaukee



YEAR IN REVIEW

Downtown Milwaukee plays a central role in Milwaukee's health and well being as a city. The Downtown renaissance that has been occurring these past 12 years has helped to elevate visibility and awareness of all that our downtown community has to offer including arts, culture, our beautiful built environment, the variety of things to do, a healthy housing stock, educational facilities, great businesses and our aesthetic surroundings. Downtown, like any other neighborhood has a personality and a vibe that attracts individuals looking for that unique and authentic experience.

2008 was a challenging yet productive year for Milwaukee Downtown, and we continue to recognize that we are the foundation for economic growth in our community. We remain focused on the many initiatives that are "behind the scenes" that enhance this community's quality of life. Clean, safe and friendly services continue to be our keystone while at the same time focusing on business retention and recruitment. Our existing businesses are important to us and we want to be sure that we do all that we can to provide an environment that enables our downtown businesses to thrive. Our CEO call program indicates that companies choose downtown Milwaukee as a place to do business because of proximity to clients, it's central and prestigious location and the vibrancy of the community. Downtown IS a great neighborhood to start and grow your business.

The year 2009 and beyond will provide even greater challenges but we are up to the task. Milwaukee Downtown, BID #21 will hold strong. We have developed a retail recruitment initiative that will focus efforts and attract unique retailers. We have expanded our boundaries and will strengthen neighborhoods previously not benefiting from our quality of life services.

We will have an opportunity to showcase to other downtown professionals from around the world that we are doing more with less when we host the International Downtown Association Annual Meeting September 12 - 15 right here in America's brightest emerging city - Milwaukee.

Won't you join us for the next wave of excitement?

See you 'round Downtown!

Beth Nicols
Executive Director
Milwaukee Downtown, BID #21
bethn@milwaukeedowntown.com

Thomas Bernacchi
Chair
Milwaukee Downtown, BID #21



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(Please check one number only)

- | | |
|---|---|
| <input type="checkbox"/> 21. Architecture/Engineering | <input type="checkbox"/> 30. Law |
| <input type="checkbox"/> 22. Business Services | <input type="checkbox"/> 31. Manufacturing |
| <input type="checkbox"/> 23. Communication | <input type="checkbox"/> 32. Miscellaneous Services |
| <input type="checkbox"/> 24. Construction | <input type="checkbox"/> 33. Real Estate |
| <input type="checkbox"/> 25. Education | <input type="checkbox"/> 34. Retail |
| <input type="checkbox"/> 26. Finance/Banking | <input type="checkbox"/> 35. Social Services |
| <input type="checkbox"/> 27. Government | <input type="checkbox"/> 36. Utilities |
| <input type="checkbox"/> 28. Health Services | <input type="checkbox"/> 37. Wholesale |
| <input type="checkbox"/> 29. Insurance | <input type="checkbox"/> Other (Please Specify) _____ |

- D. Senior or Executive VP
 E. VP/Manager/Director/Supervisor
 Other (Please Specify) _____

3. What is the no. of employees at this location?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> A. 1-4 | <input type="checkbox"/> E. 50-99 |
| <input type="checkbox"/> B. 5-9 | <input type="checkbox"/> F. 100-249 |
| <input type="checkbox"/> C. 10-19 | <input type="checkbox"/> G. 250-499 |
| <input type="checkbox"/> D. 20-49 | <input type="checkbox"/> H. More than 500 |

4. Please indicate your company's sales volume:

- | |
|---|
| <input type="checkbox"/> A. Less than \$500,000 |
| <input type="checkbox"/> B. \$500,001 - \$999,999 |
| <input type="checkbox"/> C. \$1 - \$4.9 million |
| <input type="checkbox"/> D. \$5 - \$19.9 million |
| <input type="checkbox"/> E. \$20 - \$99.9 million |
| <input type="checkbox"/> F. More than \$100 million |

2. Which category best describes your job title?

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| <input type="checkbox"/> A. Owner/Chairman/Partner |
| <input type="checkbox"/> B. CEO/President |
| <input type="checkbox"/> C. COO/CFO/CIO/General Manager/Other Officer |

DOWNTOWN ACHIEVEMENT AWARDS

BRICK AND MORTAR: City Hall Restoration

The national competition for Milwaukee's City Hall was awarded to architect Henry Koch for his Flemish Renaissance Revival design. When completed in 1895, it was the third tallest structure in the nation. Falling victim to the effects of age and harsh weather, the century-old icon was in need of a comprehensive exterior restoration. Fortunately, City leaders responded with funding and vision to return the building to its original glory.

In December 2008, the scaffolding came down, unveiling a top-to-bottom \$75 million restoration by Engberg Anderson, Restoration Architect of Record, and re-built by J.P. Cullen and Sons, General Contractor. After more than six years of design and construction in which all exterior materials and details were restored or replaced in kind, the completed City Hall now stands proud as ever – a renewed symbol of Milwaukee's vibrant heritage and its future vitality. Milwaukee's City Hall was added to the National Register of Historic Places in 1973 and appropriately honored with National Historic Landmark status in 2008.

DOWNTOWN CHEERLEADER: Cecilia Gilbert, Permits & Communication Manager – Department of Public Works

Known by many as the voice behind Milwaukee's fleet of salters and snow plows, Cecilia Gilbert, otherwise known as the "Queen", ensures Milwaukee ticks. With her savvy knowledge and understanding of city rules and regulations, downtown events and festivals operate successfully and efficiently. Cecilia is a trusted partner among all downtown organizations and serves as a valuable behind-the-scenes liaison between all the departments in City Hall and throughout the community. Beyond her 25+ years of dedicated service to the City of Milwaukee, she is a lifelong resident that lives and breathes downtown and is a frequent visitor and participant at nearly every downtown event.

CPR – BREATHING LIFE BACK INTO THE CITY: The Brewery

Eager to breathe new life into this aging brewing complex, Joseph J. Zilber tackled this project with a new sense of purpose and direction. Once the largest brewer in America, the Pabst Brewery founded in 1844 closed its doors in 1996. With over 20 acres of land and 1.3 million square feet of space, The Brewery began its new life at the start of 2009 as businesses and residents began to move into renovated historical structures, which offer incredible views and an historical sense of place.

Through a partnership with the City of Milwaukee and individual developers, The Brewery project team is setting a high standard of sustainability from preservation to the recycling of construction and demolition materials along with the most innovative stormwater management system in the downtown area. The Brewery will serve as another unique downtown community providing jobs, places to live, learn, shop and celebrate, and serve as an anchor and catalytic project yielding development along the entire Park East corridor.

DINING AND ENTERTAINMENT: R.C. Schmidt

R.C. Schmidt has been a downtown visionary for more than two decades. Beginning with downtown's first brew pub, Water Street Brewery, he has continued to build upon his dining and nightlife legacy with his most recent venture, Trinity Three Irish Pubs, and the acquisition of the fabled Harp.

R.C. has an entrepreneurial drive, which has allowed his businesses to prosper and grow employing hundreds in Milwaukee's thriving service industry. His other downtown eateries include Louise's, Rudy's Mexican Restaurant and the Historic Turner Restaurant. As a hands-on owner, he can often be found welcoming diners or wiping down tables – all while mapping out a strategy for his next venture.



AWARDS

CORPORATE CITIZEN: Madison Medical Affiliates

Madison Medical opened its doors in 1903 at 425 East Wisconsin in the Goldsmith Building. Originally known as the “Goldsmith Gang”, Madison Medical has been providing the best in healthcare for Milwaukeeans for over a century. When the Goldsmith Building was torn down in the late 1970s, they moved to their current home at 788 North Jefferson where they continue to prosper, doubling in size in just the last four years. Today Madison Medical encompasses 40 physicians and a staff of 150 at four locations.

The heart and soul of the clinic remains downtown and Madison Medical has been a quiet contributor for a myriad of downtown programs and events. From their ongoing sponsorship of Jazz in the Park, Bastille Days and the Milwaukee Holiday Lights Festival to providing funding for programs of the Cathedral of St. John the Evangelist and local cultural institutions, they are a business committed to the vitality of downtown.

SPECIAL RECOGNITION AWARD: Wisconsin Department of Transportation: Marquette Interchange Project

Completed ahead of schedule and under budget, the Marquette Interchange project stands as a testament to what thorough planning, intelligent design and listening can mean for future local, state and national projects. What many thought would be the demise of downtown through years of reconstruction, showed the resilience of the community. Educating travelers, providing real alternatives and involving the public with all facets of the project helped ensure a successful completion.

The completed blue and gold Marquette Interchange is attractive, safe, and provides easy and efficient access to Wisconsin’s financial and cultural hub. Milwaukee Downtown was pleased to have assisted WisDOT in evolving the design through information and listening sessions, and through the distribution of literature and transportation fairs at 86 businesses. Downtown Milwaukee is open for business like never before with the completion of this vital transportation link.



CORE PROGRAMS

Public Service Ambassadors

Milwaukee Downtown's Public Service Ambassadors (PSAs), otherwise known as downtown's walking concierges, are a mobile resource for workers, residents and guests. Experts on how to get around, where to dine, or how to use the multi-space LUKE parking meters, the PSAs logged 44,932 hours patrolling the district's 120+ square blocks on foot and bike to ensure downtown remains user-friendly to all its visitors.

With an ever-changing packet of informational brochures, this extensively trained team not only knows the lay of the land, they are also up to speed on the latest downtown happenings. Festivals, concerts, art exhibits, plays, family activities and more! The PSAs distributed over 505,000 pieces of literature detailing such events on foot and through the Traveling Information (TIK) and Bicycle Information Kiosks (BIK), boosting their overall distribution total to 5.3 million brochures since 2000.

Whether on foot, bike, chariot or staffing the information kiosks at over a dozen events, the PSAs continuous presence makes them an extra set of eyes and ears for Milwaukee's police and fire departments, which is a contributing factor to why the central business district is one of the safest neighborhoods in the city.

Clean Sweep Ambassadors

Few downtowns are as fortunate to have a group like Milwaukee's Clean Sweep Ambassadors (CSAs). The lean crew of 13 accomplishes a lot in just 12 months. Utilizing brooms, dustpans, pressure washers, and three Litter Hawks, the CSAs removed over 194,000 gallons of trash, bringing their sum to over 1.8 million gallons since 1998.

New in 2008 was a bazooka-fighting Gumbuster, which removed the toughest gum stains from sidewalks, saving pedestrians from the stickiest of situations and keeping downtown spotless.

Beyond ensuring the district's tidiness, the CSAs always manage to polish downtown off with a shine. The glitz and glam of the six-week Milwaukee Holiday Lights Festival is brought to life thanks to the crew's handiness. Wiring, installing and maintaining all the décor is no small task and one they take much pride in. During the 2008-2009 season, the CSAs single-handedly installed over 300,000 lights, over 60 larger-than-life holiday sculptures, and 99 Christmas trees to create "Community Spirit Park."

Graffiti Removal Team

Using a combination of eco-friendly chemical removers, paint, pressure washers and a little elbow grease, the Graffiti Removal Team eliminates the toughest tags from public and private property. Weather permitting, the team is onsite within 24 hours, proving to be an effective tactic in deterring future vandalism. Between 2007 and 2008, the number of graffiti tags reported declined by 79%.

Of the 307 graffiti tags reported, only four required the services of a graffiti removal contractor. The remaining 303 tags were removed by the Public Service Ambassador Graffiti Removal Team, which has saved Milwaukee Downtown over \$154,000 in removal services since the team's inception.

Landscape Crew

Planting new life into downtown with seasonal selections of red and yellow hibiscus shrubs, pink dragon wing begonias, cherry rose geraniums, lavender petunias and gold zinnias, the Landscape Crew tends to over 250 planters and hanging baskets in Schlitz Park and along Wisconsin Avenue, Old World Third Street, and the Milwaukee Riverwalk. Planters brimming with foliage and baskets with brilliant hues of color are aesthetic signs of our budding 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, every day.

- GOALS**
- Market and promote downtown Milwaukee as a clean, safe and friendly destination.
 - Position the downtown Milwaukee management district to provide leadership for collaborative efforts to significantly improve the quality of life.
 - Provide a positive, productive and nurturing environment that will attract new business and retain existing businesses downtown.
 - Promote physical changes to make downtown a more comfortable and exciting place.

2008 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.

Public Service Ambassador Program: \$897,000 (29.0%)

Clean Sweep Ambassador Program: \$894,550 (29.0%)

- **SIDEWALK CLEANING**
- **LANDSCAPING**
- **GRAFFITI REMOVAL**

Public Information/Marketing: \$716,060 (23.2%)

Administrative: \$415,000 (13.4%)

Business Retention/Recruitment: \$166,000 (5.4%)

Total Budget: \$3,088,610



COLLABORATIVE EFFORTS



Business Retention & Recruitment

Collaboration with Milwaukee Development Corporation has allowed Milwaukee Downtown to gain downtown CEOs perspectives. Launched in 2007, the CEO Call Program is a retention and recruitment initiative to identify strengths and opportunities of the central business district. Phase 1 of the study entailed one-on-one interviews with CEOs who manage companies with 20+ employees. Phase 2, which was completed in December, included businesses with 10-19 employees. Both phases netted 135 CEO interviews. Feedback from the interviews is being used to gather information on the local workforce, business climate and to foster better opportunities for businesses considering locating downtown.

Friendly Receptions

Anyone who visits downtown Milwaukee raves about the neighborhood's friendliness. Newcomers get an especially warm greeting. Milwaukee Downtown, along with the East Town, Westtown and Historic Third Ward associations, assemble goodie bags and baskets for the district's newest additions.

Whether it was welcoming new businesses such as Infinity Healthcare and National City bank or greeting the latest wave of residents, these packages are a tool for acclimating downtown users with area amenities. In 2008, 198 welcome baskets were delivered to new condo owners and 190 welcome wagon bags distributed to new employees.

MEET IN MILWAUKEE

By Doug Neilson
VISIT Milwaukee, President & CEO

With the recent "demonization" of legitimate business travel and hundreds of thousands of jobs at stake, the nationwide hospitality and tourism industry is working in a unified lobbying effort to promote business travel in the U.S.

Tourism in the greater Milwaukee area generates \$2.6 billion annually, employs 65,000 people and contributes more than \$400 million in state and local taxes.

Important business is still conducted at face-to-face meetings and useful information is learned and imparted at industry conventions and tradeshow. It's important that we work as a community to protect beneficial meetings, conventions and incentive travel.

Our message is simple: don't cancel your meeting or convention because of the recession or concern that your event might become the lead story on the evening news. Meeting in Milwaukee is good for the bottom line! Milwaukee was, is and always will be a value destination where visitors can convene productively.

Many of our local community and business leaders have long been champions of keeping their meetings in Milwaukee – they are to be applauded. Let's work together to keep more of our meetings in Milwaukee and leverage our affiliations with professional and charitable organizations to bring more national and regional meetings and conventions to our city.

For help in scheduling a meeting in Milwaukee, go to www.visitmilwaukee.org and for more information on the importance of the meeting industry, go to www.meetingsmeanbusiness.com.

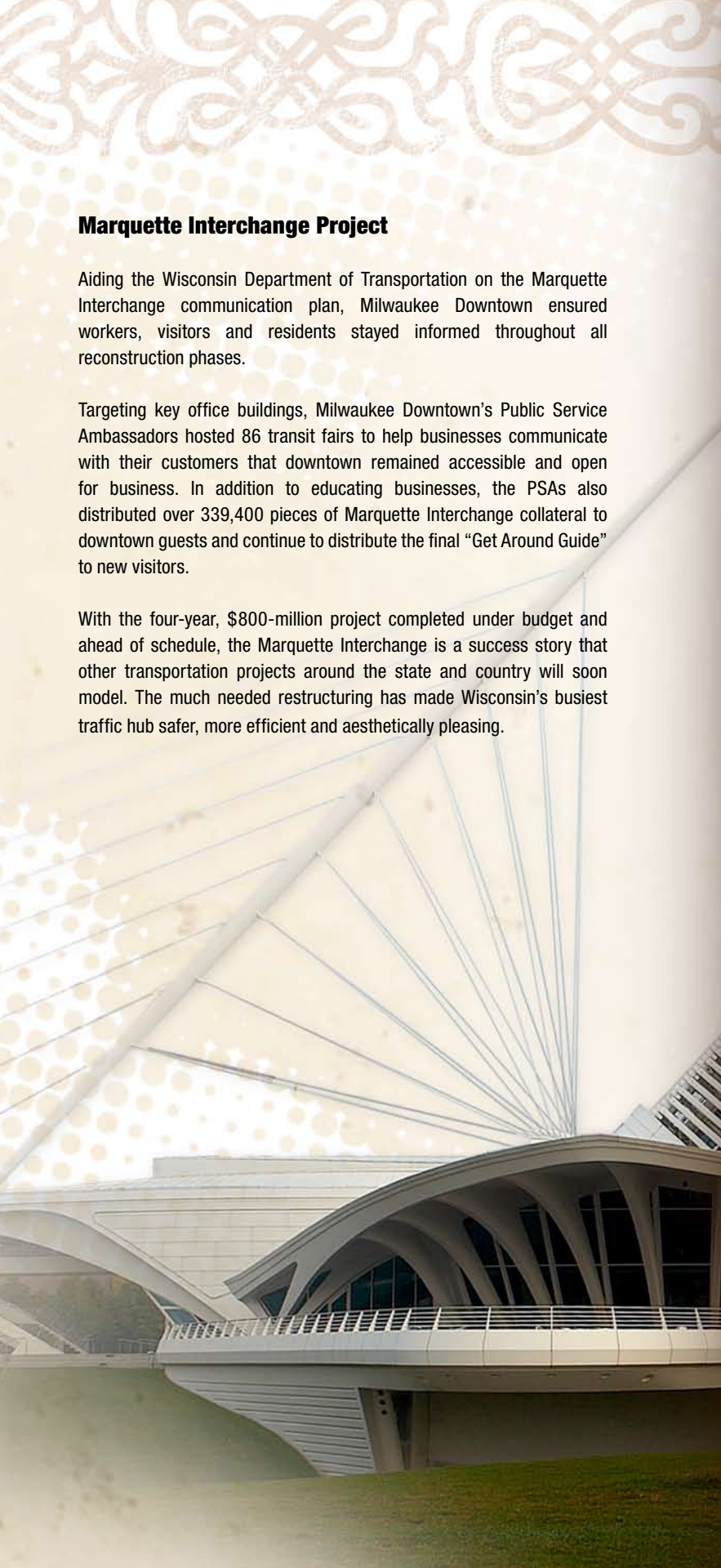


Marquette Interchange Project

Aiding the Wisconsin Department of Transportation on the Marquette Interchange communication plan, Milwaukee Downtown ensured workers, visitors and residents stayed informed throughout all reconstruction phases.

Targeting key office buildings, Milwaukee Downtown's Public Service Ambassadors hosted 86 transit fairs to help businesses communicate with their customers that downtown remained accessible and open for business. In addition to educating businesses, the PSAs also distributed over 339,400 pieces of Marquette Interchange collateral to downtown guests and continue to distribute the final "Get Around Guide" to new visitors.

With the four-year, \$800-million project completed under budget and ahead of schedule, the Marquette Interchange is a success story that other transportation projects around the state and country will soon model. The much needed restructuring has made Wisconsin's busiest traffic hub safer, more efficient and aesthetically pleasing.



MARKETING DOWNTOWN



Downtown Dining Week

Among the great assets of downtown Milwaukee is its fabulous restaurants. Offering a range of locally owned ethnic eateries, contemporary steakhouses and cozy bistros, there's no shortage of epicurean pleasures. Downtown Dining Week, one of Milwaukee Downtown's most successful events, aims to showcase the city's best culinary talents.

Offering three-course lunches at \$10 and dinners at \$20, the third annual event packed 30 restaurants with more than 45,000 diners – over 63% reported a first-time dining experience at a participating restaurant. And while restaurants were challenged to accommodate unprecedented crowds, the food, service, presentation and ambiance remained uncompromised as more than three-quarters of all guests rated the restaurants' delivery with "excellent" marks.

Milwaukee Trolley Loop

Mass transit options are high on the agenda for Milwaukee Downtown. Leading the private funding for the Milwaukee Trolley Loop has been an undertaking for the organization to ensure downtown remains accessible to its guests. They, along with their collaborative partners known as the Loop Group, have sustained a summer trolley service for nearly 12 years.

Until 2008, Milwaukee County Transit System operated the trolleys funded by downtown businesses and neighborhood organizations. Due to changes in Federal Transportation Administration (FTA) regulations, Milwaukee County Transit System could no longer contract service for the upcoming season. Turning to private transportation operators, the Loop Group negotiated a two-year contract with Transit Express, which resulted in two brand new trolleys and the continuation of a free summer trolley service.

Operating Wednesdays – Saturdays for 10 weeks, the Milwaukee Trolley Loop connected over 19,000 riders to attractions and summer activities

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throughout East Town, Westtown and the Historic Third Ward. The 2009 season will expand to 14 weeks and include Schlitz Park and portions of Milwaukee's lower East Side.

Downtown Employee Appreciation Week

The 3rd Annual Downtown Employee Appreciation Week presented by Chase Tower at Water and Wisconsin proved to be a resounding success. Best described as a spirit week, the event rewards downtown's 78,000 employees with a wide range of perks. Free lunch, office challenge games and after-hour gatherings were just a few of the draws, which packed sidewalks and livened parks.

Participation in the office challenge games alone grew by 51% – an astonishing increase tracked through the passport program. With one of the most talented and spirited workforces in the nation, Downtown Employee Appreciation Week demonstrates why downtown Milwaukee is an exceptional place to work.

Milwaukee Holiday Lights Festival

Resurrecting holiday décor along Wisconsin Avenue, Milwaukee Downtown has been the lead investor and organizer behind the lights and holiday sculptures, which give downtown its annual festive flair. Bundling the activities occurring during the six-week festival into a comprehensive guide and operating a 40-minute Jingle Bus tour has made the Milwaukee Holiday Lights Festival a regional draw for families.

The festival's flip-switching ceremony, held in conjunction with the City/County Tree Lighting in Red Arrow Park, has become the city's largest holiday variety show. In just ten years, the Milwaukee Holiday Lights

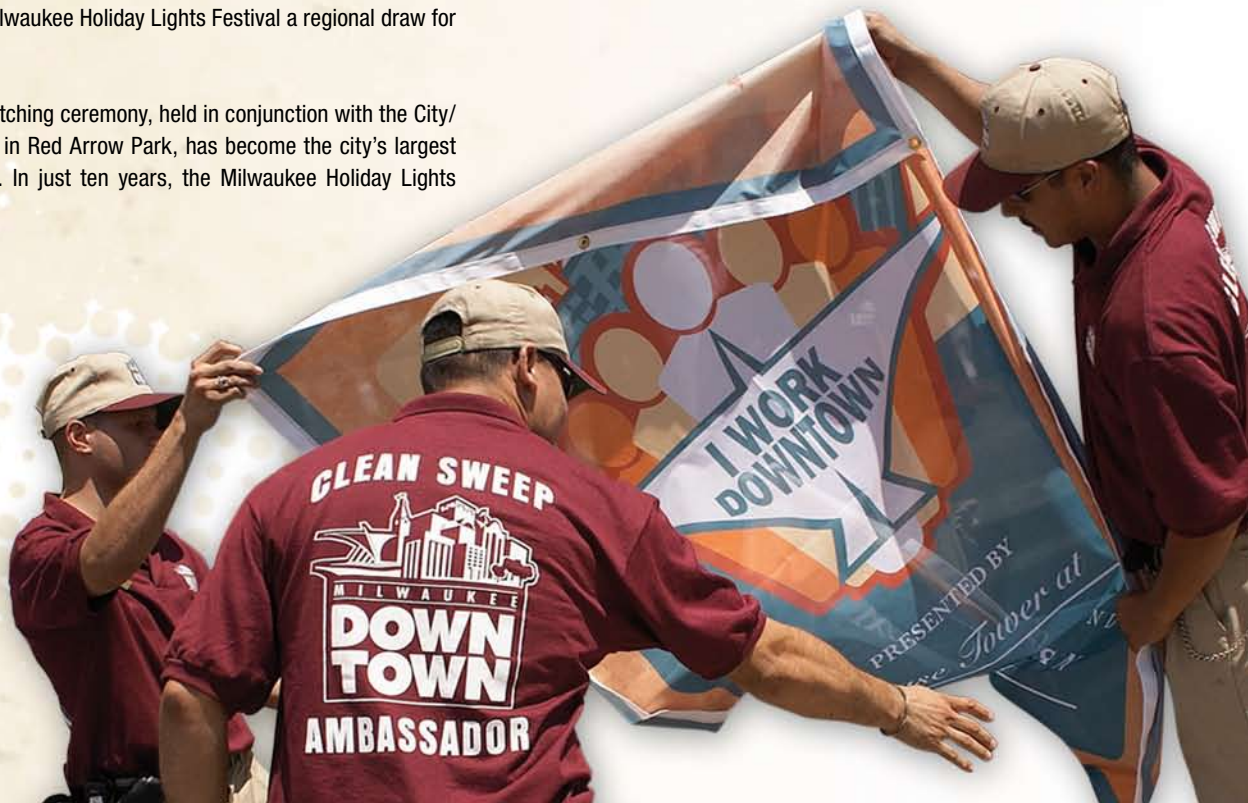
Festival Kick-Off Extravaganza in Pere Marquette Park has grown to over 7,500 attendees.

The Jingle Bus pulls equally astonishing numbers. Operating 24 days throughout the season, over 7,100 passengers (99 passengers per hour) hopped aboard the Jingle Bus for a \$1 tour of downtown's lights and landmarks – some of which are preserved in the festival's annual holiday ornament. The 2008 ornament was the Milwaukee County Historical Society.

Downtown Branding Campaign

In addition to programming events, Milwaukee Downtown has taken a proactive role in branding downtown Milwaukee as a destination. In 2004, the organization launched an image campaign to promote the variety of things to do in downtown Milwaukee. At the close of the campaign, over 70% of the six-county sample population indicated high levels of awareness of downtown Milwaukee's offerings.

To follow up on the success, Milwaukee Downtown launched a new branding campaign in the summer of 2008. "Add a Little Downtown to Your Life" invited families, young professionals and empty nesters to experience the authentic, urban experiences that only downtown Milwaukee can offer. The campaign will continue through 2009 using television, print, radio, outdoor and online vehicles. Pre- and post-research will be conducted to measure the campaign's effectiveness.



2009 INITIATIVES

Expanding BID Boundaries

Recognizing the value of Milwaukee Downtown's services, a number of property owners adjacent to BID #21 boundaries have petitioned for expansion of the district's boundaries. Growing to the north and west, January 1, 2009 marked the adoption of the organization's new boundaries with the East Pointe Marketplace at the north end of the district being the largest new area to BID #21.

Businesses within the new boundaries will benefit from core programs such as Public Service Ambassadors, Clean Sweep Ambassadors, landscaping, graffiti removal and marketing initiatives – all which will enhance the area's attractiveness and quality of life.

Comprehensive Merchandising Strategy / New Retail Recruiter

In 2008, Milwaukee Downtown unveiled plans to concentrate on retail development. Interviewing a number of retail specialists, Milwaukee Downtown hired Downtown Works – a consulting firm that specializes in cultivating retail districts in urban centers.

While Downtown Works began their market analysis, Milwaukee Downtown also announced the hunt for a retail recruiter. Responsibilities of the part-time position include interfacing between prospective retailers and landlords to match new retailers with appropriate spaces, maintaining

a property database and tenant prospect list, and working with existing retailers who need assistance with such issues as merchandising and marketing.

Hired in February 2009, Deanna Inniss will lead the recruitment effort and merchandising strategy developed by Downtown Works.

International Downtown Association Conference

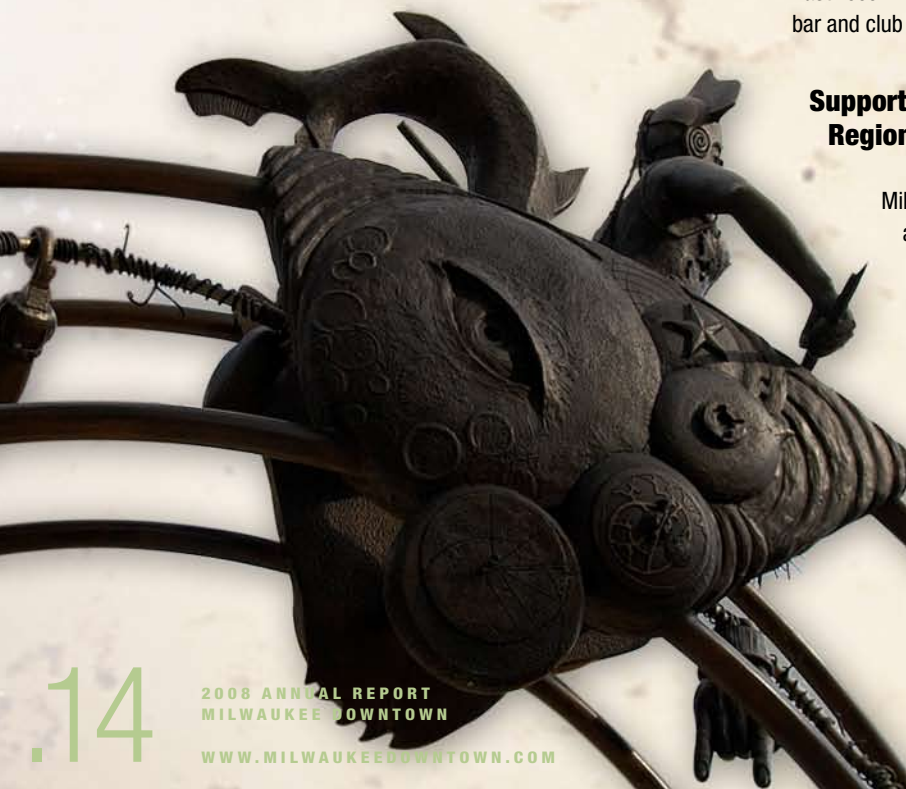
Downtown Milwaukee will welcome a distinguished group of downtown professionals, academia and travel writers during the International Downtown Association's Fall Conference, September 12 – 15, 2009. Milwaukee Downtown, along with the East Town, Westtown and Historic Third Ward associations, are raising funds and developing itineraries to showcase local and regional attractions, as well as assembling spokespeople and moderators to lead sessions and workshops focused on Milwaukee's Urban Canvas. The conference is expected to bring 600 delegates.

Responsible Hospitality Institute

With a growing number of nightspots and residents moving into downtown, Milwaukee Downtown will engage the services of the Responsible Hospitality Institute – a nonprofit group that advises cities on the balance of nightlife alongside businesses and residences. The consultation will result in recommendations for the groups to coexist. Past recommendations have included setting standards of behavior for bar and club patrons, and hiring effective security.

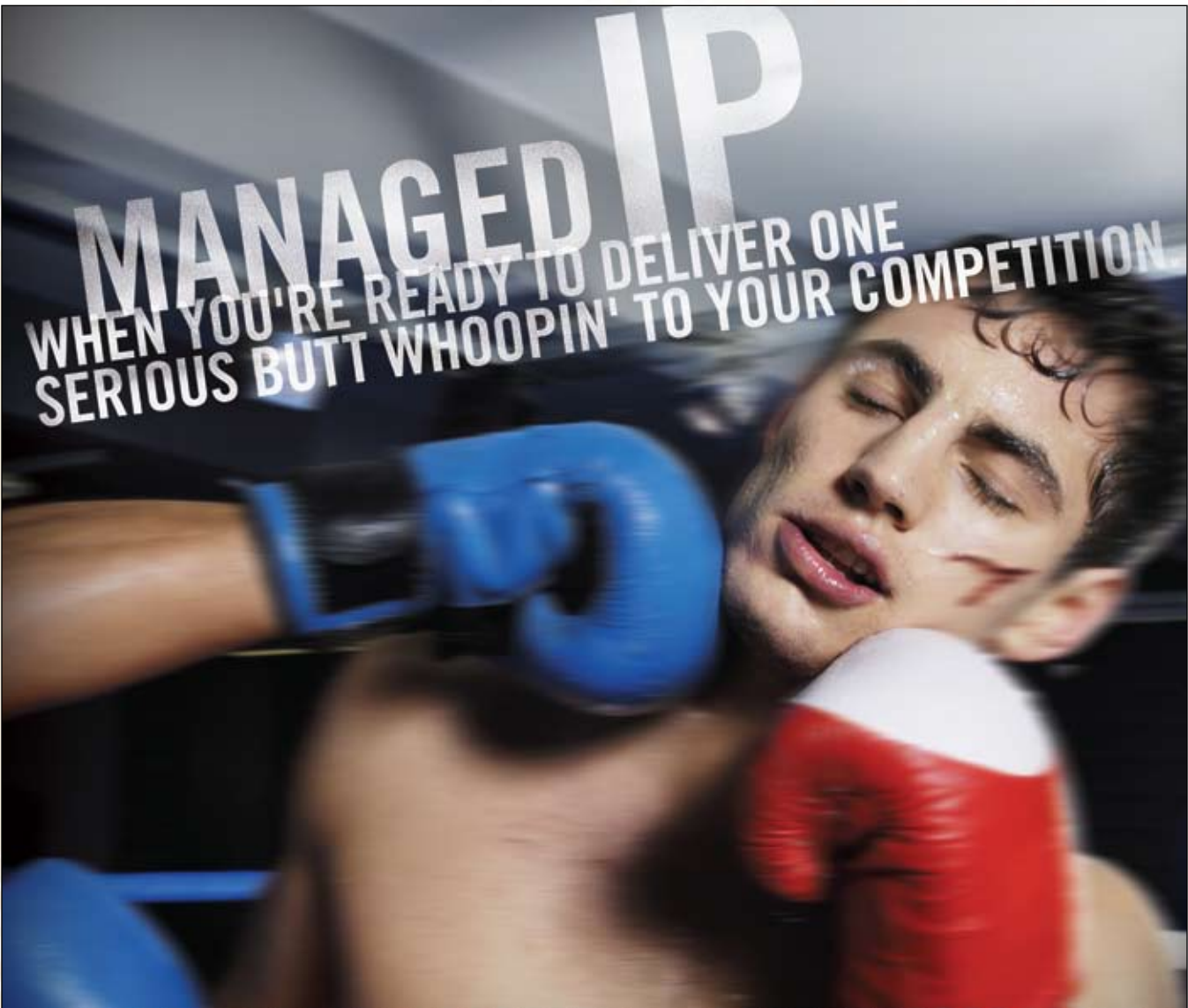
Supporting the Southeastern Wisconsin Regional Transit Authority

Milwaukee Downtown believes that public transit systems are absolutely vital to local and regional economic development efforts and community growth. Therefore, Milwaukee Downtown pledges its efforts to work expeditiously with other regional and community partners, businesses and elected officials to develop a dedicated funding mechanism for a regional rail and public transit system in Southeastern Wisconsin. The board of directors of Milwaukee Downtown passed a resolution to this effect in early 2009.



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