

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Afternoon,

With the recently unveiled plans for reinventing The Shops of Grand Avenue, it is apparent that West Wisconsin Avenue is anchoring the next great downtown neighborhood. The vision for the iconic property includes new offices, resituated retail space and more street activation. Plus, longtime West Wisconsin Avenue retailer, Boston Store, is adding a furniture department to serve the growing number of residents in the area. Check out their daylong celebration on May 26!

Speaking of residents, there are 2,200 new apartments that are either under construction or have been completed since the start of 2016. In this edition of Real Results, we take a closer look at the number of units completed since 2000.

We also sit down with Kevin Hardman, Executive Director of Bublr Bikes. Hear about his expansion plans and how bicycling plays an integral role in enhancing connectivity throughout Milwaukee.

We also highlight our partnership on a new economic development program, Better Buildings Challenge-Milwaukee, that can drive stronger returns for owners through lowering energy bills and increasing occupancy levels.

Finally, Milwaukee Downtown, BID #21 is prepping for the return of Downtown Dining Week, June 2 - 9. With 45 participating restaurants, there are more reasons than ever before to experience downtown's world-class culinary scene. We hope to see you out during the week-long festivities!

As always, thanks for reading!

Matt Dorner



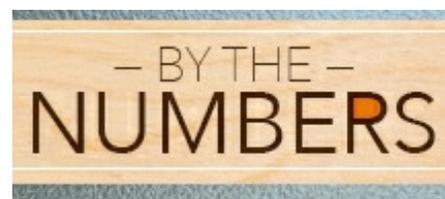
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From 2000 through May 2016, more than 10,500 units have been completed or are

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currently under construction, which has considerably transformed downtown and continues to build much needed density.

Source: City of Milwaukee Department of City Development

PROJECT SPOTLIGHT - UNVEILED GRAND AVENUE VISION

In December 2015, The Shops of Grand Avenue was purchased by a new ownership group with local ties, including Tony Janowiec of Interstate Parking and Chuck Biller of The Aggero Group. The owners wasted no time and quickly partnered with the lead architect of TKWA UrbanLab, Chris Socha, the brokerage firms of Colliers International and Mid-America Real Estate, and social architecture firm, NEWaukee to develop a new vision for the property.



In late April, the team unveiled their vision for the future of The Shops of Grand Avenue during the launch of NEWaukee's Young Professional Week. The plans for the three connected blocks along the south side of West Wisconsin Avenue will likely include a creative mix of small retailers and restaurants on the ground floor, an urban grocery store, brew pubs, and other well-integrated spaces. The upper two floors can be reconfigured to host as much as 120,000 sq. ft. of unique office space overlooking a lively market below. Anchor tenants like TJ Maxx will remain and benefit from the increased traffic.

The plans also aim to better engage the street by creating new storefronts with façade modifications that could provide outdoor seating options, a pop-up alley marketplace, and a new entrance at the intersection with Old World Third Street helping to blur the line between public and private space. "The design is rooted in bringing the building back to a human scale and increasing the interaction with the street. These changes harken back to the historic city fabric of when West Wisconsin Avenue was truly vibrant, bustling with people and commerce," says lead designer Chris Socha.

New Residential Units Completed or Under Construction in the Greater Downtown Area

From 2000-May 2016 = 10,564 Units



In the greater downtown Milwaukee area, there are nearly 2,200 multi-family units

DOWNTOWN TOOLS - BETTER BUILDINGS CHALLENGE- MILWAUKEE

With the highest concentration of commercial buildings in Wisconsin, Milwaukee Downtown, BID #21 is proud to partner with the city of Milwaukee to implement the Better Buildings Challenge-Milwaukee (BBC-MKE).



The Better Buildings Challenge (BBC), an initiative of the U.S. Department of Energy, is a comprehensive energy efficiency program that provides the necessary tools and resources for building owners and property managers to effectively develop and implement energy efficiency projects in their buildings. With BBC making energy efficiency retrofits easy, affordable and compelling, each participating building has a goal to reach 20% in energy savings over ten years.

Energy efficiency upgrades are proven to have net positive impacts on a building, which includes higher occupancy levels and better profitability. By investing in improvements with a cost-effective mindset, commercial buildings can set themselves apart in the highly competitive market of retaining and attracting tenants. In many instances, improvements pay for themselves in cost savings.

The BBC-MKE program will help buildings benchmark their energy use against other similar buildings, assist with energy assessments, and provide concrete steps to pursue the assessment recommendations, many of which may be low or no-cost. These projects can then be standalone or integrated into larger project plans.

They city of Milwaukee is set to officially unveil BBC-MKE in June 2016. In the meantime, interested building owners and property managers can sign up to receive more info about the program by clicking [here](#).

that have been completed or have started construction since the beginning of 2016.

MOVERS 'N SHAKERS - KEVIN HARDMAN

Executive Director, Bublr Bikes

Kevin Hardman is the mastermind behind Milwaukee's new bike-share program, Bublr Bikes, and he has big plans for advancing the city's transportation system.



Are there any new updates on the Bublr Bikes program?

Bublr Bikes installed ten new stations last week, which will bring the Bublr network to 40 stations. Bublr is planning to install an additional 15-20 stations by the end of the year.

*To complement the various other payment methods, Bublr recently launched one of the country's first bike-share **Pay As You Go** pass. Users pay a one-time fulfillment fee of \$2. Then, they will receive a Bublr key fob that can be used to automatically check out a bike at any station. Trips taken with the **Pay As You Go** pass are charged at \$2 for every 30 minutes. To order a **Pay As You Go** pass, click [here](#).*

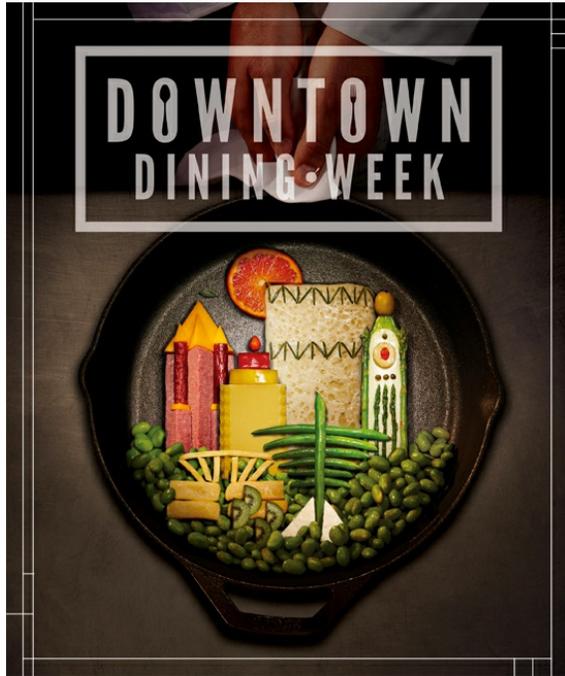
What neighborhood(s) would you like to see Bublr Bikes enter next or grow its existing presence?

Bublr Bikes' highest-priority neighborhoods of expansion are the Near West Side, Walker Square, Riverwest and Lindsay Heights. Bublr is also focusing on building greater density

EVENT SPOTLIGHT - DOWNTOWN DINING WEEK

Thur, June 2 - Thur, June 9
Select Downtown Restaurants

Savor the start of summer with Milwaukee Downtown, BID #21 during the 11th annual Downtown Dining Week, June 2 - 9. For eight days, sample the city's top steakhouses, bistros and ethnic eateries with three-course meal options at \$12.50 for lunch and \$25 or \$35 for dinner.



In addition to the dining deals, we are awarding four diners \$550 in dining gift certificates. Simply complete a Downtown Dining Week survey at www.milwaukee downtown.com/diningweek following your dining experience for a chance to win. Plus, this year Milwaukee Downtown, BID #21 has partnered with Feeding America of Eastern Wisconsin in support of the "Healthy Kids, Healthy Summer" campaign.

Finally, we extend a special thank you to our partners who make Downtown Dining Week a success: Milwaukee Magazine, OpenTable, Feeding America of Eastern Wisconsin, Hankr and Yelp. For more information, including a list of participating restaurants and menus, click [here](#).

in the neighborhoods it currently serves, including Downtown.

What has been your most proud accomplishment with the Bublr Bikes system to date?

Helping build a great Bublr team. It begins with our awesome staff. We've got a high-caliber and effective Board of Directors. Our sponsors are second to none. Bublr Bikes is not possible without the help of many people and organizations.

What is your vision for the Milwaukee region's transportation network and how does Bublr Bikes play a critical role?

Choice, choice, choice. Great cities thrive with varied and flexible transportation choices. We are working hard to make Bublr a strong complimentary choice amidst all the other exciting transportation developments.

Why is biking and biking infrastructure an important component of the urban environment, particularly in terms of enhancing connectivity?

It's crucial. We need to build places to bike that are comfortable for the widest percentage of the population. Other cities have built dramatically successful biking infrastructure, which in turn has resulted in creating a great urban fabric. Indianapolis' Cultural Trail weaves for eight miles through downtown. The Trail has transformed how Indianapolis residents and visitors get around by bicycle. These investments also drive great economic returns. The value of real estate abutting the Cultural Trail has grown by \$1 billion since it was built.

What is Milwaukee's biggest challenge to truly advance its biking culture and biking infrastructure?

Our biggest challenge is merely to consider that Milwaukee can be among the world's best places to be on a bicycle. Other cities are doing it. We deserve to do the same.

What peer city offers the best qualities for Milwaukee to learn from?

We do not need to look to Europe for inspiring examples. Cincinnati, Indianapolis, Madison and Chicago are building world-class bicycle cities.

When you are not working, what is one of your favorite hobbies or pastime?

Being with my family. I love 'em!

**LEARN MORE ABOUT WHAT MILWAUKEE HAS IN STORE AT
WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS.**

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