WEST WISCONSIN AVENUE

— MOVING MILWAUKEE FORWARD —

For a full range of development and lease opportunities, and potential incentive programs to make your project a reality, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

FAST-PACED CHANGE IS UNDERWAY

With active daytime and nighttime populations, Downtown Milwaukee is transforming into an 18-hour city and West Wisconsin Avenue is in the center of the mix. Workers, residents and visitors alike will soon enjoy new cultural venues such as the Milwaukee Symphony Orchestra center and, just across the street at The Avenue, a mixed-use redevelopment that will feature

With active daytime and nighttime the 3rd Street Market Hall—a new populations, Downtown Milwaukee hub for food and drink.

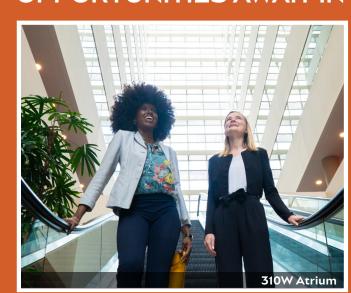
Complementing this ongoing redevelopment, West Wisconsin Avenue will soon be home to Milwaukee's first Bus Rapid Transit line connecting downtown to the Regional Medical Center and Research Park in Wauwatosa. Plus, extensions to The Hop streetcar line are anticipated, bringing new



connections to West Wisconsin Avenue and the neighborhoods north and south of downtown.



OPPORTUNITIES AWAIT IN THE HEART OF DOWNTOWN



The West Wisconsin Avenue corridor is a leader in Westown's emergence as downtown's hottest neighborhood. The corridor is home to new and established employers and retailers, as well as convention, cultural and entertainment venues that attract millions of people annually. Complemented by the fastest growing residential population of any downtown neighborhood, Westown has unmatched vibrancy that continues to build. This upward trajectory is mounting as several new catalytic projects are moving forward, setting another wave of revitalization into motion.



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NOW IS THE TIME TO LEVERAGE THE MOMENTUM!

The West Wisconsin Avenue area is booming and people are taking note. There are still opportunities for you to leverage the momentum and be part of the vibrant Westown neighborhood. To get more information on available sites for your business, market data and more, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.



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THE HEART OF DOWNTOWN MILWAUKEE'S RENAISSANCE

WISCONSINAVE.COM

Created in partnership with Milwaukee Downtown, BID #21, WAM DC, and Westown Association.

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WEST WISCONSIN AVENUE

The Heart of Downtown Milwaukee's Renaissance



Welcome to West Wisconsin Avenue; a vibrant street anchoring the Westown neighborhood of downtown Milwaukee. With more than \$1 billion in recently completed, under construction and proposed projects in its vicinity, West Wisconsin Avenue is once again the beating heart of downtown Milwaukee. Jump-started by a series of new investments in commercial, residential, hospitality, cultural, and infrastructure projects, it's time to experience the ongoing renaissance and unparalleled opportunities that exist on Milwaukee's main street.

The Avenue



Convention Center



HUB64(





THE PROOF IS IN THE NUMBERS

32,000+ Downtown Residents and growing

2,000+ New Residential Units since 2015 makes Westown the fastest growing downtown neighborhood

83,490+ Employees working downtown daily

67,000+ College Students in the greater downtown area

3.25+ Million Annual Visitors to Westown venues

2,814 Hotel Rooms in Westown

866,000+ SF of obsolete commercial space repurposed to new uses

\$1+ Billion of recently completed or under construction investment in Westown

1.9+ Million SF of commercial space under renovation for the modern marketplace

28 Years Old, the average age for a Westown resident, making it a young professionals haven

\$66,161 Median Household Income in Westown's main zip code is \$27,000 more than the city as a

60,000+ Annual Attendees to NEWaukee's Night Markets

3.3-Mile Hop planned extension puts West Wisconsin Avenue and Westown attractions in the center of the Bronzeville to Walker's Point route

35+ Free Summer Events in Westown

88 Walkscore means Westown is a "walker's paradise"

66 BikeScore means Westown is "bikeable" and only getting better

68 TransitScore means transit is good and convenient for most trips

1.75-Mile Skywalk System connecting Westown attractions





"When Time Equities was analyzing the opportunities in downtown Milwaukee, we were naturally drawn to Westown and West Wisconsin Avenue. We wanted to be part of something bigger and the momentum was already established with the Fiserv Forum a few blocks to the north, the MSO project and others. Wisconsin Avenue and 3rd Street is at the epicenter of downtown."

Bradley Gordon,

Time Equities Inc. & 310W Owner

"We realized early on in our search for a new headquarters location for our engineering, planning and design firm that we wanted to be part of something truly transformational. We are thrilled to be the first office tenant committed to the redevelopment of the "Shops of Grand Avenue" into "The Avenue". Our people are excited to be moving downtown and we know that this will be the right location for GRAEF's next chapter."



CEO of GRAEF and Anchor Tenant at The Avenue



"Rarely does an opportunity come along to take over a building like the Grand Warner Theater that has been unoccupied for more than 20 years and return it to a cultural landmark like it once was. Having the new home of the Milwaukee Symphony Orchestra on West Wisconsin Avenue will catalyze the momentum in the area and add a whole new element to downtown's entertainment and nightlife."

Mark Niehaus.

President and Executive Director, Milwaukee Symphony Orchestra

"Wow, times have changed! Just a few short years ago, it was difficult to get businesses and investors to look west of the River. Now Westown is one of the hottest markets in town. With large businesses like GRAEF and Rexnord, and new investors committed to Westown, this upward trajectory is poised to stay."

Lyle Landowski,

Partner, Colliers International

