

## FOR 25 YEARS,

Milwaukee Downtown, Business Improvement District 21 (BID 21), has been a committed supporter of Downtown businesses and initiatives that **create and enhance unique experiences in Downtown Milwaukee**. Building on the excitement started with the CONNEC+ING MKE - Downtown Plan 2040 to redefine and re-envision the future of Downtown Milwaukee, this 5-year Strategic Plan establishes a clear set of priorities, partnerships, programs, and projects to ensure that the next phase of BID 21's growth is consistent with the needs, values, and overall vision for Downtown Milwaukee.

Leveraging its strong reputation and the momentum from recent successes to reinforce its impact in and on Downtown, this Plan articulates a framework for building upon assets and advances strategies and ideas to create new destinations and experiences that will elevate Downtown Milwaukee on regional, national and global stages.

For the complete list of strategies and the adopted Milwaukee Downtown (BID 21) 5-Year Strategic Plan, please visit [milwaukeedowntown.com](http://milwaukeedowntown.com).

## Acknowledgments

### STAFF:

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### BID 21 - BOARD OF DIRECTORS:

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# Milwaukee Downtown 5-YEAR STRATEGIC PLAN



ADOPTED SEPTEMBER 2023



### CLEAN, SAFE & WELCOMING

Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe and welcoming for all.

#### Big Move

Milwaukee Downtown BID 21 will act as the steward for Downtown's public realm -- expanding beautification services; identifying and advocating for needed repairs and improvements; and activating the River Walk.



### PLACEMAKING, MARKETING & EVENTS

Bring people together through new and exciting shared experiences by activating Downtown's public and privately owned/publicly accessible open spaces.

#### Big Move

Milwaukee Downtown BID 21 will take the lead in establishing a public space management initiative to develop, maintain, and activate inclusive public spaces in a financially and environmentally sustainable manner.



### DOWNTOWN LIVING

Engage residential developers and residents in the revitalization and activation of Downtown through partnerships and active participation for vibrant and accessible places.

#### Big Move

Milwaukee Downtown BID 21 will engage Downtown residential developers and residents to create and advocate for a complete Downtown neighborhood with vibrant, accessible, and affordable programs, events, places and services.



### ECONOMIC GROWTH

Strengthen Downtown's role as the best place in the Region for local businesses, large and small employers, start-ups, retail, daytime and nighttime entertainment, and tourism to grow and thrive.

#### Big Move

Milwaukee Downtown BID 21 will take the lead in establishing an Economic Development Coalition (peer organizations, government officials and business executives) that will prioritize recruiting, retaining and supporting employers of all sizes and will help recruit, retain and support a strong, diverse and creative workforce.



### ARTS, CULTURE, ENTERTAINMENT & SPORTS

Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, film, nightlife and sports.

#### Big Move

Milwaukee Downtown BID 21 will continue and increase its role in elevating and promoting Downtown as a world-class destination for the public and performing arts, music, film and TV and sporting events.



### NEIGHBORHOOD & DISTRICT PARTNERSHIPS

Leverage the exciting diversity of Downtown neighborhoods and the potential for collective action by strengthening existing partnerships and creating new relationships with neighborhoods, community organizations and other districts.

#### Big Move

Milwaukee Downtown BID 21 will continue to and further take the lead in convening partners and coordinating efforts to strengthen Downtown, community and district connections.