

Downtown Milwaukee Nightlife Solutions

After a six-month assessment, the Downtown Milwaukee Responsible Hospitality Task Force will execute its six-month work plan.

TRANSPORTATION

Committee Chair: Mary Smarelli, President of Transit Express

Planning for a comprehensive network of transportation services such as “safe ride” programs, taxi stands and extended public transportation hours can help cities ensure safer and more efficient access to and egress from hospitality zones, and reduce impaired driving.

GOAL 1 - Enhance Mobility to/from/within Hospitality Zones to Manage Order at Closing Time and Facilitate a Sociable City.

GOAL 2 - Improve Public Awareness of Mobility Options.

FUTURE GOAL - Implement and Promote Mobility Management Centers.

FUTURE GOAL - Night Circulator.

PUBLIC SAFETY

Committee Chair: Debby Tomczyk, Attorney at Reinhart Boerner Van Deuren s.c.

Public safety in hospitality zones requires a continuum of collaborative partnerships, from licensing and permitting to enforcement and regulatory agencies. Communication among public safety, businesses and residents is key to reducing risk.

GOAL 1 - Promote Objective Standards for Licensing, Regulation & Enforcement of Alcohol-licensed Premises.

GOAL 2 - Utilize Data to Understand and Solve Problems – Implement “Night Census” to know number of nighttime patrons, so City can more efficiently apply resources.

FUTURE GOAL - Establish Entertainment Policing Teams and Prepare Officers for Hospitality Zone Assignment.

FUTURE GOAL - Expand Late Night Safety Partnerships.



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MULTI-USE SIDEWALK Committee Chair: Nancy O’Keefe, Executive Director of Historic Third Ward Association

Hospitality zone vitality often extends to the streets and sidewalks through outdoor dining, street entertainment, public markets and vendor shopping. Balancing pedestrian flow and safety with ADA rules, panhandling management and lighting to connect pathways is critical to success.

GOAL 1 - Fill in Dead Zones – First priority primarily under expressway between Third Ward and East Town.

GOAL 2 - Improve Upfront Transparency of Business Licensing and Compliance Requirements.

FUTURE GOAL - Successful Completion of “Brighten the Passageway” Contest.

FUTURE GOAL - Winterize Hospitality Zones.

ENTERTAINMENT

Committee Chair: Kate Borders, Executive Director of East Town Association

Progressive cities nurture dining and entertainment opportunities for diverse ages, lifestyles and cultures. Support mechanisms include incentives for business development and retention, as well as assessments of nightlife’s economic value and contributions.

GOAL 1 - Determine Value (Economic Impact) of Downtown Milwaukee’s Nighttime Economy.

GOAL 2 - Mobilize Advocates for Improving Licensing.

FUTURE GOAL - Promote Existing Nightlife and Value of Nighttime Economy.



Milwaukee Task for Committees

QUALITY OF LIFE

Committee Chair: Jeff Sherman, President & Co-Owner of OnMilwaukee.com

Mixed-use development places residents and commercial businesses in close proximity, often resulting in conflicts about noise, trash, vandalism, fights and public urination. Coordinated approaches to set community standards and hold patrons accountable for behavior can prevent or address impacts to residents and visitors.

GOAL 1 - Develop a Collaborative Downtown Neighbors Association (DNA).

GOAL 2 - Quench Bar Close Intensity – Explore options for late night bites, food truck food court (to disperse lingering patrons away from congested areas, occupy them and reduce intoxication).

FUTURE GOAL - DNA Reviews Licenses (not legislatively binding), and Provides Input to Common Council.

FUTURE GOAL - Highlight Outstanding Downtown Business Neighbors.

FUTURE GOAL - Community Cleanup.

VENUE SAFETY

Committee Chair: Nick Murado, Operating Manager of Ladybug Club

With greater demand for nightlife, there is increased pressure for licensed beverage business to prevent sales and service to underage and intoxicated persons, as well as assure the safety of patrons inside venues as they exit.

GOAL 1 - Enhance Venue Safety Measures.

GOAL 2 - Organize and Improve Communication Amongst Night Businesses.

FUTURE GOAL - Develop consistent training models about responsible beverage serving, crowd control and other best practices.

