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Good Afternoon,

In this edition of Real Results, we celebrate the announcement of the Light the Hoan Bridge crowdfunding initiative, which aims to illuminate Milwaukee's beloved overpass. Read how you can purchase one of the thousands of light bulbs needed to make this historic endeavor a success!

We also sit down with Kim Morris from the East Town Association to hear the latest about their signature events taking place at Cathedral Square Park this summer.

With the May release of Milwaukee's tourism economic impact figures by VISIT Milwaukee, in the By the Numbers section, we highlight tourism's momentous economic impact on downtown and the region in the By the Numbers section. With the numbers continuing to grow, we are happy with what we see!

In a new section of Real Results, we turn our focus to downtown's vibrant and growing nightlife scene with a feature on one of our latest additions, Oak Barrel Public House, which added a dynamic bar, restaurant and event space to the Old World Third Street entertainment district.

Finally, mark your calendars for Downtown Dining Week, coming up quickly on May 31 through June 7. With nearly 40 participating restaurants, get a



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flavor for downtown Milwaukee by sampling the city's top steakhouses, bistros and ethnic eateries. Make your reservations today!

As always, thanks for reading!

Matt Dorner

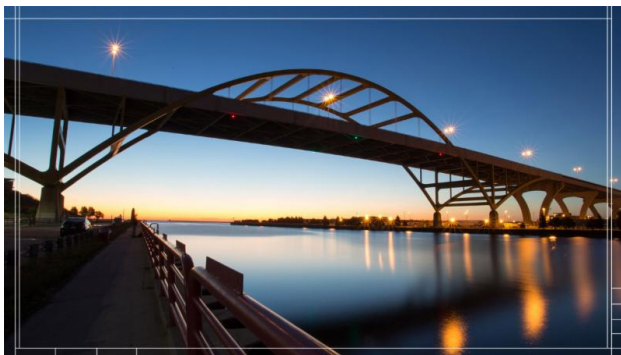
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PROJECT SPOTLIGHT - Light the Hoan

It used to be called the "Bridge to Nowhere." Now, one group is looking to shine a light on Milwaukee's beloved overpass by illuminating the Daniel Hoan Memorial Bridge.

Last week, a group called *Light the Hoan* officially launched a public crowdsourcing campaign to help raise more than \$1.5 million to illuminate Milwaukee's famous yellow arches. The funds will be used to install thousands of LED lights on the bridge. The crowdfunding campaign will be driven by individual bulb purchases and dedications on the [Light the Hoan](#) website.

More than a unique urban infrastructure project, Light the Hoan is running a grassroots campaign to change Milwaukee's skyline, and also to designate the structure as a symbolic representation of the positive stories that bridge Milwaukeeans together, explains the group's co-founder, Michael Hostad.



The community is encouraged to share stories via the [Light the Hoan](#) website, where individuals can dedicate a lightbulb (or multiple bulbs) for as little as \$25 each to a person or organization who has helped to make Milwaukee's future brighter. Individuals can then view their light and dedication

[By The Numbers: Milwaukee Tourism on the Rise](#)

[Movers 'n Shakers: Kim Morris, East Town Association](#)



VISIT Milwaukee recently released information from the Wisconsin Department of Tourism that indicates continued, strong growth in the tourism industry for Milwaukee County and the four-county, Greater Milwaukee Region.

The data shows that Milwaukee has the largest tourism market in Wisconsin, accounting for 20 percent of the total statewide tourism impact.

In Milwaukee County, tourism in 2017 amounted to:

- **\$2 billion** in direct visitor spending, up 3.1% over 2016 (marking the 6th consecutive year with tourism spending growth of more than 3% annually)
- **\$3.5 billion** in estimated total tourism related business sales, a 3.2% increase over 2016
- **32,150** full-time tourism supported jobs, up 1% over 2016
- **\$1.1 billion** in total labor income from tourism, an increase of 1.5% over 2016
- **\$237 million** in state and local tax revenue generated by tourism, up 2.5% over 2016
- **7.3%** increase in hotel revenue over 2016 (Downtown Milwaukee hotels saw a 7.6% increase in revenue)

In the Greater Milwaukee (four-county) area, tourism in 2017 equated to:

- **\$3 billion** in total direct visitor spending
- **\$5.4 billion** in estimated total tourism related business sales
- **51,200** full-time tourism supported jobs

via the interactive website, where they will be on display for the community to read.

After the lights are installed, the bridge will serve as a nightly symbol of the strength in community relationships and can show support for events such as holidays, festivals and other city-wide causes. The project may also incorporate interactive technology to the lights, which could be programmed to music, adding movement and color-changing features to the bridge.

The Daniel Hoan Foundation has entered into a public/private partnership with the Wisconsin Department of Transportation, wherein private funds raised by Light the Hoan's crowdsourcing effort will be leveraged to raise additional philanthropic, foundation and corporate support to reach the total goal of just over \$5 million.

"With the Light the Hoan campaign, we're looking to do more than just light up Milwaukee's skyline," says Ian Abston, president of Millenian LLC and a group co-founder. "We're hoping to enhance the Milwaukee brand by bringing more beauty and value to downtown, and by building a framework for collective community impact. The lighted bridge could become our generation's version of the Calatrava at the Milwaukee Art Museum."

Pending fundraising success, a public lighting ceremony is slated for next summer. So do your part to support this historic endeavor and dedicate your lightbulb today by clicking [here!](#)

DOWNTOWN AFTERHOURS - Oak Barrel Public House: Old World Third Street's Latest Addition

Once home to the Midwest's largest hardware store, 1033 N. Old World Third Street is now home to one of the city's newest dining, craft beer and event venues. Spanning three floors, Oak Barrel Public House has brought new life to the historic building, while preserving the interior's original exposed Cream City brick, hardwood floors and turn-of-the-century motif.

- **\$1.7 billion** in total labor income from tourism
- **\$360 million** in state and local tax revenue generated by tourism

With major tourism events like the 115-year anniversary celebration of Harley Davidson, the opening of the new Bucks Arena, The Hop streetcar system opening and more, we can only expect the 2018 figures to be even more impressive for downtown Milwaukee and the Greater Milwaukee region.

Source: VISIT Milwaukee 2017 Annual Report.

MOVERS 'N SHAKERS - Kim Morris

**Executive Director of East Town
Association**



I've been the Executive Director of East Town Association since 2011. Since 1963, the non-profit organization has been the driving force behind marketing and promoting the East Town neighborhood, located in the heart of Milwaukee's vibrant downtown. We are the producers of popular traditions such as Bastille Days, Jazz in the Park, the Cathedral Square Market and Firkin Beer Fest. The Association represents its 200+ member



Originally constructed in 1861, the building features a large bar and general seating area on the first-floor, mezzanine space on the second floor and private event rental space on the third floor that can accommodate up to 200 guests. Oak Barrel's menu includes all of your favorite classics, including thin crust pizzas, street tacos and smash burgers. Oak Barrel proudly serves something to satisfy everyone's palate with a menu that is inspired from coast-to-coast.

"Downtown is really booming," says owner, Bobby Wiltgen. "Having the opportunity to position ourselves in close proximity of all of the area's event venues will really help drive traffic, create jobs and bring something unique to the downtown area." In addition, Oak Barrel opened its doors in one of the city's most dynamic and robust nighttime entertainment districts, Old World Third Street. Located in the heart of the district near dozens of other dining and drinking establishments, and just steps away from the Milwaukee Bucks arena, Wisconsin Center and other venues, Oak Barrel Public House is a hit with residents and visitors alike. Patrons can also take their free Brewers shuttle bus to all home games!

For hours, menu, or to book their event space, visit: www.oakbarrelmilwaukee.com or call 414.897.8320.

EVENT SPOTLIGHT -
Downtown Dining Week
May 31 - June 7
Downtown Milwaukee



businesses in many local legislative, parking and transportation, and retail development initiatives.

What are you most excited for with the 27th annual Jazz in the Park and 37th annual Bastille Days fast approaching?

Guests of Bastille Days are in for some exciting changes. Over the last year, we have been working closely with city officials on a revised layout that will complement streetcar service and minimize impacts to neighboring businesses. Our new footprint keeps Bastille Days anchored in the hub of our neighborhood and provides visitors with better accessibility. While The Hop won't be open to the public until late 2018, the vehicles will be undergoing a testing phase during this year's festival.

Jazz in the Park's diverse musical lineup will feature a mix of genres, including jazz, big band, funk, pop-meets-soul, Americana, reggae, blues and Latin. Music has become increasingly genre-bending over the years, and Jazz in the Park is evolving along with it. We are looking forward to seeing everyone on Thursday, May 31st in Cathedral Square Park for the first free concert of the summer season!

Is there an East Town development project that has you particularly excited?

The new 7Seventy7 building is in our backyard and we are extremely happy about our new neighbors. The new residents will discover cafes, shops, world-class dining, professional opportunities, 2018 Sculpture Milwaukee installations and endless entertainment. We are building on our rich heritage each day as new commercial and residential developments continue to break ground!

What do you see as downtown Milwaukee's greatest upcoming opportunity?

More growth...Downtown is an amazing place to live, work and play, with Lake Michigan, the arts and entertainment, new Bucks arena, Riverwalk, The Hop, the Third Ward and much more. Companies looking for new locations will realize what an affordable, friendly, cool and hip place Milwaukee is.

What do you see as the biggest challenge to overcome to continue growth in our City and region?

Downtown Dining Week presented by Milwaukee Downtown, BID #21 returns for its 13th year, May 31 through June 7. With nearly 40 participating restaurants, get a flavor for downtown Milwaukee by sampling the city's top steakhouses, bistros and ethnic eateries. For eight days, enjoy three-course meals at \$12.50 for lunch and \$25 or \$35 for dinner. Just pick your starter, entree and dessert from a list of preselected favorites and enjoy your tour of our world-class culinary scene!

For diners driving to your restaurants of choice, we have teamed with Interstate Parking to offer \$3 parking at select [parking lots](#) located within walking distance to many of the participating restaurants. Also, as you make your reservations, remember to keep those who are less fortunate in mind by donating to Milwaukee Downtown's [Key to Change](#) campaign--an initiative to end chronic homelessness in our community. Thank you in advance for your generosity!

Following your meal, please share your experience by completing a Downtown Dining Week survey online. Four diners will be randomly drawn and awarded \$450 in downtown dining gift certificates! Don't forget to share your Dining Week experience using #downtowndiningmke.

For a complete list of participating restaurants and Downtown Dining Week menus, please [click here!](#)

Keeping Millennials here in Milwaukee and also making downtown a great place for families. So many young people love working/living downtown, but unfortunately move to the suburbs when they have children. We must continue to improve the parks, playgrounds, green spaces and schools in order to make downtown family friendly and compete with other cities.

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

I love spending time with my family (especially my three granddaughters Mackenzie, Lucy and Piper), traveling and practicing yoga.

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

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