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THE EXCITEMENT

SENSE THE EXCITEMENT

Letter From CEO + Board Chair

It's an exciting time to be Downtown!

Our development is unprecedented. Over \$4.6 billion has been invested in Downtown Milwaukee properties since 2010, and more than \$3.1 billion is in the pipeline for under-construction and proposed projects.

Our return-to-work rate is outstanding. Milwaukee has been ranked 3rd in the Midwest and 16th out of 63 U.S. and Canadian cities studied. In fact, Downtown Milwaukee's on-site workforce has risen to 78% of what it was in 2019, according to the University of Toronto's "2023 Post-pandemic Downtown Recovery" study.

Our residential population is growing. It's up 21.2% since 2010. What's more, one of our Connec+ing MKE: Downtown Plan 2040 goals is to double the number of Downtown residents to 40,000 by 2040. With more than 2,000 new residential units under construction and thousands more in the pipeline, we're well on track to meet that goal.

Plus, Downtown Milwaukee is a top city for young professionals to live, according to a July, 2023, Forbes report. Milwaukee ranked 16th as a place to plant one's roots, based on employment and pay, housing affordability, lifestyle and cost of living.

All of this progress was due in large part to Milwaukee Downtown's clean, safe and friendly services. That included our core events – Downtown Dining Week, the Milwaukee Holiday Lights Festival, Taste & Toast, and Downtown Employee Appreciation Week – as well as our placemaking activations. Downtown events continued to give visitors and employees reasons to return or get acquainted with us for the first time, with attendance returning to near pre-pandemic numbers.

We're also pleased to announce that, after a nearly two-year planning process that included collecting feedback from residents in all City of Milwaukee zip codes, the Connec+ing MKE: Downtown Plan 2040 was unanimously approved by the Common Council in July, 2023. Co-led by the City of Milwaukee's Department of City Development (DCD) and Milwaukee Downtown, BID #21, the plan represents an inclusive vision of Downtown as a place for every resident, in every neighborhood, to feel welcome and connected to Milwaukee's city center.

Six "big ideas" of the plan include growing Downtown's population, investing in parks and gathering spaces, expanding and enhancing transit, reconnecting places divided by human-made barriers, improving streets to support all users, and redesigning streets as public places. Milwaukee Downtown looks forward to playing an engaged role in advancing the plan's recommendations.

Last year, we celebrated our organization's 25th anniversary. As you can see, our next quarter century is shaping up to be equally transformational.

Thank you for your continued support and confidence in our mission.

Sincerely,



Beth Weirick | CEO
Milwaukee Downtown, BID #21

Tammy Babisch | BOARD CHAIR
Milwaukee Downtown, BID #21

VALUE OF DOWNTOWN

Downtown Milwaukee is punching above its weight in a variety of metrics.



54% of Downtown residents are ages 18-34.

21.2% growth in Downtown's residential population since 2010.

99 Downtown's average WalkScore, making it a walker's paradise.

65,749 passengers rode The Hop in July 2023, marking the 4th highest month since it opened and the highest since the start of COVID-19, signaling a significant recovery.



2,000+ new residential units are currently under construction, with thousands more in the pipeline.

21% of the City's property tax base is generated by Downtown, seven times more per square mile than the City on average.

40 recommendations and action strategies in the recently adopted Connec+ing MKE: Downtown Plan 2040 aimed at building a Downtown for everyone.



26,800+ people attended summer placemaking events in 2023, including Big Truck Day, Summer Spinz, Heart(beats) of the City and Rainbow Summer: Featuring Evanescence.



9 miles of the East-West BRT opened in July 2023, the first BRT route in Milwaukee County.

\$3.1+ billion worth of under-construction or proposed projects highlight Downtown's unprecedented development momentum.

7,000+ new jobs relocated or committed to Downtown since 2020.



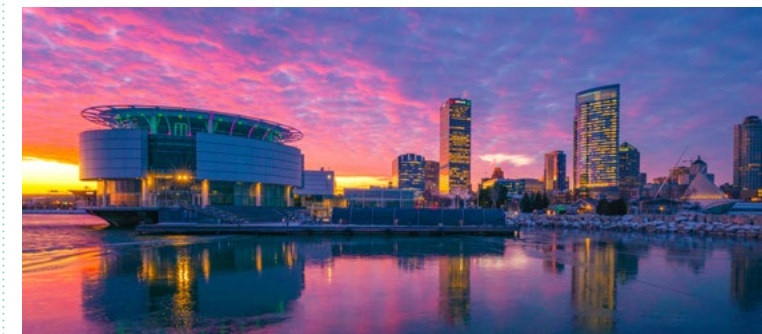
15,000 theater seats ranks Milwaukee's Theater District #1 in U.S. for the number of theater seats per capita.



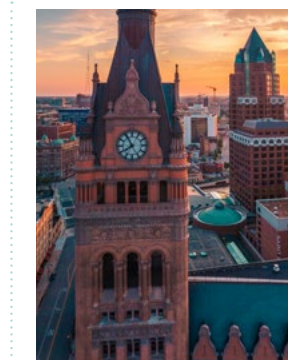
98 hours of free music played in Downtown public spaces during the summer of 2023.



29 permanent murals have been added to buildings and utility boxes since 2017.



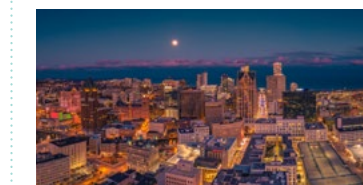
85% of all finance and insurance jobs in the City of Milwaukee are located Downtown.



16th out of 63 U.S. and Canadian cities for post-pandemic recovery and 3rd in the Midwest, according to a 2023 study by the University of Toronto.



8th best U.S. city to live for outdoor enthusiasts, according to CommercialSearch.



5,879 Downtown hotel rooms, more than double the number since 2010, yet continuing to drive high room rates.

\$4.6+ billion worth of completed projects in Downtown since 2010.



16th in the top cities for young professionals to live, according to a July 2023 ranking by Forbes.



31% of all citywide jobs are located Downtown.



A Touch of Class

CORE PROGRAMS

Public Service Ambassadors

If you want to know about anything that's happening Downtown, from conventions to new restaurant openings, just flag down one of our friendly neighborhood Public Service Ambassadors (or PSAs). They canvass the district on foot, on bicycles and in a PSA patrol car, weekdays from 9 am to 10 pm, and Saturdays and Sundays from 9 am to 5 pm. Over the past year, our 20 ambassadors made 65,293 hospitality contacts and 7,122 business contacts.

But PSAs aren't just Milwaukee Downtown's welcome wagon. They also serve as extra eyes and ears for the Milwaukee police and fire departments, and they communicate regularly with the Downtown Security Network. What's more, they disinfected 2,021 touch points in the public right-of-way during the past year.



Clean Sweep Ambassadors

If things get messy, our team of nine Clean Sweep Ambassadors (or CSAs) spring into action, ensuring that the streets of Downtown Milwaukee remain sparkling clean. They're responsible for emptying more than 60 garbage cans throughout the district, and for power washing the sidewalks and removing gum. In the past year alone, they collected 416,100 gallons of trash. They also perform quarterly Super Block Cleanups, washing, scrubbing and vacuuming sidewalks, light poles, fire hydrants, utility boxes and the like.

In addition, our CSAs set up, maintain and break down displays for the Holiday Lights Festival, and are currently working to create new displays for the 2024 festival. They also assist with the Heart(beans) of the City concert series and Downtown Employee Appreciation Week, setting up and tearing down for the events, as well as helping with food and beverage distribution.



Graffiti Removal Team

Taggers are no match for our mighty Graffiti Removal Team. Some 99% of all graffiti tags and stickers are removed by our Public Service Ambassadors, who have eliminated 30,897 of them since the year 2000. Our meticulous goal of removal within 24 hours of discovery helps to discourage any future vandalism.

Landscape Crew

The Milwaukee Downtown Landscape Crew has been busy like a hive of bees over the past year, maintaining 377 garden beds and 75 hanging baskets in targeted corridors along Wisconsin Avenue, the RiverWalk and Dr. Martin Luther King Jr. Drive. In addition, the crew assisted with plantings for the Active Streets program on Jefferson Street and in the Old World Third Street Entertainment District.



Homeless Outreach

Milwaukee Downtown's outreach to our city's unsheltered population is as strong as ever. We continue to support Milwaukee County Housing Division's Housing First initiative through our Key to Change fundraising campaign.

Proceeds from this campaign help finance the Housing First Endowment Fund, provide assistance with application fees and security deposits for participants, and employ a Downtown Homeless Outreach Coordinator. Milwaukee Downtown also employs a Public Service Ambassador Homeless Outreach Coordinator who continues to work in tandem with the Downtown Homeless Outreach Coordinator. Their goal is to build rapport with our unsheltered citizens.

Last year, our PSA Homeless Outreach Coordinator, Brian Johnson, had 770 interactions with unsheltered individuals and assisted in 518 outreach service referrals. Meanwhile, Milwaukee County reported a 98% retention rate with its Housing First participants, demonstrating the effectiveness of long-term solutions.



A Matter of Taste

CORE EVENTS

Downtown Dining Weeks 2022 & 2023

Once again, we held dual Downtown Dining Weeks, in fall 2022 and early summer 2023, with participating establishments offering food and beverage specials. In the fall edition, 28 restaurants participated, and 320 patrons answered our survey. 49.7% of the patrons responded that they neither lived nor worked Downtown, and 50.3% said they were trying a restaurant for the first time. What's more, 88% rated the food, service and environment excellent or good.

During the 2023 edition, we boosted participation, with 30 restaurants and 469 survey responses. 51.4% of those surveyed neither lived nor worked Downtown, 42.4% were trying a restaurant for the first time, and 90% gave top ratings to the food, service and environment.

Milwaukee Holiday Lights Festival 2022

For 24 seasons, the celebrated Milwaukee Holiday Lights Festival, presented by Johnson Financial Group, has made spirits bright with its animated displays and twinkling street décor. This past season, after a two-year hiatus due to COVID-19, families returned to Pere Marquette Park, to jump-start the holiday season in-person at the Kickoff Extravaganza on November 17.

The night included live music, dance performances, fireworks, a visit from Santa and Mrs. Claus, and a live television broadcast on WISN 12, the festival's TV sponsor. The highlight of the event was the half-million twinkling lights that illuminated Downtown throughout the season.

Holiday visitors were delighted at the cascading chandeliers along Wisconsin Avenue and the larger-than-life lighted displays at "Community Spirit Park" (Cathedral Square Park), "Santa's Celebration Square powered by We Energies" (Zeidler Union Square) and "Christmas Chalet" (Pere Marquette Park). Even Red Arrow Park got a glow up for the season! Plus, "Community Spirit Park" boasted more than 90 trees that were decorated by schools and community groups.

The Jingle Bus Tour also returned after a pandemic hiatus, offering a 40-minute tour of the lights and sights aboard a motorcoach operated by Coach USA. 5,120 riders enjoyed the verbal antics of eight local actors who served as narrators, and Estamos Unidos assisted in providing Spanish-speaking tours. Additionally, we handled all Jingle Bus ticket reservations online this season.

Other Milwaukee Downtown events throughout the season included two Christmas Cavalcades, Cocoa with the Clauses and NYE MKE at the Milwaukee Art Museum. In addition, Santa's Mailbox collected 1,525 letters from area children, each of whom received a personalized reply.

Taste & Toast 2023

Visitors raised a glass to Downtown Milwaukee early this year, as Taste & Toast returned to the district in late February. Happy hour specials on food and beverages were available for one week at 18 Downtown bars, restaurants and lounges. 71% of the 148 participants who answered our survey lived or worked Downtown, while 40.5% of them were first-time patrons of the restaurants where they dined, and 89% considered the food, service and environment excellent or good.

Downtown Employee Appreciation Week 2023

Who's got spirit? Downtown Milwaukee employees do, and they enthusiastically demonstrated it this past August during Downtown Employee Appreciation Week! Dubbed "spirit week for Downtown's workforce," the event was a week-long mixture of stimulating activities, including morning jolt coffee sessions, kayaking excursions, a trivia night, morning workout sessions and office challenge games. More than 60 Downtown partners contributed over \$42,000 worth of in-kind donations, including 14,000 lunch item giveaways and more than 3,000 prizes.



It's Good to Hear

MARKETING

Social Media

Social media continues to be an essential tool for spreading the word about Downtown events and for supporting Downtown businesses. That's true even more so this year, as our combined reach of 150,500 followers across Facebook, X/Twitter and Instagram represented an 8.9% increase over last year. We made more than six million impressions across all three platforms this year, and generated engagement rates well over the industry standard.

One factor was our use of themed giveaways that invited engagement and spurred customer purchases. These included the holiday season "12 Days of Downtown" giveaways, an "XOXO MKE: HYBYCOZO" Valentine's Day giveaway, a Summerfest ticket giveaway, an Evanescent giveaway, and an "Experience Downtown in Every Sense" trivia contest. In total, Milwaukee Downtown gave away over \$3,500 worth of gift cards and other prizes via social media.

Public Relations

Our PR team worked hard over the past year to make sure local news teams were well informed about all of Milwaukee Downtown's activities. That included our core events, placemaking initiatives and economic development news, as well as our public awareness initiatives for the MKE Dog Park and Connec+ing MKE: Downtown Plan 2040. Between September, 2022, and August, 2023, the team secured over \$3.8 million worth of earned media, which netted more than 40 million impressions.

"Experience Downtown in Every Sense" Campaign

This year, Milwaukee Downtown invited Milwaukee area residents to taste, touch, smell, see and hear all the great things happening in the district during our summer branding campaign. Called "Experience Downtown in Every Sense," it ran from July through September, 2023, and included print, radio, paid social, display, OTT/pre-roll and native advertising. We also conducted a successful four-week senses-themed trivia contest.

Website

Our website, milwaueedowntown.com, continues to be a useful resource for all things Downtown. It demonstrates the district's competitive advantages, showcases its top attractions, features a public art map and an investment map, and publicizes Milwaukee Downtown's core events and services. The site generated more than 500,000 page views over the past year, with our most popular page being Downtown Dining Week.



The Smell of Success

ECONOMIC DEVELOPMENT

Downtown Growth

Downtown Milwaukee is experiencing unprecedented growth, which means companies want to locate here, employees want to work here, and talented professionals want to live here. Consumer spending in Downtown Milwaukee is growing faster than the average spending in the U.S., and Milwaukee outpaces its peer cities in terms of its recovery. Employees are returning to the office and we hold one of the strongest rental markets in the country.

Businesses are responding to these successes and the competitive advantages that only Downtown Milwaukee can offer. By our estimates, companies that have opened new Downtown locations or have relocated offices Downtown over the past few years are bringing more than 7,000 jobs to the area. They include Milwaukee Tool, Fiserv, Northwestern Mutual and dozens more, and we're just getting started.



Market Research

Milwaukee Downtown conducted several studies this past year to measure the value, impact and positive momentum of Downtown Milwaukee’s economy.

1. We participated in a study by the International Downtown Association called “The Value of U.S. Downtowns and Center Cities,” which will be completed in the fall of 2023. It analyzed the contributions of our Downtown as an economic driver in the region. Downtown Milwaukee is classified as an “established” downtown, which tends to have high density and a higher degree of citywide significance in terms of jobs, population and land values.
2. We published the “2023 Snapshot of Development Momentum in Downtown Milwaukee,” which reports that the district has seen over \$4.6 billion in completed projects since 2010, with over \$3.1 billion in the pipeline for projects either under construction or proposed. The report also showcases ongoing levels of investment and highlights sample projects in the categories of office, residential, mixed use, entertainment, retail, civic, transportation and public space.
3. Milwaukee Downtown hired community planning firm MIG to help update the district’s strategic plan through surveys and a series of focus groups. The goal is to set the direction of the organization for the next five years by identifying “Big Moves,” and to evaluate the way we prioritize resources. During the process, we conducted a survey of stakeholders that received more than 1,000 responses, and we hosted roundtable discussions with Downtown leaders in various sectors.
4. EBP, a Washington D.C.-based transportation consultancy, conducted an economic development case study of The Hop streetcar. Milwaukee Downtown assisted with the study by aggregating investment figures. Since the streetcar’s approval in 2015, we reported, property values within walking distance of the route have increased by 66% or nearly \$3 billion. That’s thanks to over 4 million square feet of new or renovated commercial space, more than 1,200 new hotel rooms, and more than 4,700 new apartment units along the route.
5. Employees have been returning to their offices in Downtown Milwaukee at an exceptional rate. According to the results of Milwaukee Downtown’s four return-to-work surveys and a University of Toronto study, Milwaukee continues to rank highly in post-pandemic recovery and outpaces most of its peer cities in the Great Lakes region.

Incentives

Milwaukee Downtown continues to offer a toolbox of incentives to assist in business growth and relocation. These tools include the Business Development Loan Pool, Kiva loan endorsements, and Main Street Bounceback Grants. Through the latter, Milwaukee Downtown helped more than 90 small businesses collect over \$900,000 in pandemic-relief funds. Approximately 6% of the total Bounceback grants approved in the Milwaukee region were in the 53202 and 53203 zip codes, reflecting new business growth Downtown.

Nighttime Economy

Downtown Milwaukee’s nighttime industry and social economy is growing exponentially, as evidenced by the fact that several new entertainment venues and districts are in the planning stages. The nighttime economy is the fourth largest economic sector for the City of Milwaukee with 1,668 businesses. Meanwhile, one in every 11 jobs citywide are in this important growth industry.

Consumer spending on Downtown nightlife is \$1.37 billion annually or \$5,300 per City household, and that’s expected to grow 19% by 2027. Conne+ing MKE: Downtown Plan 2040 includes a proactive recommendation: “Embrace Downtown as the region’s center for nightlife and social gathering and ensure the proper management of the nighttime economy.”



Public Space Improvement Projects

Lively public spaces and amenities are essential to creating a thriving downtown and supporting its economic development efforts. Milwaukee Downtown played a leadership role in several key projects that crossed the finish line or took major steps forward this year.

The efforts to build Downtown’s first dog park took significant strides forward by securing Fromm Family Pet Food as the presenting sponsor. Other major sponsors soon followed, including the Milwaukee Admirals. The dog park also attracted Foxtown Landing, a dog-friendly brewery, distillery and restaurant that will be developed on an adjacent vacant site. That’s sure to create a new social hub for people and their pets.

The Frame the Square project was completed in partnership with Cathedral Square Friends and the County and City of Milwaukee. It brought a wealth of perimeter improvements to Cathedral Square Park, including new sidewalks, benches, bike racks, street trees and landscaping.

Plus, we also deployed Active Streets for Businesses for its fourth season, to support small business and public realm activation with unique outdoor seating in two Downtown entertainment districts.



Downtown Area Plan

Conne+ing MKE: Downtown Plan 2040 was unanimously adopted by Milwaukee’s Common Council on July 31, 2023, after a planning process that lasted nearly two years. Co-led by the City of Milwaukee and Milwaukee Downtown, BID #21, the plan sets a vision for the future of Downtown Milwaukee. The last Downtown Area Plan was adopted in 2010 and included recommendations to foster a distinct Downtown center, a strong sense of place and a connected Downtown.

Conne+ing MKE: Downtown Plan 2040 looks to continue the momentum of the 2010 Plan, build on the success of recently completed or announced projects, and lay out an aspirational vision for the future of Downtown. The goal is to unlock its full growth potential, with a focus on creating great places connected by walkable streets, enhanced transit options, greater connectivity with surrounding neighborhoods, and active and inclusive gathering spaces and plazas.

More than 2,500 individuals from all Milwaukee zip codes provided input during the public engagement process, which was collected via four community open houses and an online platform. This robust and inclusive engagement shaped the eight overarching goals for the plan, and generated big ideas for catalytic projects. Milwaukee Downtown is excited to play a role in the implementation of the plan’s 40 recommendations for building a vibrant, inclusive and welcoming district for everyone.



Advocacy and Collaborations

Milwaukee Downtown advocated for a Nighttime Economy Office at City Hall this year, as well as an expanded route for The Hop streetcar and Bus Rapid Transit service. What’s more, the aforementioned Bus Rapid Transit service, called CONNECT 1, launched in June, 2023. Ridership between Downtown and the regional medical center is expected to rise to over 9,500 passengers a day.

We continue to lead public outreach efforts to transform Van Buren Street, with the goal of implementing measures that will reduce traffic speed and crashes, create a main bike thoroughfare, enhance streetscaping, and encourage economic development. We are also promoting the RFP for the Vel R. Phillips Plaza and development site, which will feature food and beverage operations that are slated to open in 2024. The 30,000-square-foot plaza will be located along the south side of West Wisconsin Avenue, west of Vel R. Phillips Avenue.

Plus, BID #21 teamed up with Downtown Madison Inc. this past year to present the second year of the popular “Madison + Milwaukee Downtown Exchange,” a virtual event series. It features industry experts from Wisconsin’s two largest cities, sharing ideas on how the regions can learn from one another to build greater collaboration, growth and investment.



A Sight to Behold

PLACEMAKING PROJECTS

Reimagine Red Arrow Park

This multi-year, public-private partnership was created to develop programming and foster civic engagement in the heart of Downtown Milwaukee 365 days a year. Our founding project partners include MGIC, the Herzfeld Foundation and Milwaukee County Parks. We reimagined Red Arrow Park in a wide variety of ways this year:

- In September, 2022, we partnered with Outdoor Yoga MKE to offer a free weekly morning yoga class on the grass. The event's popularity eventually led to a winter indoor yoga class at the Milwaukee County Historical Society. Plus, for 2023's summer solstice, we welcomed 58 yogis to the park to offer sunrise salutations in celebration of the longest day of the year.
- In October of 2022, Milwaukee Downtown hosted the "Jack-O-Lantern Jubilee" presented by WaterStone Bank. Activities included a free pumpkin patch sponsored by Metro Market and Pick 'n Save, pumpkin carving, storytime and a children's costume parade led by Mayor Johnson.
- We launched a new partnership with the Marcus Performing Arts Center to host two Broadway-themed ice skating events based on "Hairspray" and "Frozen." Called "Broadway Skates," these free family-friendly events encouraged theater-lovers to dress up as their favorite characters, skate along to the Broadway soundtrack and pose with costumed characters in our "show globe."
- In February, 2023, we hosted our second annual superhero-themed event, "Downtown Ice CAPE-ade." Children dressed as superheroes and skated with costumed comic book characters and real-life heroes from the Milwaukee Fire Department, Milwaukee Police Department and Team USA. Some 250 attendees enjoyed free skate rentals, sponsored by WaterStone Bank.
- In May of 2023, we partnered with the City's Department of Public Works for our largest one-day activation, the second annual Big Truck Day. Triple the size and attendance in just one year, it hosted an estimated 4,500 guests. In addition to the 20 big trucks that were on hand, activities included free face painting, sand box and bubble playtime, a dinosaur meet and greet, truck-themed arts and crafts, and more.
- Heart(beat)s of the City powered by MGIC returned for its second summer in a row. This 12-week concert and food truck series once again took place at lunchtime on Wednesdays. Musical acts from around the area and around the nation performed this season, while some 84 food trucks served up tasty fare.
- Summer Spinz transformed the "Slice of Ice" skating rink into a roller-skating party on the third Friday of June, July and August, with nightly sets from DJ Shawna, DJ Bam and DJ Gemini Gilly. Food trucks and sweets vendors were on hand, while Milwaukee Downtown gave away Summer Spinz buttons and towels. 250 partiers attended in June, while 3,000 attended in July.



Milwaukee Theater District

On November 30, 2022, the brand-new Milwaukee Theater District was unveiled at the Riverside Theater. Milwaukee Downtown, together with VISIT Milwaukee, the United Performing Arts Fund and the Marcus Corporation, created the walkable district encompassing nine performing arts venues in the heart of Downtown. With 15,000 seats, Milwaukee ranks number one for theater seats per capita in the United States.

Milwaukee Downtown also served as the project manager for the district's street pole banners. Plus, a new busker series was introduced this summer along the RiverWalk, thanks to support from Pabst Theater Group.



PNC presents Tunes@Noon

Described by fans as "Downtown's best kept secret," PNC presents Tunes@Noon celebrated its fifth season of live local lunchtime music in the 411 East Wisconsin Center's outdoor courtyard. Performances were held on Thursdays from June through August, and featured Zach Pietrini, Alyssia Dominguez, Navy Band Great Lakes and many other crowd favorites. Plus, this year we surprised guests at select concerts with free Pete's Pops, ice cream and popcorn.

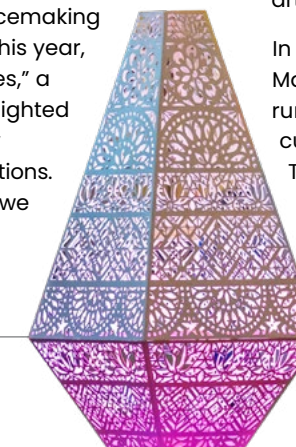


Public Art

In January of 2023, we unveiled our largest public art installation to date, Lightfield by HYBYCOZO, presented by Johnson Financial Group. Its eight ground sculptures and 16 hanging lanterns transformed Cathedral Square Park with their intricate geometric patterns and iridescent glow.

Milwaukee Downtown also hosted a two-night opening party for the installation in January, and a "Light Club" event as part of Gallery Night in April. Additionally, we collaborated on Gallery Night with local artist Emma Daisy Gertel to showcase her "Lights in Bloom" video art installation at BMO Tower.

In July, Milwaukee Downtown partnered with the Marcus Performing Arts Center to reimagine the long running Rainbow Summer as a five-day arts and cultural festival on the center's new outdoor grounds. Then, for the event, we brought the Evascent art installation to those grounds. The nine larger-than-life bubbles by Australian-based design studio Atelier Sisu created one of Milwaukee's most Instagrammable moments of summer.



Summer in the City Campaign

For the second year, Milwaukee Downtown bundled all Downtown summer happenings into one convenient web page under our umbrella placemaking campaign, "Summer in the City." This year, we also introduced "Summer Notes," a printed tri-fold brochure that highlighted 98 hours of free outdoor music by Downtown neighborhood organizations. To promote "Summer in the City," we distributed Milwaukee Downtown branded sunglasses and beach balls at weekly lunchtime events.



A Sense of the Future

2024 AND BEYOND

You can sense the excitement in the air. 2024 presents some major opportunities for Downtown Milwaukee: the opening of Downtown's first public dog park, hosting the Republican National Convention, the Baird Center expansion and the new Vel R. Phillips Plaza, among others. What's more, we will begin implementing the recommendations of Connec+ing MKE: Downtown Plan 2040.

We're also excited to move forward with a new vision for the organization, based on feedback from our stakeholders and our very engaged board of directors. Our big strategic plans for the next five years include:

- acting as the steward for Downtown's public realm, expanding beautification services, identifying and advocating for needed repairs and improvements, and activating the RiverWalk.
- prioritizing recruiting, retaining and supporting employers of all sizes, and helping to recruit, retain and support a strong, diverse and creative workforce.
- taking the lead in establishing a public space management initiative, which will develop, maintain and activate inclusive public spaces in a financially and environmentally sustainable manner.
- growing Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife and sports.
- taking the lead in convening partners, and coordinating efforts to strengthen connections between the region's downtowns, communities and districts.
- engaging Downtown residential developers and residents to create a complete Downtown neighborhood, with vibrant, accessible and affordable programs, events and services for Downtown residents.



Mission

We lead and inspire Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community.

Vision

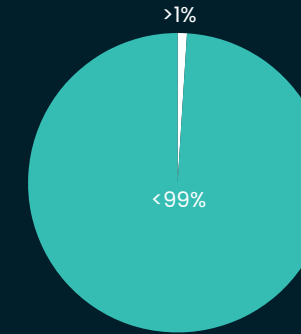
Milwaukee Downtown is an economic catalyst creating opportunities for all. Downtown continues to be a premier destination of choice to live, work, learn, play and stay. Milwaukee is a renowned world-class city adding value to the state and Great Lakes region.

BUDGET AND BOARD

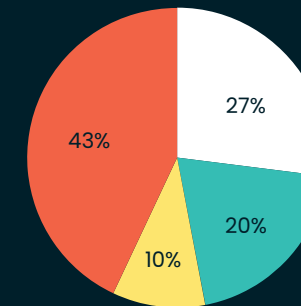
2023 Budget

Representing approximately 150 square blocks and nearly 500 property owners, Milwaukee Downtown, BID #21 collected \$4.4 million in assessments to fund its core programs and initiatives.

- **Assessments:** \$4,417,873
 - **Additional Income:** \$29,850
- TOTAL: \$4,447,723**



- **Clean Sweep Ambassador Program:** \$1,214,549 (27%)
 - Sidewalk Cleaning:** \$803,600
 - Landscaping:** \$405,949
 - Graffiti Removal:** \$5,000
- **Public Service Ambassador Program:** \$903,600 (20%)
- **Administrative:** \$434,650 (10%)
- **Economic Development/Marketing/ Business Retention/Recruitment:** \$1,894,924 (43%)



Please note: Milwaukee Downtown, Inc. annual contributions, sales and event fees are not reflected in this budget.

2022-2023 Board of Directors

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2023



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