



2024 Snapshot of Unprecedented Momentum in Downtown Milwaukee

www.milwaukee downtown.com

Prepared by:
MATT DORNER

Economic Development Director
Milwaukee Downtown, BID #21

Milwaukee is Experiencing Unprecedented Investment

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2015, over \$5.4 billion has been invested in completed private and public projects. Meanwhile, more than \$3.6 billion is currently under construction or proposed to start soon, spurring significant momentum that reinforces Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2015. The Downtown Area Investment map showcases where unprecedented growth is occurring.

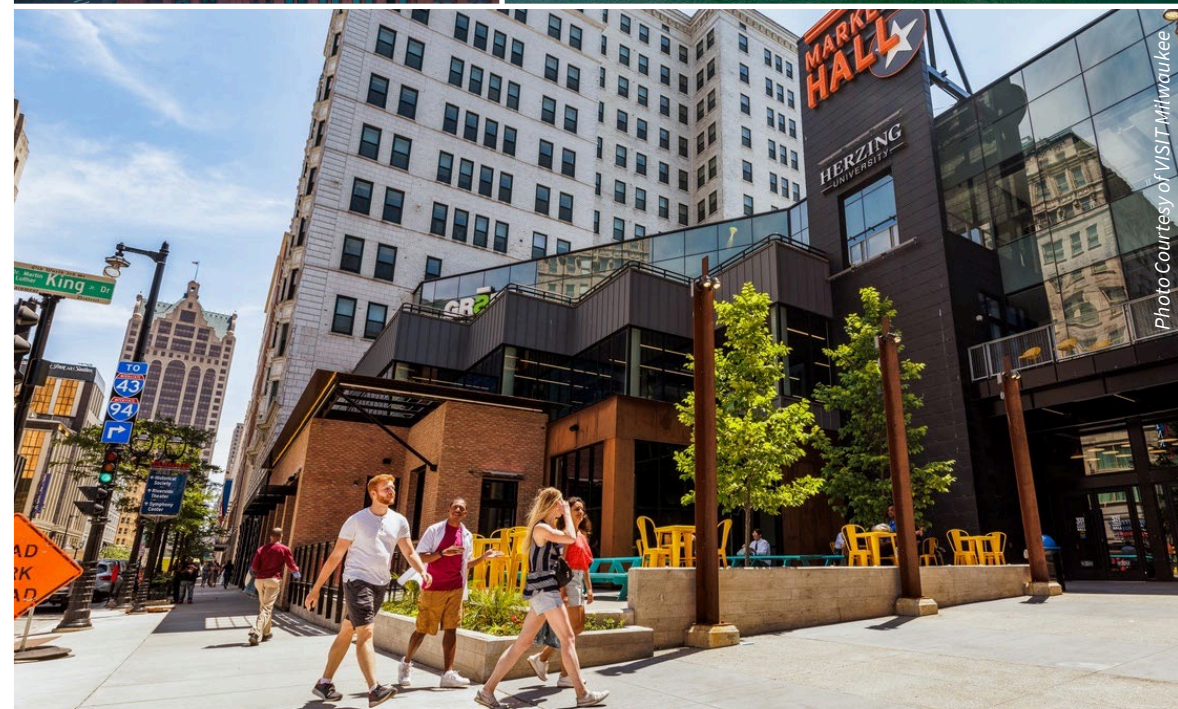
Download the Greater Downtown Area Investment Map at
www.MilwaukeeDowntown.com



\$5.4 Billion +
COMPLETED PROJECTS SINCE 2015



\$3.6 Billion +
UNDER CONSTRUCTION OR PROPOSED



By the Numbers

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT SINCE 2010:

- **21.2%** population growth since 2010, up to 42,275+ residents
- **4.7+** million SF of new/renovated office space
- **144,618 SF** of positive central business district office space absorption in 2024 YTD
- **11,000+** new housing units with 11% being non-market rate units
 - 900+ additional housing units under construction with 4,000+ in the pipeline
- **2,950+** new hotel rooms
- **90,700+** estimated total jobs downtown
 - 7,800+ new employees located or announced plans to grow downtown since 2020
 - 31% of all jobs within the City of Milwaukee are located Downtown

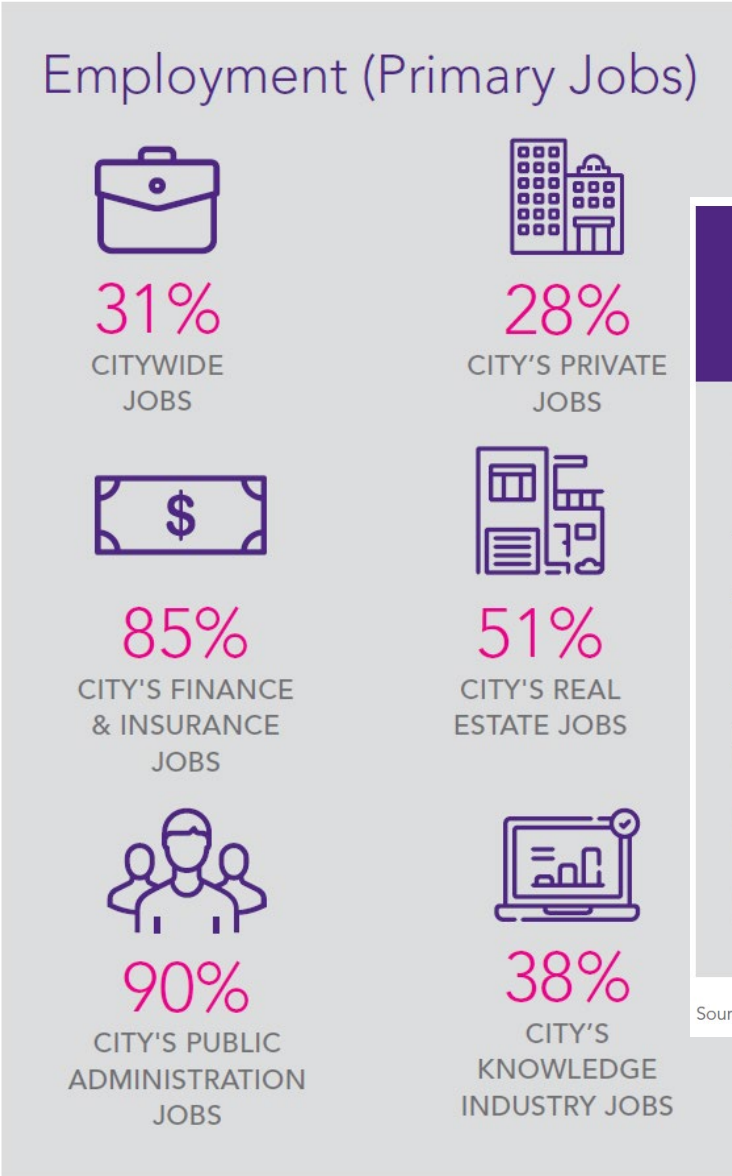


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The Greater Downtown area makes up about 3% of the City's landmass yet produces 22.1% of the City's total property tax base.

Nearly 1 in 3 City of Milwaukee Jobs are Downtown

Downtown concentrates both a high share of jobs and is the core of several key industries: Finance & Insurance, Real Estate, Public Administration, Professional Services, and Knowledge-based Jobs.



Source: LEHD On the Map (2020)

	Downtown	City	Region
Primary Jobs	80,332	255,187	928,393
All Jobs	84,896	276,971	999,896
Share of Land Area	n/a	2.9%	0.1%
District Share Of All Jobs	n/a	31%	8%
District Share Of Primary Jobs	n/a	31%	9%
Employees Per Acre (Primary)	45.6	4.1	0.6
Primary Employment Growth 2002–2020	6%	-8%	3%

Source: LEHD On the Map (2020)

2023 International Downtown Association Value
of Downtowns and Center Cities Study

Downtown Milwaukee's Recovery Outpaces Peers

According to 2023 University of Toronto research, ranking it 13th of United States cities in pre-pandemic activity, exceeding the national average of 74%.

Recent updates from Placer.ai highlight that Downtown's activity has now increased to over **96%**!

Milwaukee tops New Orleans, NYC in Condé Nast Traveler survey of top places to visit

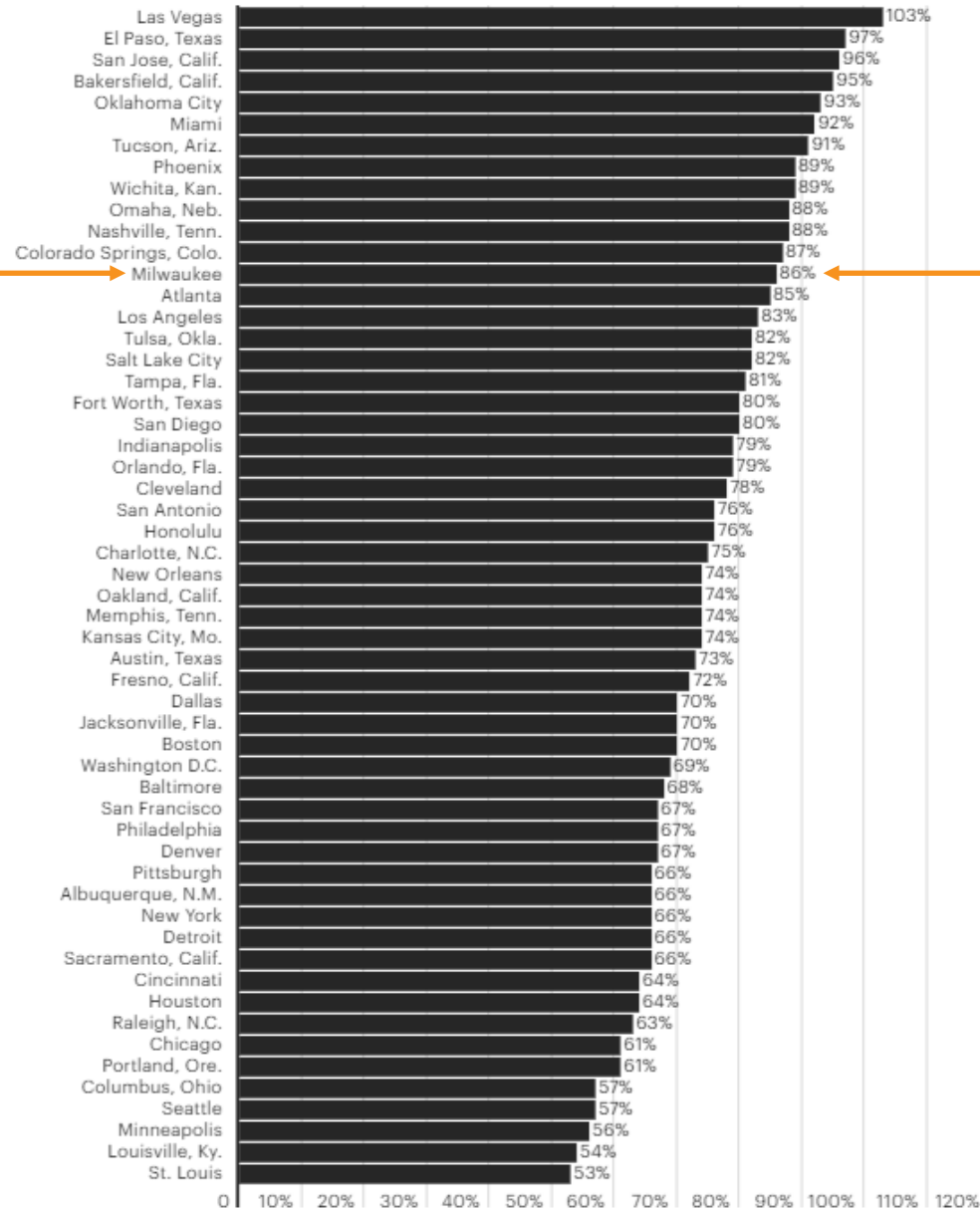
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Milwaukee Business Journal, October 25, 2023

Downtown recovery rate by metro area

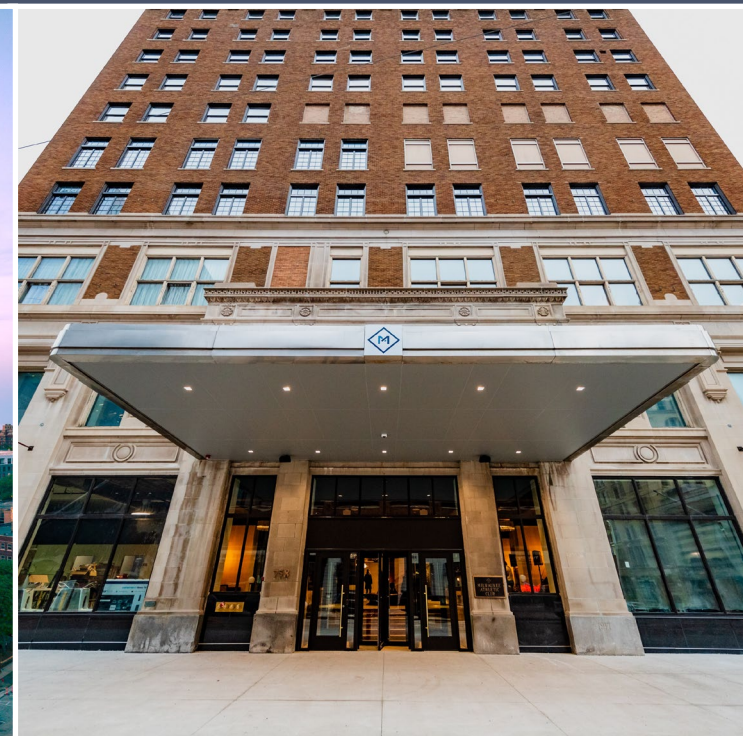
Researchers analyzed GPS data from over 18 million North American smartphones



MKE
2024

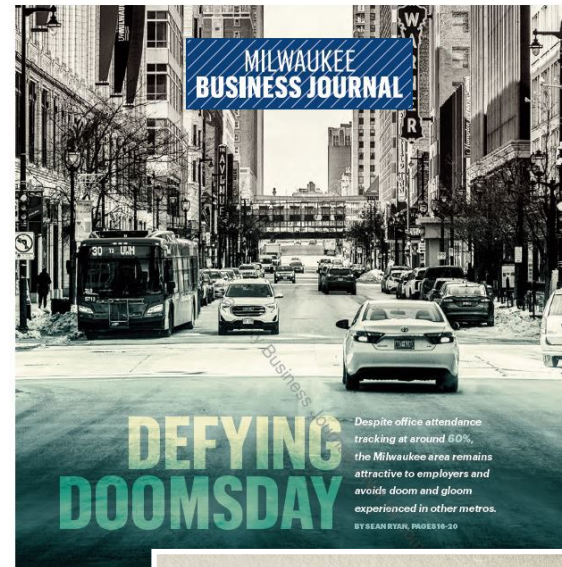


AND... significant investment continues to outpace peer cities, positioning Downtown Milwaukee as the premier location for doing business.

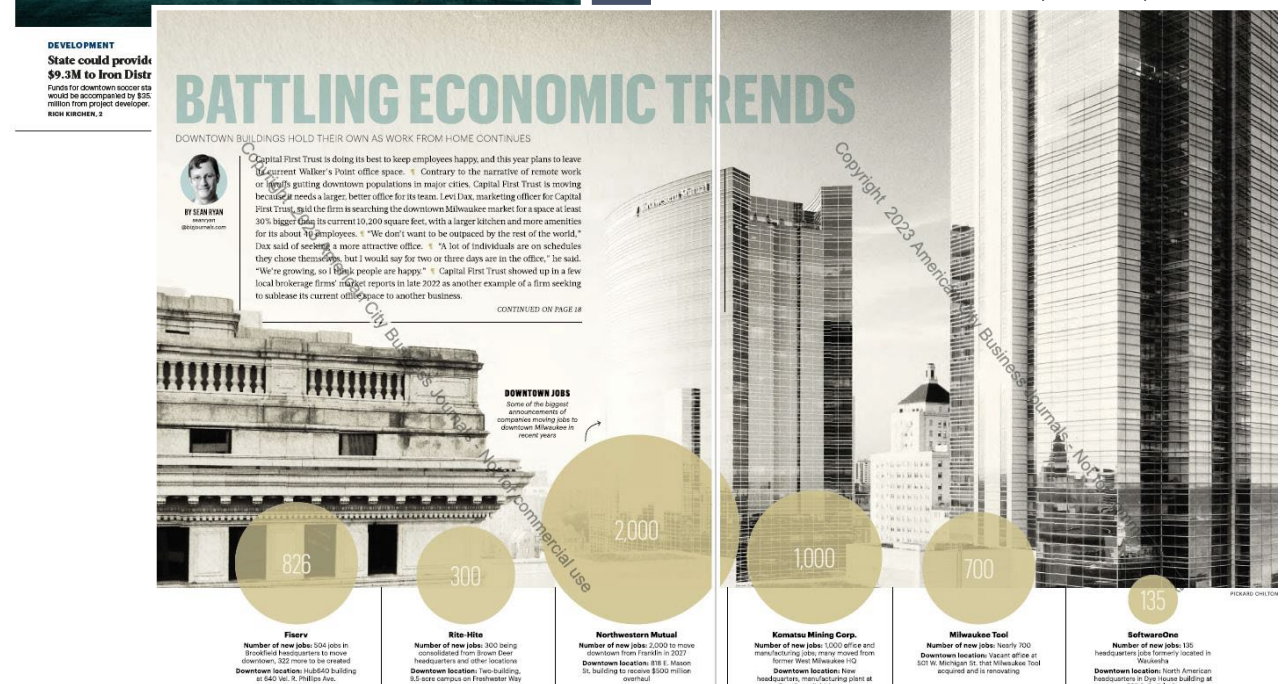


Downtown Milwaukee is Experiencing Positive Economic and Job Growth Compared to Peer Cities

“Since 2020, announcements of companies moving offices or opening new locations downtown would bring more than 7,000 jobs to the area...That includes the 2,000 from Northwestern Mutual's recent announcement.”



Milwaukee Business Journal, March 3, 2023



Downtown Milwaukee is Experiencing Record Business Recruitment & Expansion Success

7,800+ new jobs have located or announced plans to grow employment in downtown Milwaukee since 2020 alone!

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Milwaukee employers say new downtown offices have bolstered their recruitment efforts

Northwestern Mutual plans \$500 million upgrade to its HQ, will bring 2,000 Franklin employees downtown

Company will transform North Office Building at Milwaukee campus

By Andrew Weiland - Feb 2, 2023 7:15 am

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Investment firm will move 300 employees from Menomonee Falls to the Third Ward

By Hunter Turpin - Jun 17, 2024 5:28 pm

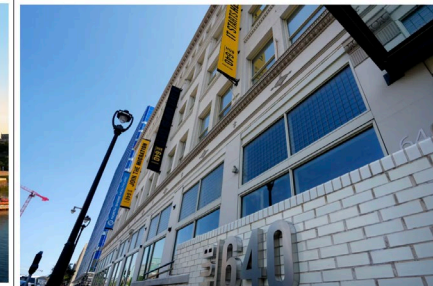
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Fiserv moving headquarters to downtown Milwaukee from Brookfield. 800 jobs are involved.

Tom Daykin
Milwaukee Journal Sentinel

Published 8:21 a.m. CT Oct. 27, 2022 | Updated 8:36 p.m. CT Oct. 27, 2022

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Potawatomi Business Development Corp. opening downtown office

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The 833 East building stands between the U.S. Bank Center and construction site of the new Potawatomi apartment high-rise on the downtown waterfront.

LAND AND SPACE

Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

Tom Daykin
Milwaukee Journal Sentinel

Published 8:55 a.m. CT Feb. 21, 2024

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Here's CBRE's plans at BMO Tower, which continues to land more tenants

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Veolia North America hosts grand opening of new downtown Milwaukee office

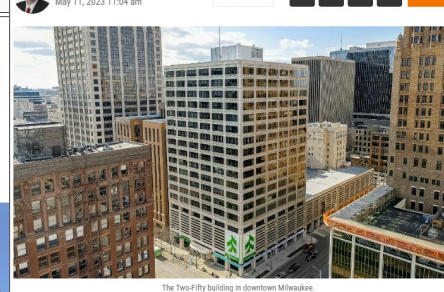
CEO teases future growth

Real Estate

HNTB again expands downtown Milwaukee office

By Andrew Weiland
May 11, 2023 11:04 am

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The Two-Fifty building in downtown Milwaukee.

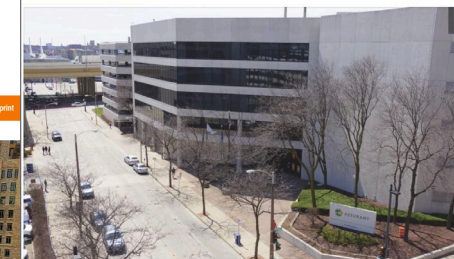
Miller Electric Mfg. opens downtown Milwaukee office in pursuit of engineering talent

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Milwaukee Tool to expand corporate offices to downtown Milwaukee, add up to 2,000 jobs

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A 2015 photo of Assurant Health's former downtown Milwaukee offices
LEE MATZ

SoftwareONE to move U.S. HQ from Waukesha County to Milwaukee's Third Ward

By Ashley Smart - Apr 15, 2022 12:17 pm

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Downtown Milwaukee's Momentum is Attracting More Companies and Thousands of Employees


"Fiserv, a Fortune 500 payments and financial technology firm, is among a recent string of major companies moving jobs to downtown Milwaukee. Others include Northwestern Mutual, Milwaukee Tool, SoftwareOne, Allspring Global Investments and Enerpac Tool Group."

"**Milwaukee has a ton of momentum**," Fiserv's Nelson said. "One of the things that attracted us to come downtown was wanting to be part of that."

MILWAUKEE
BUSINESS JOURNAL

2024 REAL ESTATE AWARDS
Honoring the best real estate deals and projects
completed in 2023 >

Milwaukee Business Journal, March 22, 2024



DOWNTOWN MILWAUKEE CEO ROUNDTABLE • COMMERCIAL REAL ESTATE

DOWNTOWN MOMENTUM

More companies, including Fiserv and Milwaukee Tool, are being drawn to the city's central business district, bringing with them hundreds of employees.

Fiserv officially opened new downtown Milwaukee office in early March.

Milwaukee Employers say new Downtown Offices have bolstered their recruitment efforts


"Thanks in part to its new downtown space, Fiserv has seen a 56% surge in job applications from 2023 to 2024. Hau said the office has created a positive buzz and become a "powerful driver" for attracting top talent."

BizTimes
MILWAUKEE BUSINESS NEWS


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Milwaukee Business Journal, March 22, 2024

Milwaukee employers say new downtown offices have bolstered their recruitment efforts

By Ashley Smart
Sep 8, 2024 11:24 pm

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Workers gather in a common area at Fiserv's Milwaukee office. Credit: Fiserv

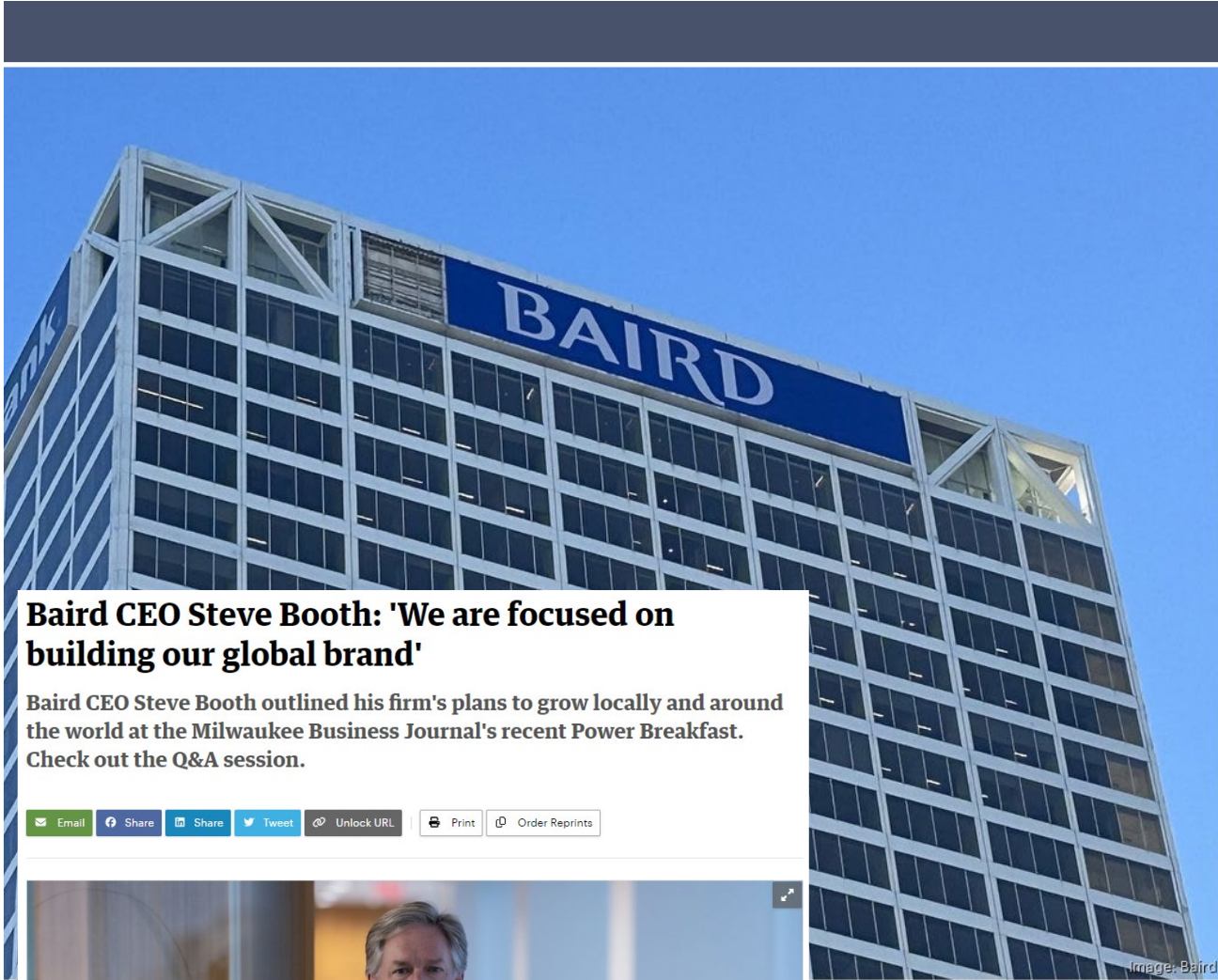
BAIRD'S Position on Milwaukee's Quality of Life Advantages

Q: You're now in markets all over the country and all over the world. How does Milwaukee compare to those other markets?

A: *"When people come here, they say this just feels different than other places in the U.S. We have a smaller, second headquarters in Louisville. It's about the same size as Milwaukee, but it is fundamentally different. If you were to walk from the Louisville equivalent of The Pfister Hotel to the equivalent of where Baird is headquartered, you would have concerns about your personal safety. That's just the way it is."*

"That's in cities like Portland and Seattle, which are huge cities for us. In Portland, we've actually had to relocate our office from downtown out to the suburban area and essentially abandoned it. We do not have that issue in Milwaukee, and we take it for granted because we live and work here every day. But I have 200 locations, and real estate expenses are the second-biggest expense after people, so it's a huge issue for us."


Steve Booth, BAIRD CEO



Baird CEO Steve Booth: 'We are focused on building our global brand'

Baird CEO Steve Booth outlined his firm's plans to grow locally and around the world at the Milwaukee Business Journal's recent Power Breakfast. Check out the Q&A session.

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Milwaukee Business Journal,
May 17, 2024



OFFICE | RESIDENTIAL | SPECIALTY MIXED-USE | HOTELS | ENTERTAINMENT | RETAIL | CIVIC | TRANSPORTATION | PUBLIC SPACE

Sample of Transformational Projects Recently Complete, Underway & Proposed in all Development Sectors

Projected renderings are included for some projects and are subject to change.

MKE
2024

Office

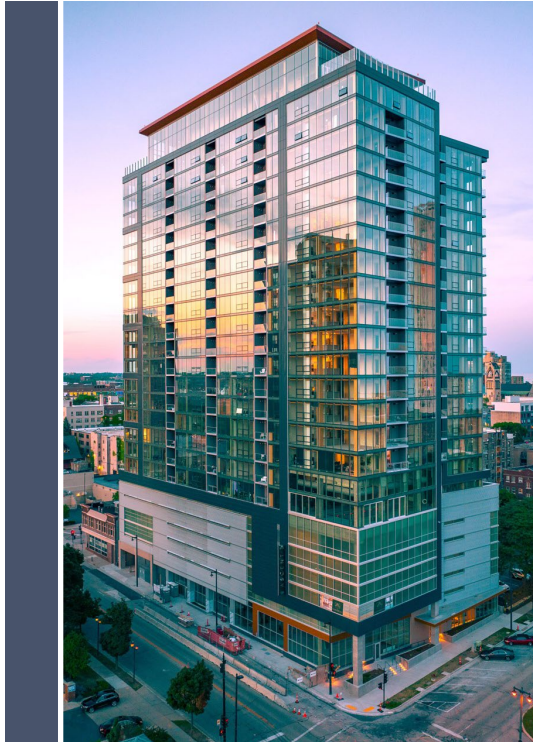
- BMO Tower
- Northwestern Mutual
- Associated Bank River Center
- The Huron Building
- Milwaukee Tool
- The Avenue
- Hub 640



MKE
2024

Residential

- The Couture
- 333 Water
- Nova
- Ascent MKE
- 740 North
- River House Phase II
- Renaissance Place
- Evoni
- 1333 N. Milwaukee
- Eighteen87 on The River
- The Edison
- Michigan Street Commons
- Elevation 1659



MKE
2024

Milwaukee has the 2nd Strongest Apartment Rental Market in the United States

Milwaukee ranked the 2nd most competitive apartment rental market in the United States out of the 139 rental markets in 2023's peak rental season, according to RentCafe.com.

Top 20 Most Competitive Rental Markets in Peak Rental Season 2023

Rank	Market	Competitive Score	Average Vacant Days	Occupied Apartments	Prospective Renters	Lease Renewal Rate	Share of New Apartments
1	Miami-Dade County, FL	122	30	97.1%	25	73.0%	1.0%
2	Milwaukee, WI	116	30	96.1%	16	70.0%	0.9%
3	North Jersey, NJ	113	34	96.3%	15	71.4%	1.2%
4	Suburban Chicago, IL	112	33	95.4%	15	67.3%	0.1%
5	Grand Rapids, MI	108	33	95.9%	12	67.7%	0.5%
6	Omaha, NE	106	26	96.3%	15	63.5%	0.9%
7	Suburban Philadelphia, PA	100	40	94.8%	12	75.8%	0.0%
8	Bridgeport - New Haven, CT	98	37	95.9%	16	63.1%	0.2%
9	Broward County, FL	98	36	95.5%	14	66.9%	0.8%
10	Orlando, FL	98	32	95.1%	12	65.3%	0.8%
11	Brooklyn, NY	96	38	96.1%	9	66.2%	0.2%
12	Central Jersey, NJ	96	45	95.9%	10	82.6%	0.5%
13	Manhattan, NY	89	38	94.7%	9	66.0%	0.0%
14	Greater Boston, MA	86	35	95.4%	14	59.2%	0.2%
15	Cincinnati, OH	85	36	94.6%	12	63.8%	0.7%
16	Chicago, IL	85	30	94.7%	15	57.5%	0.1%
17	Kansas City, MO	84	34	94.4%	10	66.0%	0.7%
18	San Diego, CA	84	33	96.0%	17	51.0%	0.2%
19	Orange County, CA	83	40	95.7%	13	61.0%	0.2%
20	Pittsburgh, PA	78	39	94.1%	8	65.9%	0.0%

Source: [RentCafe analysis of Yardi Matrix data](#) • [Get the data](#) • [Embed](#) • Created with [Datawrapper](#)

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Milwaukee is a National Leader for Office-to-Apartment Conversions

Signaling a strong desire for downtown living, Milwaukee ranked 18th in the nation for the most office-to-apartment conversions, with over 3,200 that are under construction or in the pipeline according to Yardi Matrix.

www.milwaukee-downtown.com

Planned Office-to-Apartment Conversions by Metro Area

	Metro Area	2024 Office-to-Apartments Pipeline ▼	Office-to-Apartments Pipeline Y-o-Y % Change	Share of Office-to-Apartments 2024	Total Future Conversions
1	Washington, D.C.	5,820	88%	65%	9,021
2	New York, NY	5,215	18%	45%	11,485
3	Dallas, TX	3,163	58%	83%	3,833
4	Chicago, IL	2,822	-9%	55%	5,140
5	Los Angeles, CA	2,442	6%	37%	6,660
6	Cleveland, OH	2,012	-10%	63%	3,210
7	Cincinnati, OH	1,563	-6%	81%	1,919
8	Kansas City, MO	1,510	84%	50%	3,033
9	Atlanta, GA	1,422	40%	52%	2,713
10	Phoenix, AZ	1,377	114%	63%	2,172
11	Minneapolis, MN	1,334	13%	59%	2,244
12	Detroit, MI	1,070	40%	27%	3,905
13	Columbus, OH	1,006	35%	58%	1,740
14	Philadelphia, PA	975	136%	19%	5,092
15	Seattle, WA	973	5%	46%	2,138
16	Birmingham, AL	942	41%	50%	1,875
17	Hartford, CT	930	61%	37%	2,523
18	Milwaukee, WI	911	-8%	41%	2,217
19	Denver, CO	902	0%	36%	2,528
20	Charlotte, NC	864	8%	45%	1,925

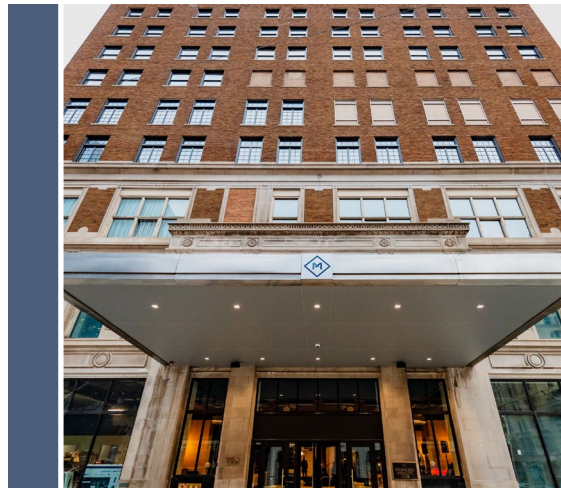
The data shows office-to-apartments currently under conversion, planned or prospective. Data is subject to change.

Table: RentCafe • Source: Yardi Matrix • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

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Specialty Mixed-Use

- Milwaukee Athletic Club
- 3rd Street Market Hall & The Avenue
- Journal Square



MKE
2024

Hotels

- The Trade Milwaukee
- Tempo by Hilton
- Kinn Guesthouse
- Adams Hotel
- Hilton Tapestry
- Third Ward Marriott Tribute
- North Central Group Hotel



MKE
2024

Entertainment

- The Iron District
- Vivarium
- Foxtown Landing & MKE Dog Park
- FPC Live

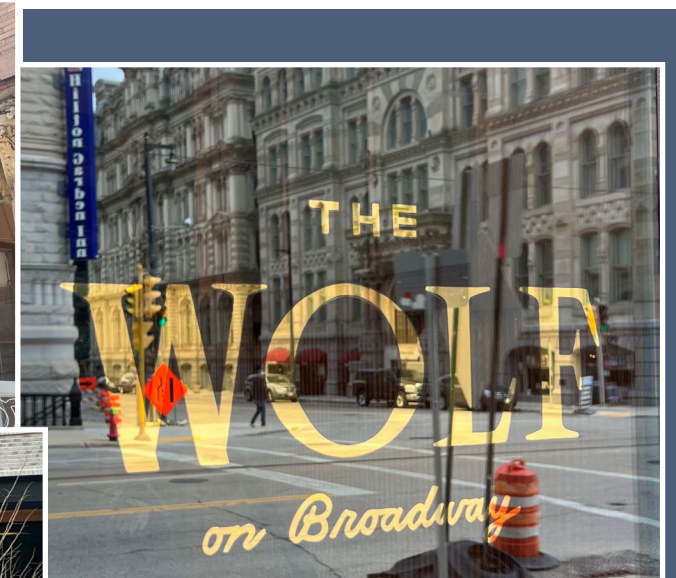


MKE
2024

Retail & Restaurant

- Kohl's
- Sweetgreen
- Foot Locker
- Wolf on Broadway
- Ben & Jerry's
- Sweet Connie's Café
- The Edison
- Electric Lime
- Carbon
- Awi Sushi
- Visual Comfort & Co.
- The New Fashioned
- AntetokounBros Shop

*Healthy mix of
national and local
brands expanding
into the downtown
Milwaukee area*



MKE
2024

Kohl's Opens First Downtown Store

Downtown Milwaukee is one of the only markets among its peer cities to have a department store open in recent years!

www.milwaukeekeedowntown.com



Kohl's To Test Smaller, Urban Concept in Headquarters' Hometown

Downtown Milwaukee Store Will Complement Major Mall Redevelopment



MKE
2024

Civic

- BAIRD Center Expansion
- Bradley Symphony Center
- Milwaukee Repertory Theater
- Milwaukee Public Museum



MKE
2024

Transportation

- Bus Rapid Transit
- The Hop Streetcar
- Bike Network Expansion
- 6th Street Complete Street
- Wells Street Reconstruction
- Van Buren Street Cycle Track
- E-Scooters
- Bublr Bike Share



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2024

Public Realm Projects

- Downtown Dog Park
- Brighten The Passage
- Frame the Square
- Vel R. Phillips Plaza
- Light The Hoan
- Red Arrow Park Redesign
- Zeidler Union Square Improvements

www.milwaukeekeepdowntown.com



LAND AND SPACE
Downtown's Red Arrow Park could get a makeover. That begins with \$500,000 in design work

Tom Daykin
Milwaukee Journal Sentinel
Published 6:01 a.m. CT Jan. 5, 2024 | Updated 6:01 a.m. CT Jan. 5, 2024



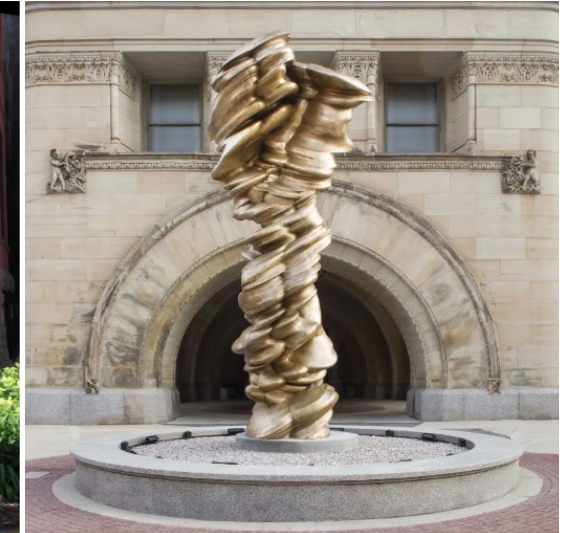
Downtown Dog Park Groundbreaking



MKE
2024

Sculpture Milwaukee

Since the first exhibition in 2017, Sculpture Milwaukee has been transforming downtown Milwaukee's cultural landscape every year with world-renowned sculpture that serves as a catalyst for community engagement, economic development, and creative placemaking.



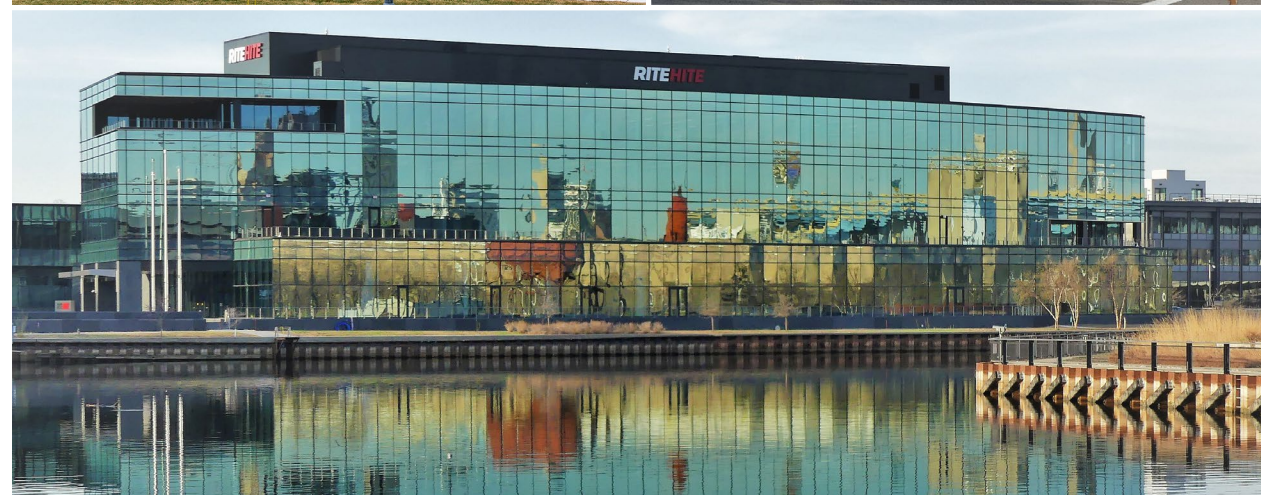
An aerial photograph of the downtown Chicago skyline, featuring numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. The text "Sample of Near-Downtown Transformational Projects" is centered in white, bold, sans-serif font.

Sample of Near-Downtown Transformational Projects

Projected renderings are included for some projects and are subject to change.

Catalytic Projects Near to Downtown

- Rite-Hite
- Michels/River1
- ThriveOn King
- Komatsu
- Marquette College of Business Administration



An aerial photograph of a city skyline, likely Chicago, featuring a river (the Chicago River) and a bridge (the Lake Shore Drive Bridge). The skyline is filled with various skyscrapers and buildings, including the BMO Tower and the Willis Tower. The image is overlaid with a semi-transparent blue filter.

**Continuing our Momentum!
What's In Store for Downtown?**

More Major Initiatives & Projects Moving Forward in 2024 & Beyond!

- Begin the implementation of “Connec+ing MKE 2040” – Downtown Plan update recommendations and goals
- Build on business recruitment and retention wins
- Launch the redesign of Red Arrow Park
- Promote the findings of the International Downtown Association’s Value of Downtown Study
- Build Downtown’s first dog park
- Open several catalytic projects
- Bolster the nighttime economy
- Enhance Downtown’s quality of life programs
- Expand public art throughout Downtown
- Create and activate additional third spaces
- Track trends nationally and implementing best practices locally
- Continue to position Downtown Milwaukee as the premier destination to live, invest, do business, work, and socialize in the Great Lakes region

MEASURING THE VALUE OF DOWNTOWN MILWAUKEE

A strong downtown is critical for a successful city and region. A recent study by the International Downtown Association and Milwaukee Downtown, BID #21, analyzed the contributions of Downtown Milwaukee as an economic driver. Through a variety of metrics, including five key principles – economy, inclusion, vibrancy, identity and resilience – the study demonstrated the central business district’s value as an epicenter for culture, innovation, community and commerce.

To view Milwaukee’s Value of Downtown study, visit www.milwaukeekeedowntown.com/do-business.

54% of Downtown residents are ages 18-34.

7,000+ new residents

16th out of 63 U.S. and Canadian cities for post-pandemic growth

65,749 passengers rode The Hop in July 2023 marking the 4th highest month since it opened in 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.

CONNECTING MKE DOWNTOWN PLAN 2040

\$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.

Downtown Business Executives Applaud Downtown’s Value

Milwaukee business leaders agree that Downtown is a great place to do business and attract talent. From the synergies that exist among neighboring companies and organizations to the unparalleled amenities and emerging pool of talent fed by nearby universities, Downtown Milwaukee is where business gets done. Plus, with more than \$77 billion in completed and recently announced investments since 2010, it’s no wonder that Downtown’s growth is outpacing peer cities of its size.



Ashley Booth
Wisconsin Office Leader & Vice President, HNTB

“HNTB, much like Downtown Milwaukee, is on an accelerated growth track. The opportunities in Downtown Milwaukee are endless and it continues to be a tremendous location for retaining and attracting talent.”



John Kissinger
President & CEO, GSK

“We came back to our roots when we relocated our national central offices to the heart of Downtown Milwaukee. Being Downtown has strengthened Herzog University’s ties and involvement with business, healthcare and educational communities. I love working Downtown and our team members nationally love visiting us here.”



Lyle Landowski
President & CEO, Colliers Wisconsin

“Colliers Wisconsin is in the business of finding companies the right home. When it came to our own space, we decided Downtown Milwaukee was the place to be. Downtown has the amenities, activity and access to talent that has propelled our growth for the last 10 years.”



Renee Herzog
President, Herzog University

“MGIC has been committed to Downtown Milwaukee since our founding in 1957. The amenities that surround our home office are unmatched. Our Downtown is a vibrant work environment that aligns with our top-workplace culture and our commitment to a thriving local community.”



Tim Mattie
CEO, MGIC

“We make it a point to invest in and support the communities we serve. Our flagship location at the top of Cathedral Place is a perfect example of that commitment. Our associates love the energy, activities and the connections they’re able to make by being Downtown. It’s a great time to be in the city of Milwaukee.”



Jim Popp
President & CEO, Johnson Financial Group

“Baird has been invested in the vitality of Downtown Milwaukee for over a century. As one of Downtown’s largest employers, we believe in supporting the communities we serve. We’re proud to call Downtown our home and even prouder to elevate our city’s world-class amenities with a new convention center.”



Mary Ellen Stanek
President of Baird Funds and Co-Chief Investment Officer of Baird Advisors, Baird

To learn more about Downtown Milwaukee’s competitive advantages, visit www.milwaukeekeedowntown.com.

Connec+ing MKE: Downtown Plan 2040 Catalytic Projects

- Public Museum & State Office Building Redevelopment at MacArthur Square
- Place Management Organization for Parks & Public Spaces
- Streetcar Extensions
- Water Street Transformation
- Performing Arts Center Parking Garage Redevelopment Site
- Clybourn Street & I-794 Corridor
- 6th Street Complete Street
- Lakefront Gateway Plaza & Connections
- Haymarket District

BUILDING UPON DOWNTOWN'S MOMENTUM

Connec+ing MKE: Downtown Plan 2040, co-led by the City of Milwaukee and Milwaukee Downtown, BID #21, sets a vision for the future of Downtown Milwaukee.

The last Downtown Area Plan was adopted in 2010 and included recommendations for streets, public spaces and new development that aimed to foster a distinct Downtown center, a strong sense of place, a connected Downtown, and attract a density of vibrant uses Downtown.

Since the Plan's adoption in 2010, many of its catalytic projects have been implemented and more than \$4.6 billion has been invested in public and private projects Downtown, with an additional \$3.1 billion proposed or under construction.

Connec+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 – one that takes into consideration global post-COVID trends and Downtown Milwaukee's distinguishing physical characteristics 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.

CONNec+ing MKE

DOWNTOWN PLAN 2040

connectingmke.com

CONNec+ing MKE

DOWNTOWN PLAN 2040

connectingmke.com

DEFINING A COLLECTIVE VISION

The vision set forth in Connec+ing MKE represents a collective vision for our city center, generated through significant community engagement. During nearly two years of outreach, the Connec+ing MKE: Downtown Plan 2040 received input from more than 2,500 individuals – including participants from all 18 Milwaukee zip codes. This robust and inclusive engagement shaped the eight overarching goals for the Plan, as well as “big ideas” and catalytic projects.

GOALS FOR 2040

- Housing & Neighborhoods**
GOAL 1: Increase the Downtown population through density and diversity of housing, and improve the quality of life in Downtown and surrounding neighborhoods.
- Business & Education**
GOAL 2: Create environments and programs that support an increase of diverse businesses and a talented workforce.
- Retail, Services, Food & Nightlife**
GOAL 3: Create vibrant retail and entertainment districts with streets and public spaces that feature active uses and pedestrian-friendly design.
- Arts, Culture, Entertainment & Sports**
GOAL 4: Create more opportunities for shared experiences, and highlight the diverse stories, people and places that make MKE unique.
- Sustainability & Resilience**
GOAL 5: Create an environmentally, socially and economically sustainable & resilient Downtown.
- Transportation & Mobility**
GOAL 6: Redesign our streets to support walkability, and expand options for the safe, comfortable and accessible movement of people.
- Streets & Public Spaces**
GOAL 7: Invest in the public realm by improving streets, public and other public spaces to ways that encourage a more vibrant, inclusive and resilient MKE.
- Land Use & Development**
GOAL 8: Create more opportunities for public and private investment in the built environment.

BIG IDEAS

Public input helped shape six “big ideas” for how public and private investment can drive physical changes to Downtown that meaningfully advance Connec+ing MKE goals.

- GROW DOWNTOWN**
Double the Downtown population through intensive housing development. Significantly increase Downtown's job and talent density. Leverage publicly owned development sites to promote housing density, affordability and new economic opportunities.
- REDESIGN STREETS AS PUBLIC SPACES**
Focus on walkable streets designed for people, including Water Street, Wisconsin Avenue, King Drive and Jefferson Street.
- IMPROVE STREETS TO SUPPORT ALL USERS**
Create an enhanced transit experience, including improvements to transit facilities on Wisconsin Avenue, Water Street and 6th Street. Build a bike network for all that connects to greater Downtown neighborhoods. This includes improvements to Wisconsin Avenue, 6th Street, Van Buren/Jefferson Streets and connections to the Lakefront, Oak Leaf and Bank Square Trails.
- EXPAND & ENHANCE TRANSIT**
Create robust transit options, including greater extensions, expansion of bus rapid transit, and expansion of intensity of bus routes and connections to surrounding cities, Milwaukee and neighboring cities.
- RECONNECT PLACES DIVIDED BY HUMAN-MADE BARRIERS**
Create connections across Downtown, to the Lakefront and to surrounding neighborhoods. Transform key Downtown streets and corridors to create new places and connections.

CATALYTIC PROJECTS

Connec+ing MKE: Downtown Plan 2040 recommends a series of public and private development projects that have the potential to bring significant improvements to Downtown. Among those, several are identified as catalytic projects, which represent high-priority opportunities with some of the largest potential to have transformative impacts Downtown, including generating momentum to spark complementary investments in the surrounding areas.

Milwaukee Downtown's Updated 5 Year Strategic Plan

Building on the momentum started with the CONNEC+ING MKE - Downtown Plan 2040 to redefine and re-envision the future of Downtown Milwaukee, the updated Milwaukee Downtown 5-year Strategic Plan establishes a clear set of priorities, partnerships, programs, and projects to ensure that the next phase of downtown Milwaukee's growth is consistent with the needs, values, and overall vision for Downtown Milwaukee. Areas of Focus including:

- Continuing and augmenting our **Clean, Safe, and Welcoming** initiatives
- **Placemaking, marketing,** and signature **events**
- Enhancing quality of life and the attractiveness of **downtown living**
- Leveraging recent business recruitment wins to attract more **economic growth**
- Creating more **art, culture and entertainment**
- Building on our existing strong neighborhood and district **partnerships** for increased collaboration and collective action

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 the 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 advance 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 BID 21 Milwaukee Downtown 5-Year Strategic Plan, please visit milwaukeekeedowntown.com

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Milwaukee Downtown

5 YEAR STRATEGIC PLAN



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 Riverwalk.



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 financial contributions and active participation.

Big Move

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



2024 Snapshot of Unprecedented Momentum in Downtown Milwaukee

www.milwaukeedowntown.com

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