



Milwaukee Downtown, BID #21 PRE-PROPOSAL MEETING April 27, 2026

www.milwaukeedowntown.com

MATT DORNER

CEO

Milwaukee Downtown, BID #21

ABOUT MILWAUKEE DOWNTOWN, BID #21

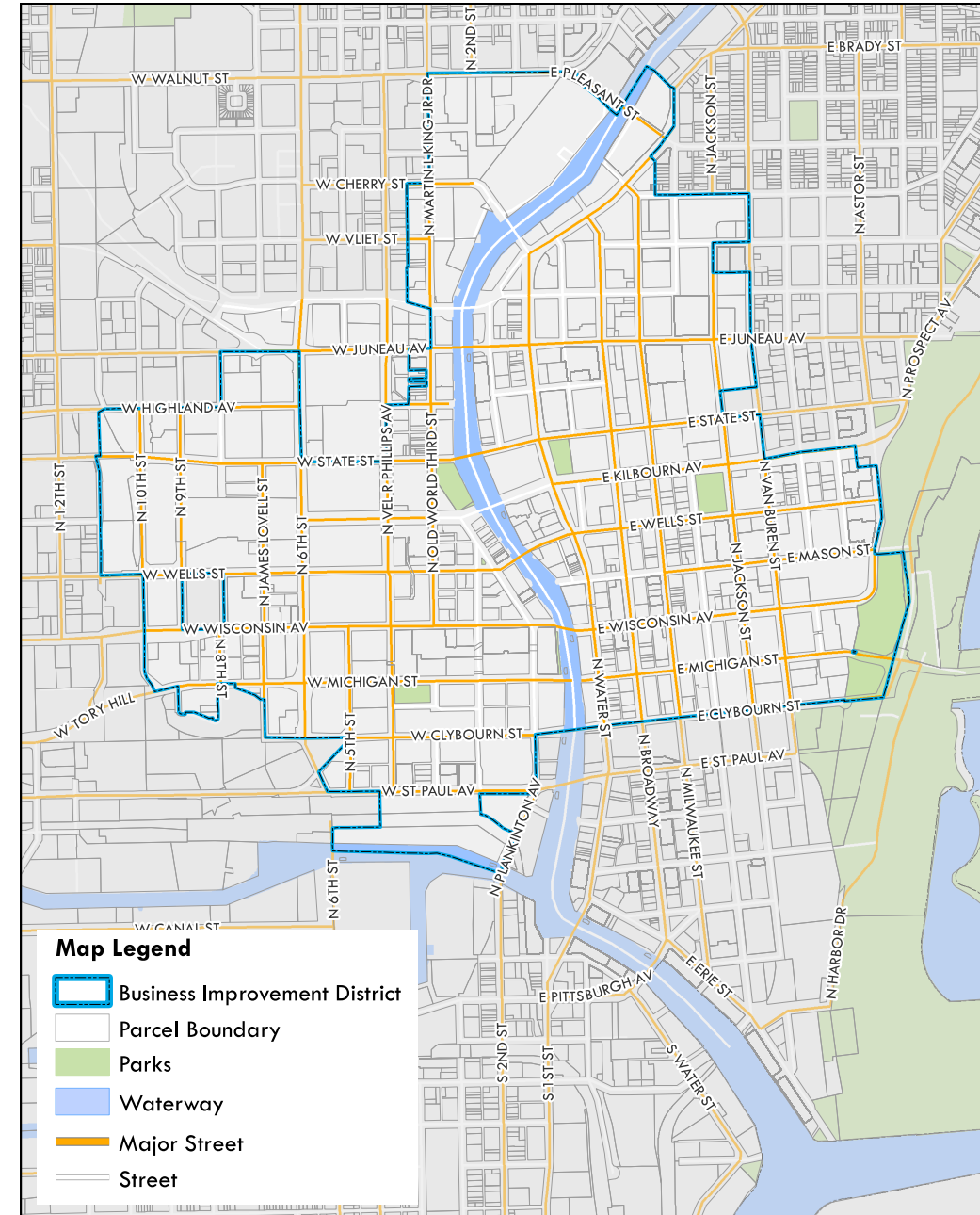
Established in 1998, BID #21 is a business improvement district located in the heart of Downtown Milwaukee, serving approximately 430 commercial property owners. Its boundaries cover approximately 1.1 square miles and generate over 10% of the City's total property tax base.

MISSION

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, 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 the Great Lakes region.



SIX

ORGANIZATIONAL PRIORITIES

CLEAN, SAFE & WELCOMING

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.

ECONOMIC GROWTH

Big Move: Milwaukee Downtown, BID #21 will take the lead in establishing an Economic Development Coalition that will prioritize recruiting, retaining, and supporting employers of all sizes, and will help recruit, retain, and support a strong, diverse, and creative workforce.

PLACEMAKING, MARKETING & EVENTS

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.

ARTS, CULTURE, ENTERTAINMENT & SPORTS

Big Move: Milwaukee Downtown, BID #21 will increase its role in elevating and promoting Downtown as a world-class destination for performing arts, music, film and TV, and sporting events.

DOWNTOWN LIVING

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 for Downtown residents.

NEIGHBORHOOD & DISTRICT PARTNERSHIPS

Big Move: Milwaukee Downtown, BID #21 will continue and further take the lead in convening partners and coordinating efforts to strengthen Downtown, community, and district connections.



SERVICES OVERVIEW



CORE SERVICES

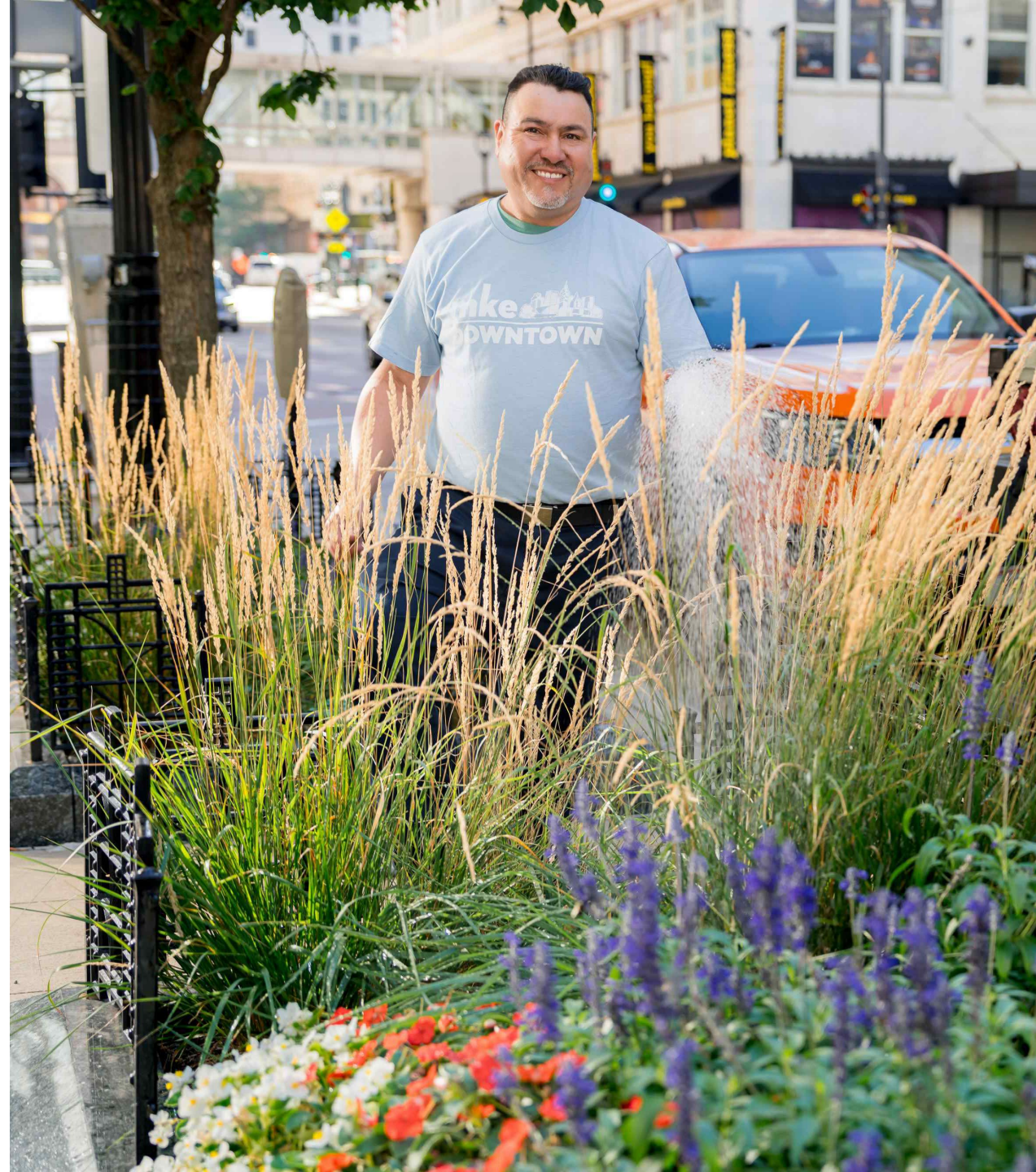
Milwaukee Downtown maintains Downtown's cleanliness, approachability, safety, vibrancy, and economic vitality through numerous core service programs, including:

- Landscape Program & Holiday Street Decor
- Public Service Ambassadors
- Clean Sweep Ambassadors
- Graffiti Removal Team
- Public Safety, Homeless Outreach & Community Intervention Team
- Placemaking, Activations & Special Projects
- Events & Marketing
- Economic Development



LANDSCAPE PROGRAM

- 375+ planters, pots, and beds
- 75+ hanging baskets
 - Full inventory in RFP Appendix E
- Spring, summer, fall and holiday arrangements
- Tend to Wisconsin Avenue, Dr. Martin Luther King Jr. Drive, Broadway, Milwaukee Riverwalk and Court of Honor
- Assist with plantings for Active Streets program and evergreen boughs for Ornament Trail beds



LANDSCAPE PROGRAM

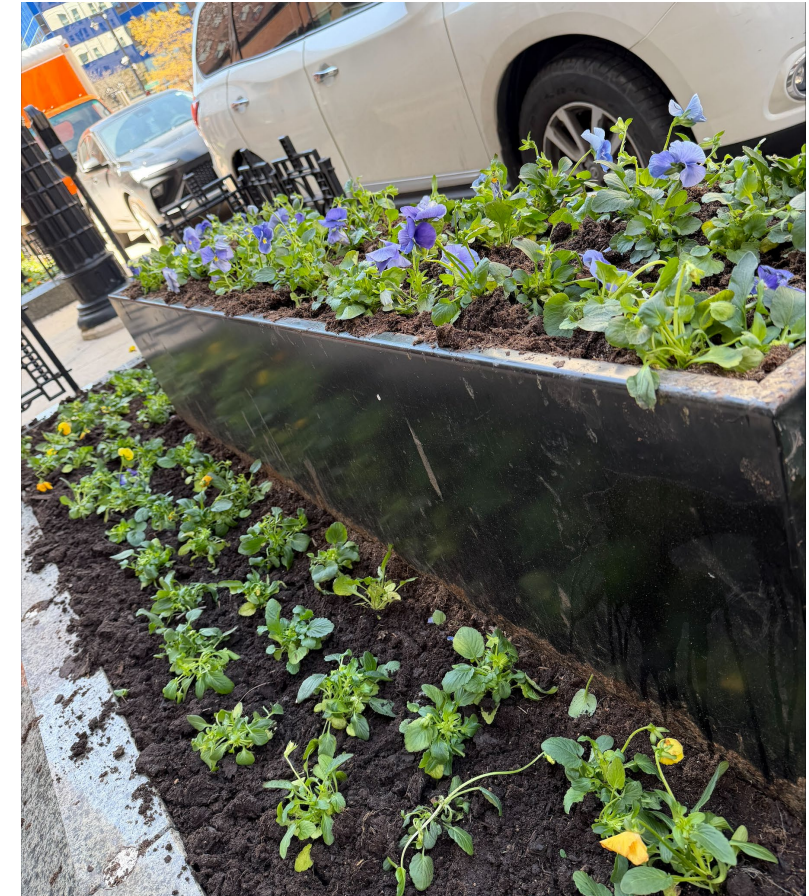
Riverwalk Hanging Baskets



Broadway Planters



Wisconsin Avenue Planters



LANDSCAPE PROGRAM – Active Streets & Special Projects



BID 21 owns approximately 40 corten steel planters used for temporary expanded outdoor seating



RNC Floral Installation

HOLIDAY DECOR

- 19 chandeliers installed over Wisconsin Avenue intersections



HOLIDAY DECOR

- 19 chandeliers installed over Wisconsin Avenue intersections
- Ornament Trail installation in Wisconsin Avenue planters and on sidewalk



HOLIDAY DECOR

- 19 chandeliers installed over Wisconsin Avenue intersections
- Ornament Trail installation in Wisconsin Avenue planters and on sidewalk
- Holiday Décor in Zeidler Union Square



HOLIDAY DECOR

- 19 chandeliers installed over Wisconsin Avenue intersections
- Ornament Trail installation in Wisconsin Avenue planters and on sidewalk
- Holiday Décor in Zeidler Union Square
- Holiday Décor in Red Arrow Park



HOLIDAY DECOR

- 19 chandeliers installed over Wisconsin Avenue intersections
- Ornamental Trail installation in Wisconsin Avenue planters and on sidewalk
- Holiday Décor in Zeidler Union Square
- Holiday Décor in Red Arrow Park
- Holiday Décor on Wisconsin Avenue, MLK Jr. Drive and Jefferson Street



PUBLIC SERVICE AMBASSADORS

- Patrol the district 9am to 10pm, Monday - Friday, and 9am to 5pm, Saturday and Sunday
- Frontlines of welcoming guests
 - Staff the MOTOR – Milwaukee’s Own Traveling Outdoor Resource
- 157,000+ hospitality assistance connections
- 59,000+ brochures and publications distributed
- 9,000+ contacts made with Downtown businesses
- 2,100+ maintenance requests logged in the public realm
- Homeless Outreach PSA supports Downtown Homeless Outreach Coordinator





THE MOTOR

- Milwaukee Own Traveling Outdoor Resource
- Staffed by the Public Service Ambassadors
- Stationed at Vel R. Phillips Plaza and other downtown locations over the summer
- Stationed at Red Arrow Park during Milwaukee Holiday Lights Festival



GRAFFITI REMOVAL TEAM

- 2,994 tags and stickers removed in last year
 - Power washing
 - Paint matching
 - Chemical removal
- 37,746 tags eliminated since 2000
- Goal of elimination within 24 hours of discovery

DAILY DATA COLLECTION

- Heightened focused on data collection
- Using data to track return on investment
 - Where are calls for service occurring?
 - What types of services are being requested?
 - When were they remediated?
- Daily field data helps inform program decisions
- Ambassador input helps devise efficient solutions and prioritize our resources



CLEAN SWEEP AMBASSADORS

- 406,300+ gallons of trash collected in last year
- Emptied 58 garbage cans, as well as receptacles along the Riverwalk
- Power washed and removed gum on sidewalks
- Performed quarterly Super Block Cleanups
- Refurbished, painted and rebulbed Milwaukee Downtown-owned displays for Holiday Lights Festival
- Built new RGB displays for Holiday Lights Festival
- Assisted with setup and teardown of BID #21 events



COMMUNITY INTERVENTION TEAM

- Monthly meetings with representatives from Milwaukee County Housing Division, Behavioral Health Division, Milwaukee Police Department, District Attorney's Office, City Attorney's Office, State of Wisconsin Interagency Council on Homelessness, Visit Milwaukee and other near-downtown neighborhood organizations
- Since 2015, this group has identified best practice programs, standard operating procedures, and communication tools to address homelessness and public nuisance behaviors

SHELTERS

In Milwaukee County, people experiencing a housing crisis are supported by a comprehensive system in which streamlined assessment tools determine strengths, needs and vulnerabilities. This approach caters to those with the most severe needs and ensures that they are prioritized. In most cases, access to an emergency shelter requires a referral via IMPACT 2-1-1.

The following shelters utilize the Coordinated Entry System:

- The Cathedral Center
- Guest House of Milwaukee
- Hope House of Milwaukee
- Milwaukee Women's Center (family placements only)
- Pathfinders Milwaukee
- Salvation Army Emergency Lodge

To access Coordinated 2-1-1, 414-773-4100, call at any time or day of the week to TXT-211 (838-211) 9pm and IMPACT 2-1-1.

MEAL SITES & SERVICES

Cathedral of St. John the Evangelist - Open Door Café
818 N. Van Buren Street
414-278-9814 | stjohncathedral.org
Lunches distributed 11:30am to 12:45pm, Sun - Fri. Please arrive by 12:30pm. Hot or cold lunch options available Mon-Fri. Sun is cold lunch only.

The Gathering at Running Rebels
1800 W. Ford Du Lac Avenue
414-372-4122 | thegatheringmke.org
Breakfast provided from 8:30am to 9:30am, Mon - Fri, Lunch from 11:30am to 12:30pm, Sat only.

Milwaukee Rescue Mission - Safe Harbor (Men Only) and Joy House (Women Only)
830 N. 10th Street
414-344-2211 | mrlmission.org
Need to be a resident to receive meal services. Call to receive information on shelter, addiction recovery and children's educational programs.

Repairs of the Breach
1335 W. Vile Street
414-342-9323 | repairs.org
Breakfast served from 7am to 9am, Mon - Sat. Lunch served from 1:30pm to 3:30pm, Mon - Sat. Second helpings served from 1pm to 3:30pm. Brown bag lunches available daily, along with donated snacks for anyone to take with them.

St. Ben's Community Meal
930 W. State Street
414-271-0185 | capuchincommunityservices.org
Dinner service from 5:00pm to 8:30pm, Sun - Thu. On Fri, food is distributed in bags from 1pm to 4pm.

St. Ben's - Open Door Ministry
1004 N. 10th Street
414-271-0185 | capuchincommunityservices.org
Mon - Fri services: laundry and shower services from 1:00pm to 4pm. Case Manager services from 1:30pm to 3:00pm (by appointment). Ma (pick-up available from 1pm to 4pm).

Wed services: Birth certificate assistance from 1pm to 3:30pm. Hygiene items available from 1pm to 4pm. Health screenings from 8am to 4pm (by appointment).

FOOD PANTRIES

Interchange Food Pantry - Village Church
100 E. Juneau Avenue
414-659-2184 | interchangefoodpantry.org
Open 12pm to 4pm, Tues, 4pm to 6pm, Wed, 9:30am to 11:30am Thurs and Sat. Please bring ID. Must live in the City of Milwaukee.

Nourish MKE

House of Peace
1312 W. Walnut Street
414-933-3200 | capuchincommunityservices.org
The emergency food pantry is open from 9:30am to 3:30pm, Mon - Fri. For residents of 53205, 53206 and 53223. If a person is not staying in one of those zip codes, bread and other fresh items will be provided. The clothing closet is open from 1pm to 2:00pm, Mon - Fri (by appointment).

TRANSPORTATION

Milwaukee County Transit System - Reduced Fare WisGo Card
1942 N. 17th Street
414-897-9218 | ridemts.com
Apply in-person 9am to 4:00pm, Mon - Fri, or download the application online and mail in.

TIPS FOR ADDRESSING PANHANDLERS

While many panhandlers are truly in need, giving spare change is only a short-term solution.

- If you are comfortable talking with someone who is asking for assistance, encourage them to call 2-1-1. (IMPACT 2-1-1) can offer information about a variety of resources to resolve basic needs.
- If you feel threatened in any way, call the police or step inside a business and have someone call for you.
- Donating to local organizations that are working to house unsheltered individuals is another way to provide assistance. Monetary donations can be made to an organization directly or at keytochangemke.com.

CONTACT AN OUTREACH COORDINATOR

Milwaukee County Housing Services provides outreach assistance as a component of the Housing First model. Outreach staff coordinate immediate housing and service plans to quickly get individuals off the street.

For issues concerning unsheltered individuals, messages may be left for Milwaukee County Housing Services' outreach coordinators at 414-263-0888. The 24-hour hotline is for messages only; calls will not be returned. You can also email outreach@milwaukeecounty.wi.gov.

KEY TO CHANGE

Key to Change is a local campaign created to assist unsheltered individuals within our community. The campaign raises quality-of-life programs and collect donations for both short- and long-term assistance. 100% of all donations go directly toward housing assistance and support services.

KeyToChange.org

TELEPHONES

DOWNTOWN MILWAUKEE COMMUNITY RESOURCE GUIDE



mke DOWNTOWN



301 W. Wisconsin Avenue, Ste. 108
Milwaukee, WI 53203
414-220-4700
milwaukeekeedowntown.com

To donate, visit keytochangemke.com



KEY TO CHANGE CAMPAIGN

- Partnership with Milwaukee County Housing Division to address homelessness and public nuisance behaviors with Housing First model
- Key to Change website accepts monetary donations to support the Housing First model
- Milwaukee Downtown also leads fundraising efforts to support a Downtown Homeless Outreach Coordinator and Community Prosecutor
- Entering seventh year of subsidizing Downtown Homeless Outreach Coordinator
- PSA Outreach Coordinator (Terence Lee) assists Downtown Homeless Outreach Coordinator

DOWNTOWN HOMELESS OUTREACH COORDINATOR

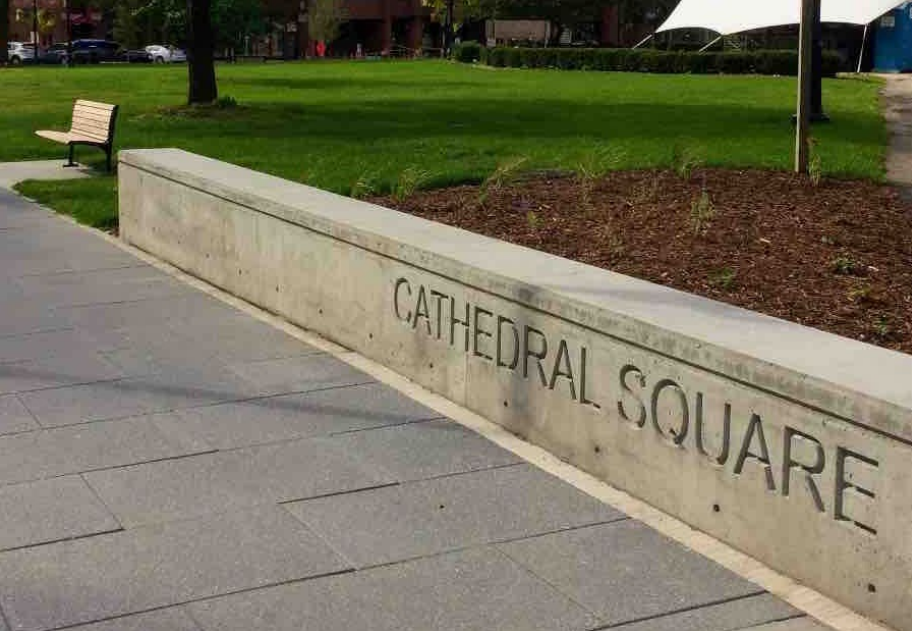
- Position funded by BID #21
- 3,600+ in-person connections over last year with people experiencing homelessness
 - 50-85 in-person connections each week
 - Each interaction sought for rapid, permanent solutions to each unique homeless experience
- 50+ households placed into permanent solutions from Downtown homeless origins
 - Each household exited homelessness and did not return to homelessness
- Other duties include:
 - Overnight outreach shifts at least two times a month, 10pm and 8am
 - Real-time response to community partners, including property managers, business owners and police and security officers, when an individual with an acute need is in a public space
 - Follow-up support for individuals during regular business hours, including referrals for shelter and housing, vital document procurement, obtaining or increasing income, addressing physical and behavioral healthcare needs, as well as accessing other resources and addressing any other needs identified
 - Visits to meal sites, day shelters and other public gathering places (i.e., libraries, food halls) in order to identify others in need
 - Education and advocacy at community meetings



COMMUNITY PROSECUTOR

- Position funded by BID #21
- Addresses the needs of homeless and mentally ill individuals who present themselves as high utilizers of law enforcement resources for medical services and/or arrest purposes
- Takes a strategic approach to dealing with these individuals rather than simply have them arrested and charged with a crime
- Brings much-needed relief to businesses, patrons and residents by working in collaboration with key partners and stakeholders to identify the most salient problems and address them in a meaningful and impactful way
- 4 Tenets of position: Address challenged places, address challenged people (high utilizers of system); provide counsel; and build collective efficacy through community engagement
- Carefully tracks and monitors repeat offenders who are not open to alternative options, ensuring these individuals are prosecuted accordingly
 - Interagency Partner Meetings: 78 instances
 - Place-Based Interventions: 88 instances
 - Person-Based Interventions: 178 instances
 - Nuisance Abatement Meetings/Events: 17 instances
 - Collective Efficacy: 63 instances
 - Presentations: 58 instances



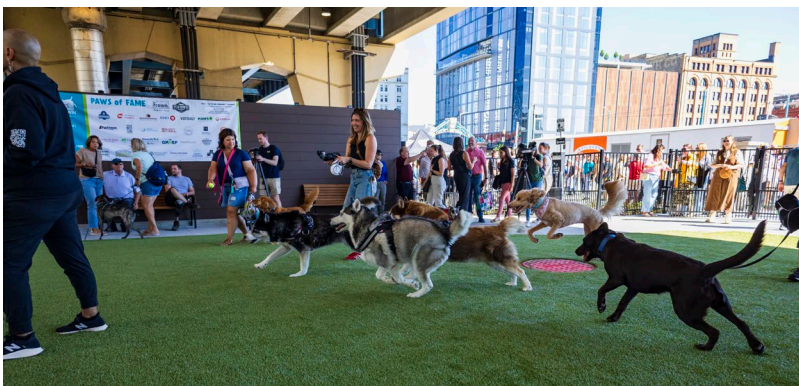
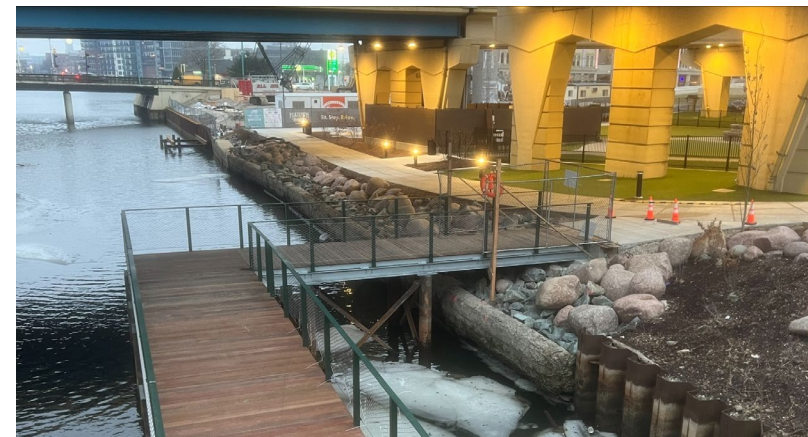


PLACEMAKING AND PUBLIC REALM PROJECTS

- Launched Sculpture Milwaukee
- Built Downtown's first Dog Park
- Enhancing Downtown's streets and public spaces with public art, lighting, and activations
 - Pompeii Square, Cathedral Square, Postman Square, Vel R. Phillips Plaza, Baird Center Community Commons, and more
- Leading the redesign of Red Arrow Park
- PNC presents Tunes@Noon
- Heart(beats) in the City powered by MGIC
- Public art activations
 - Over 30 murals complete







DOWNTOWN'S FIRST DOG PARK

Schedule Update

Phase 1

Project Kick Off

Establish design criteria

Understand Existing Opportunities and Constraints

Begin Public engagement

Start Design Iterations

May - August 2025

Phase 2

Preliminary Conceptual Redesign Options

Develop (3) Alternatives that meet the goals established in Phase 1.

Alternatives will range in scale and cost

Gain feedback from stakeholders

Sept - January 2026

Phase 3

Concept and Recommendation Refinement

Refine and enhance the (3) Alternatives based on feedback

Deliver (3) fully vetted concepts with conceptual cost estimates

Rank alternatives and identify preferred design

January - March 2026

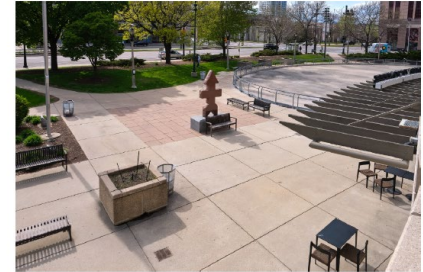
Phase 4

Preliminary Construction Drawings

Refine and enhance the preferred design recommendation

Update Construction Cost estimate to a Design Development level of completion

March - June 2026



Red Arrow Park Improvements

Work Session #1.0 - Meeting Summary
May 20, 2025



RED ARROW PARK REDESIGN

Site Design Studies - Updated

Overall Design Strategies

Baseline - Minimal Improvement



Redefined

3 Varying Improvement Options Based on Project and Consultant Team Feedback



Axial



Framed



Ribbed



SIGNATURE EVENTS

- Winter Wellness Week
- Taste & Toast
- Downtown Employee Appreciation Week
- Downtown Dining Week
- Milwaukee Holiday Lights Festival

Several Additional Activations

- Big Truck Day
- Rainbow Summer
- Halloween Village & Jack-o-lantern Jubilee

Lunchtime Concert Series

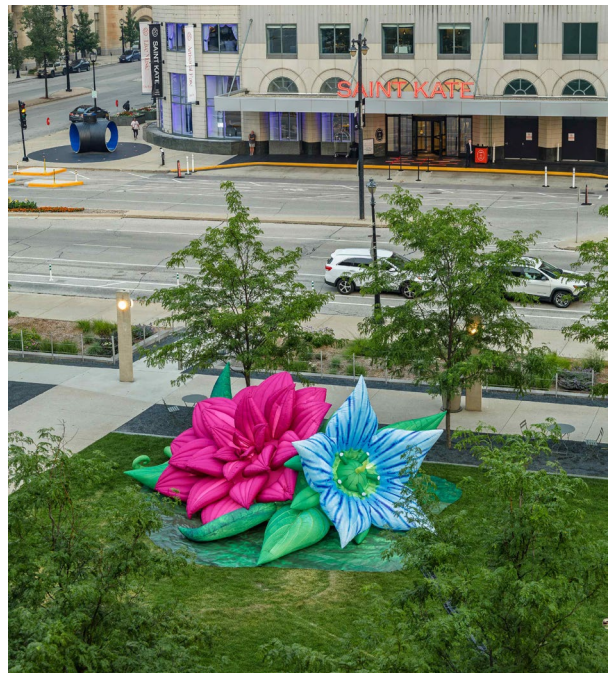
- Heart(beats) of the City powered by MGIC
- PNC Presents TUNE@NOON





BIG TRUCK DAY





RAINBOW SUMMER





HALLOWEEN VILLAGE & JACK-O-LANTERN JUBILEE



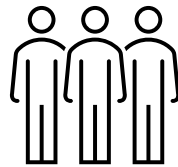


ECONOMIC DEVELOPMENT: Tracking & Fueling Growth

- Nearly \$3 billion in completed private and public projects since 2020
- \$2.5+ billion currently under construction or proposed to start this year
- 7,800+ new jobs located or announced since 2020
- 4,000 new housing units since 2020 with nearly 1,000 anticipated to start this year
- \$240,000 in BDLP loans supported \$8+ million in storefront and business reinvestment
- Go-to resource for market data

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!



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 Welland - Feb 2, 2023 7:15 am



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

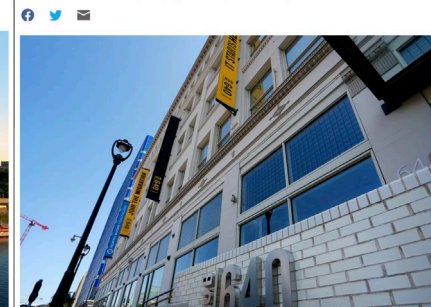
By Hunter Turpin - Jan 17, 2024 5:28 pm



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

By Tom Daykin
Milwaukee Journal Sentinel

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



Potawatomi Business Development Corp. opening downtown office

Industries Ideas People Companies Data Stocks Magazines Events Submit Subscribe

Advertise About

Veolia North America hosts grand opening of new downtown Milwaukee office

CEO teases future growth

By Ashley Smart
Sep 6, 2024 10:58 am

Real Estate

HNTB again expands downtown Milwaukee office

By Andrew Welland
May 11, 2023 11:04 am

LAND AND SPACE

Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

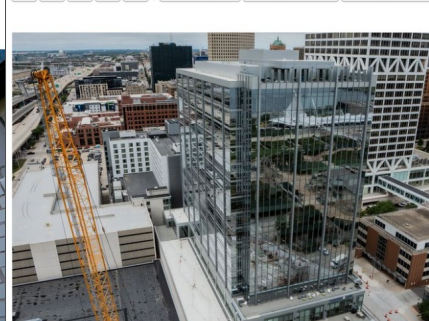
By Tom Daykin
Milwaukee Journal Sentinel

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



Global technology firm opening downtown Milwaukee office

By Hunter Turpin
Oct 15, 2024 11:52 am



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

Industries Ideas People Companies Data Stocks Magazines Events Submit Subscribe

Advertise About

Veolia North America hosts grand opening of new downtown Milwaukee office

CEO teases future growth

By Ashley Smart
Sep 6, 2024 10:58 am

Real Estate

HNTB again expands downtown Milwaukee office

By Andrew Welland
May 11, 2023 11:04 am

LAND AND SPACE

Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

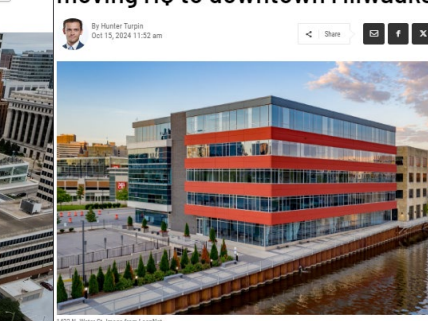
By Tom Daykin
Milwaukee Journal Sentinel

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



Global technology firm opening downtown Milwaukee office

By Hunter Turpin
Oct 15, 2024 11:52 am



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

Industries Ideas People Companies Data Stocks Magazines Events Submit Subscribe

Advertise About

Veolia North America hosts grand opening of new downtown Milwaukee office

CEO teases future growth

By Ashley Smart
Sep 6, 2024 10:58 am

Real Estate

HNTB again expands downtown Milwaukee office

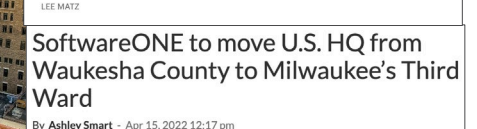
By Andrew Welland
May 11, 2023 11:04 am

LAND AND SPACE

Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls

By Tom Daykin
Milwaukee Journal Sentinel

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



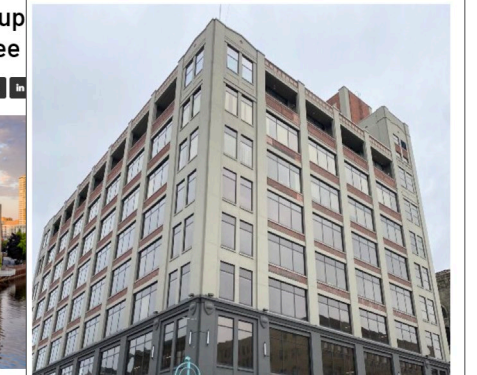
Global technology firm opening downtown Milwaukee office

By Hunter Turpin
Oct 15, 2024 11:52 am



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

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



SCOPE OF SERVICES: LANDSCAPE PROGRAM

SERVICES TO BE PROVIDED

The services to be provided by the successful Proposer(s) to implement a Landscape Program and a Holiday Street Decor Program pursuant to the terms of the Agreements shall include the following:

LANDSCAPE PROGRAM

Initial planting of summer flowers and plants in all publicly owned pots, planters and tree wells and specified privately owned pots in public rights of way within District Boundaries, including, without limitation, all sidewalks and riverwalks, unless otherwise planted by the City's Department of Public Works ("DPW") or individual property owners consistent with past practice. Plantings shall generally consist of three-season color and shall be completed, weather permitting, on an approximate seasonal schedule of: spring plantings by _____, summer plantings by _____, and fall plantings by _____ of each year during the term of this Agreement;

Installing liners and soil and performing initial and seasonal plantings, to be completed on the approximate seasonal schedule described in subparagraph (a), of flowers and plants in all hanging planters along the Riverwalk system within the District Boundaries, as made available by individual property owners, the Milwaukee Riverwalk District, Inc., and the District;

SERVICES TO BE PROVIDED (CONT.)

- At the sole option of the chief executive officer of the District (the “CEO”), replacing some or all summer flowers and plants planted pursuant to subparagraphs (a) and (b) above with fall flowers and plants as summer flowers and plants naturally deteriorate;
- Cleaning, maintaining, deadheading, pinching, replanting, replacing, watering and fertilizing all pots, planters, tree wells and hanging planters described in subparagraphs (a) and (b) above, as necessary, from the date of installation through the natural end of the fall growing season in each year of the term of this Agreement and in no event less than twice per week throughout each season;
- Daily monitoring and maintenance of all flower displays within the District Boundaries through the natural duration of the displays, and prompt removal of all flowers within any display when the display begins to naturally deteriorate;

SERVICES TO BE PROVIDED (CONT.)

- Initial planting and weekly cleaning, maintenance, replacement, watering and fertilizing of pots along the bridges at Wells Street and Wisconsin Avenue and in the Court of Honor (provided that the Court of Honor, Vel R. Philips Plaza, and Grunau Memorial Plaza shall be planted and maintained only to the extent that the City of Milwaukee and/or private foundation separately compensate the Company outside of this Agreement);
- Removing debris and waste from all pots, planters, tree wells and hanging planters described in subparagraphs (a) and (b) above at the end of each season;
- Removing (at the end of each season) and storing (until the next season's planting) all hanging planters along the riverwalk system within District Boundaries;
- Special projects, as authorized in writing from time to time by the CEO, such as and 2-3 season flower displays to delineate outdoor seating areas as “Active Streets”;

SERVICES TO BE PROVIDED (CONT.)

Coordinating all services provided by the Company with services provided by DPW and any other contractors and/or employees retained by the District to maximize the effectiveness of all landscaping and cleaning services within District Boundaries; and

Performing all landscaping services in a manner which advances the District's clean, safe and welcoming objectives and creates an environment conducive to tourist, social and business activity, all as set forth in the District's initial operating plan or any subsequent operating plan of the District.

ALL PLANTINGS AND DISPLAYS MUST BE APPROVED BY THE DISTRICT'S CEO PRIOR TO INSTALLATION.

SCOPE OF SERVICES: HOLIDAY STREET DECOR PROGRAM



SERVICES TO BE PROVIDED

The services to be provided by the successful Proposer(s) to implement a Landscape Program and a Holiday Street Decor Program pursuant to the terms of the Agreements shall include the following:

HOLIDAY STREET DECOR PROGRAM

Designing, installing and maintaining holiday street décor along Wisconsin Avenue, Jefferson Street, Milwaukee Street, and Old World Third Street as well as adjacent areas for each holiday season, and removing and storing such decorations at the end of each holiday season, consistent with past practice;

Designing, installing and maintaining holiday lights in Zeidler Union Square and Red Arrow Park for each holiday season, and removing and storing such decorations at end of each holiday season, consistent with past practice;

Coordinating all services provided by the Company with services provided by the City of Milwaukee Department of Public Works and any other contractors and/or employees retained by the District to maximize the effectiveness of all holiday decor within District Boundaries; and

SERVICES TO BE PROVIDED (CONT.)

Performing all holiday decorating services in a manner which advances the District's clean, safe and welcoming objectives and creates an environment conducive to tourist, social and business activity, all as set forth in the District's initial operating plan or any subsequent operating plan of the District.

The Company shall have the responsibility to provide supervisory personnel, to negotiate labor contracts, and to hire and manage all of the individuals as necessary to execute the Landscape Program and/or the Holiday Street Décor Program.

RFP TIMELINE: LANDSCAPE & HOLIDAY STREET DECOR PROGRAM

TIMELINE OF KEY DATES

Monday, April 27, 2026
10:00 a.m.

Pre-Proposal Conference
Reinhart Boerner Van Deuren s.c.
1000 North Water Street
17th Floor Conference Center
Milwaukee, WI

Monday, April 27, 2026
10:00 a.m.

Request for Qualifications due at Pre-Proposal Conference

Tuesday, May 12, 2026

Invitation for Detailed Proposals to be extended to
qualified Proposers

Tuesday May 19, 2026
Noon

Deadline for Proposers to Request Interpretations and/or
Clarifications

Wednesday, May 27, 2026
Noon

Deadline for Proposals to be submitted to:
Deborah C. Tomczyk, Esq.
Reinhart Boerner Van Deuren s.c.
1000 North Water Street, Suite 1700
Milwaukee, WI 53202

Late June, 2026

Selected Proposers to be interviewed

June, 2026

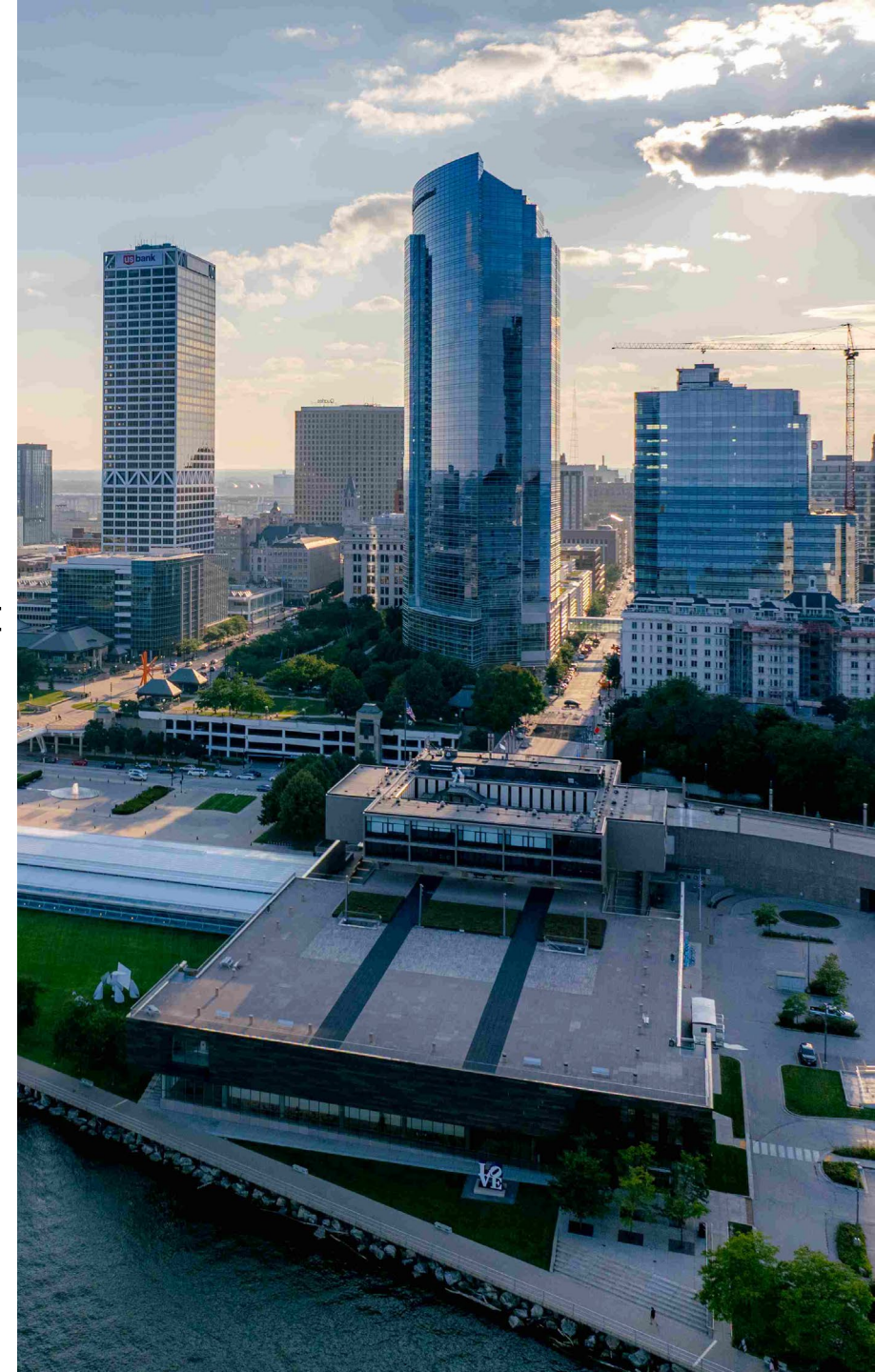
Proposer(s) selected/Agreement executed



OPEN RECORDS LAW

The District is a quasi-governmental business improvement district.

Files and records of the District and its affairs are kept pursuant to public records requirements under Wisconsin Statutes Sections 19.21 through 19.39. Accordingly, any records submitted to the District are subject to public inspection and copying.



COMPLIANCE WITH LAWS & EQUAL EMPLOYMENT OPPORTUNITY

The Company shall at all times comply with all applicable laws, statutes, regulations, codes and ordinances (including, without limitation, immigration and environmental laws and laws pertaining to minimum prevailing wages, fair labor practices, equal employment opportunity and affirmative action), rules, regulations, and orders of the Federal Government, the State of Wisconsin, the City of Milwaukee, and any other governmental entity with jurisdiction over the District, and also shall abide by all rules, regulations, and directives prescribed by the District.

The Company also shall acknowledge the policy of the City of Milwaukee to provide equal employment opportunities to all qualified persons without regard to their race, religion, color, age, disability, sex, national origin, sexual orientation, marital status, membership in the military reserves, creed, ancestry, arrest or conviction record, or use or nonuse of lawful products away from work. In adhering to this policy, compliance is required with the Wisconsin Fair Employment Act, Title VII of the Civil Rights Act of 1964, as amended, the Americans with Disabilities Act of 1990, and other applicable statutes and regulations relating to equal employment opportunities. This policy represents the commitment to a nondiscriminatory work environment for all qualified applicants and employees. The District values diversity.

QUESTIONS?



Milwaukee Downtown, BID #21
PRE-PROPOSAL MEETING
April 27, 2026

www.milwaukeedowntown.com

MATT DORNER

CEO

Milwaukee Downtown, BID #21