



REFLECTING ON 25 YEARS

2021-2022 ANNUAL REPORT





MESSAGE FROM CEO + BOARD CHAIR

A quarter century ago, a group of visionary business leaders led by Tom Bernacchi and Shel Lozoff recognized a need to bring clean, safe and friendly services to Downtown Milwaukee.

Thus, they founded Milwaukee Downtown, BID #21. They recognized that quality of life is important – to residents, employees, business owners, developers, property owners and guests alike – and that the perception of clean, safe and friendly is paramount to a destination’s success.

By establishing BID #21, they helped make greater Milwaukee competitive in the region, and made its central business district a player on the national and global stage. People began to take Milwaukee seriously.

Sadly, many of those early leaders are no longer with us to appreciate the fruits of their labors. They include Tom Bernacchi, Gary Grunau, Debra Usinger, Joe Weirick and Gerald Rappaport, to name just a few.

Therefore, we dedicate this report on our silver anniversary year to those early visionaries who made it all possible.

Our quarter century of success is due in large part to the fact that our organization has always been nimble and innovative, adapting to the needs of all our stakeholders. That quality has served us well over the past several challenging years. We’ve made pandemic and post-pandemic accommodations not only to our core services, but also to our events and recruitment initiatives.

We continue to seek new ways to counter the impacts of COVID and entice employees and guests downtown. Through events, concerts, new public art and more, our team has reimagined ways to reactivate our public spaces. Some of our proudest moments in the last year include the unveiling of the new Giannis Antetokounmpo mural on the side of Wisconsin Avenue’s 600 EAST building, which netted global attention in 18 countries, and year-round activation of Red Arrow Park, which generated tons of local buzz with new programming like Downtown Ice CAPE-ade, Big Truck Day and Heart(beats) of the City.

We also made significant progress in updating the Downtown Area Plan – Connec+ing MKE: Downtown Plan 2040 – a process that will set the stage for how the district looks and feels over the next 10-20 years. We and our partners at the Department of City Development are committed to a robust public engagement strategy, which is underway and ongoing, to ensure downtown is a place where every resident in every neighborhood feels welcome and connected to our city.

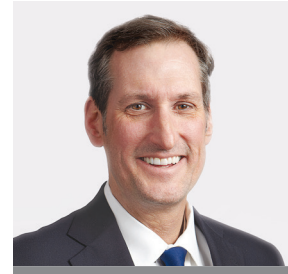
With two public sessions on Connec+ing MKE hosted to date and unprecedented participation on our virtual platform, Engage MKE, we are inspired by the ideas and enthusiasm to help Downtown Milwaukee shine on.

So, as we reflect on our 25-year history and our path forward, the future is bright. Downtown’s next generation of visionaries is ready to make an impact.

Thank you for your continued confidence in our mission.



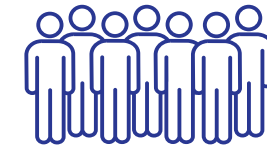
Beth Weirick
CEO
Milwaukee Downtown,
BID #21



Joseph Ullrich
BOARD CHAIR
Milwaukee Downtown,
BID #21



A SNAPSHOT OF OUR SILVER LEGACY



90,700+ WORKERS
12.1% INCREASE SINCE 2010



2,400+
UNSHeltered CITIZENS
HOUSED (SINCE 2015)

3.5% OF THE CITY'S LANDMASS, DOWNTOWN GENERATES 22.1% OF THE CITY'S TOTAL TAX BASE

\$7.4+ M
INVESTMENT FUELED BY
\$190,000
IN BDLP FUNDS



130,270+
JINGLE BUS RIDERS



\$4.6+ B

INVESTED IN MAJOR PUBLIC AND PRIVATE PROJECTS (SINCE 2010)

240,000+

RIDERS SERVICED BY MILWAUKEE TROLLEY LOOP (2004 - 2017)



25 YEARS



53.6%

AVERAGE PERCENT OF DOWNTOWN DINING WEEK PATRONS INTRODUCED TO A NEW RESTAURANT EACH YEAR

\$1.3 B*
IN BID #21 TOTAL PROPERTY VALUE (1997)



\$4.0 B*
IN BID #21 TOTAL PROPERTY VALUE (2022)



4.4 M
HOSPITALITY CONTACTS
MADE BY PUBLIC SERVICE AMBASSADORS



4.5+ M
GALLONS OF GARBAGE HAULED AWAY



60,000+
TWITTER FOLLOWERS GAINED

23,867

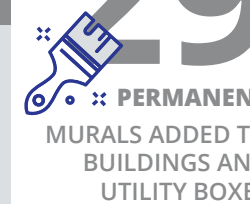


SANTA'S MAILBOX LETTERS DELIVERED

27,440+
GRAFFITI TAGS REMOVED (SINCE 2000)



29
PERMANENT MURALS ADDED TO BUILDINGS AND UTILITY BOXES

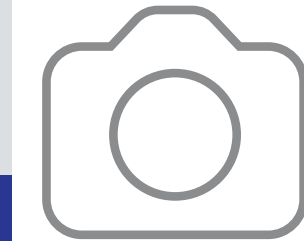


9.8+ M
BROCHURES DISTRIBUTED BY PUBLIC SERVICE AMBASSADORS



809,000+

ESTIMATED DINERS SERVED DURING DOWNTOWN DINING WEEK (SINCE 2006)



35,000+
INSTAGRAM FOLLOWERS GAINED

*Boundaries and assessment methodology have changed slightly over the years.

Providing Solid Silver Services



CORE PROGRAMS

PUBLIC SERVICE AMBASSADORS

Nothing says “Welcome Downtown!” like a bright, shiny smile. Fortunately, our 21 Public Service Ambassadors (or PSAs) are up to the job. They patrol the district from 9 a.m. to 5 p.m., Monday through Saturday, and from 11 a.m. to 7 p.m. on Sundays, assisting guests and working closely with business managers and property owners.

They’re our front line for welcoming guests and employees back downtown. As such, they made 23,200 hospitality assistance contacts with guests over the past year, and they hosted more than a dozen Welcome Back fairs in office lobbies during the summer of 2022. What’s more, our PSAs provide an extra set of eyes for Milwaukee’s police and fire departments, and regularly communicate with the Downtown Security Network to ensure the safety of all who visit.

CLEAN SWEEP AMBASSADORS

Downtown Milwaukee gleams the way it does thanks to our Clean Sweep Ambassadors (or CSAs). Job #1 for them is ridding downtown of litter, gum and assorted detritus. In addition to power washing the district’s sidewalks, they empty the trash bins along the RiverWalk, as well as 60 additional bins throughout the district, and they set out trash and recycling bins for the Night Market. Last year alone, they collected 405,550 gallons of garbage.

But we’re not just talking trash. Our trusty CSAs also install and maintain the holiday lights in Cathedral Square and Pere Marquette Parks during our annual Milwaukee Holiday Lights Festival. They ensure that Downtown Employee Appreciation Week runs smoothly. Plus, new this year, they oversaw setup and breakdown of our new Heart(beats) of the City concert series. They do all this and so much more.



GRAFFITI REMOVAL TEAM

When the call goes out, our Graffiti Removal Team springs into action, obliterating unsightly tags within 24 hours of discovery. That helps to deter other vandals from sullying our gorgeous downtown. In the last year alone, our PSAs removed 2,995 pieces of graffiti, bringing our grand total to 27,440 tags removed since 2000.

LANDSCAPE CREW

Everything is coming up roses (and other lovely flora) for our Landscape Crew. Over the past year, they maintained 377 garden beds and planters throughout the district, as well as more than 75 hanging baskets in targeted corridors along Wisconsin Avenue, the RiverWalk and Dr. Martin Luther King Jr. Drive (formerly Old World Third Street). In addition, the crew assisted with plantings for the Active Streets program in the Old World Third Street Entertainment District and on Jefferson Street.



HOMELESS OUTREACH

Milwaukee County now leads the nation in the fight to end homelessness. The U.S. Department of Housing and Urban Development (HUD) recently recognized Milwaukee as having the lowest unsheltered population per capita of any community in the nation.

Much of this success can be attributed to our adoption of the Milwaukee County Housing Division’s holistic Housing First program and our creation of a Community Intervention Team in 2015. Since then, Milwaukee has seen a 92% reduction in its unsheltered population. This effort has reduced public service costs and provided permanent supportive housing to more than 2,400 individuals.

Milwaukee Downtown continues to support Housing First through its Key to Change campaign. Donations are accepted at seven key-shaped meters throughout Downtown Milwaukee, as well as online



at keytochangemke.com. This helps finance the Housing First Endowment Fund, provide assistance with application fees and security deposits for participants, and employ a Downtown Homeless Outreach Coordinator.

In addition, a Public Service Ambassador Homeless Outreach Coordinator has been assigned to work in tandem with the Downtown Homeless Outreach Coordinator to build rapport with our unsheltered citizens. Last year, the PSA Homeless Outreach Coordinator had 1,223 interactions with unsheltered individuals and distributed 201 care packages.

Serving Fun on a Silver Platter



SPECIAL EVENTS

DOWNTOWN DINING WEEK(S) 2021

There was such an appetite to support our downtown restaurants last year that we hosted both a winter and a summer edition of Downtown Dining Week in 2021. Participating restaurants provided options for dine-in, carryout, curbside and outdoor dining, as well as a new family-style option. During the summer edition, 87% of diner surveys rated the food, service and environment as good to excellent. In addition, 57.8% of respondents neither lived nor worked downtown, and 44% were first-time diners at the restaurants they patronized.

DOWNTOWN EMPLOYEE APPRECIATION WEEK 2021

Last year's Downtown Employee Appreciation Week was a very special event, being the first full in-person edition since the onset of the pandemic. Designed to be a "spirit week" for downtown's workforce, the five-day celebration last August and September featured trivia contests, bocce ball games, Moment of Movement fitness sessions, Milwaukee Kayak Company expeditions and more. Along the way, we gave away 14,000 lunch items and 1,500 prizes, and received over \$22,370 in product donations.



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2021

Once again, Downtown Milwaukee shone more brightly than usual over the holidays. Credit goes to the half-million holiday lights that illuminated the Milwaukee Holiday Lights Festival. Each year, Milwaukee Downtown festoons Pere Marquette Park, Zeidler Union Square, Cathedral Square, Wisconsin Avenue, the RiverWalk and Old World Third Street with more than 500,000 twinkling lights. This past winter was no exception.

We launched this year's six-week Festival with a virtual Kickoff Extravaganza that aired on WISN Channel 12. It began with a pre-recorded presentation at the Pabst Theater and concluded with a spectacular light show over the city featuring 300 computerized drones. The show aired three nights, netting over 71,000 impressions.

In addition, some 70 schools and organizations decorated "Community Spirit Park" at Cathedral Square. We offered a five-episode Jingle Bus Tour podcast in both English and Spanish with the help of iHeart Radio, and it was downloaded more than 1,660 times. Plus, more than 1,500 kids who posted letters to Santa's Mailbox got responses from the big guy.

Other Festival events included Cocoa with the Clauses, two pop-up Santa Camps, three Christmas Cavalcades with the Clauses, and holiday portraits with pooches, where 75 dog portraits were taken to benefit the MKE Dog Park.



POP'S POP-UP PUMPKIN PATCH 2021

Last year, we carved up some Halloween fun with a one-day event in Turners' Alley. Families shopped for pumpkins and enjoyed spook-tacular entertainment.

TASTE & TOAST 2022

Happy hour was extra happy for one week in March at 17 downtown bars, restaurants and lounges. They offered a variety of specials on food and beverages to celebrate Taste & Toast 2022. Of 180 participants surveyed, 43.9% neither lived nor worked downtown and 47.2% were patronizing an establishment for the first time. Some 60% only participated in Taste & Toast, while another 19.4% extended their visit with dinner. The Taste & Toast web page had nearly 13,000 views, and social media posts generated more than 63,800 impressions.

DOWNTOWN EMPLOYEE APPRECIATION WEEK 2022

Spirit week for our downtown workforce made an especially large splash in mid-August. Downtown Employee Appreciation Week 2022 marked the return of the popular I Work Downtown Happy Hour, and featured several new events, including The Morning Jolt, a scavenger hunt, a Lakeshore State Park bonfire and a Canoemobile. With the assistance of 54 downtown partners and prize contributors, who provided \$37,258 worth of in-kind donations, we gave away some 15,000 lunch items and 2,650 prizes.



Speaking with a Silver Tongue



25
YEARS



MARKETING

SOCIAL MEDIA

Social media has become a critical tool for communicating downtown events, projects and amenities. In 2022, Milwaukee Downtown followers on Facebook, Twitter and Instagram topped 138,200. We had an astounding engagement rate of 5.85% on Facebook, where the average rate is 1%. What's more, our Twitter feed had a 0.9% rate and our Instagram feed had a 7.01% rate, both of which are above industry standards. In total, we made more than 5.84 million impressions across all three platforms this year.

PUBLIC RELATIONS

We made a lot of news over the past year, and we made sure the news outlets knew about it. Our PR team pitched the media on a wide variety of topics related to Milwaukee Downtown projects and programs. That resulted in more than 28.8 million earned media impressions and over \$1.6 million in earned media value. That's great news.

MKE IT BACK CAMPAIGN

We returned to the airwaves from June through August this year with our lively "MKE It Back" television and radio commercials, which encouraged visitors and employees to return to the district. We targeted the campaign to metro Milwaukee residents within a 15-mile radius of downtown. It made 15.9 million paid media impressions.

Forging a Silver Standard



ECONOMIC DEVELOPMENT

KEEPING TABS ON OUR GROWTH AND INVESTMENT

Due in large part to our investors, leaders and downtown believers, the total property value within BID #21's boundaries has grown significantly over the last 25 years, outpacing the City of Milwaukee as a whole.

Beyond the boundaries of BID #21, Milwaukee's greater downtown area is enjoying one of its most substantial growth periods, adding record investment over the past decade. Since 2010, we've seen over \$4.6 billion in completed development projects, and more than \$2.5 billion in projects that are under construction or proposed to start soon. From the Lower East Side to Walker's Point, the greater downtown area has experienced significant growth over the last ten-plus years, highlighted by:

- ★ 21.2% population growth since 2010, to more than 42,275 residents
- ★ 4.3 million sq. ft. of new or renovated office space
- ★ 9,500 new housing units
- ★ 2,750 new hotel rooms
- ★ 90,700 estimated employees, a 12.1% increase since 2010
- ★ 30.6% share of all jobs in the City of Milwaukee

MAINTAINING A TOOLBOX OF INCENTIVES

Milwaukee Downtown continues to be a go-to resource for businesses in the district when it comes to economic support programs, be it our own programs, or local, state and federal programs. That includes the BID #21 Business Development Loan Pool and WEDC Main Street Bounceback Grants. Through the Main Street Bounceback Grant program, Milwaukee Downtown has assisted more than 75 new and expanding businesses in securing over \$750,000 in grant funding. Plus, in 2021 we created the "MKE It Back" grant and a grant advisory committee comprised of BID #21 board members and staff. That year, the committee awarded \$250,000 of BID funds to 72 small businesses in the district.

MONITORING RETURN-TO-WORK TRENDS

As employees have been going back to their offices following the pandemic, we've been monitoring their rate of return and the dynamics they're experiencing in the workplace. To do this, we developed a survey for employers, which we've administered four times since employees have started returning to work. Some 70 downtown employers, who manage over 23% of our pre-pandemic workforce, responded to the latest survey in August, 2022.

These employers estimate that approximately 60% of workers will have returned to the office for regular work by the fall of 2022, with slight increases throughout the rest of the year. That's trending above Kastle's Back to Work Barometer, which indicates about a 43% return average among 10 major U.S. cities that Kastle monitors.



ACTIVE STREETS

We took it to the streets for the third year in a row this past May. Active Streets for Business is a successful summertime program championed by Milwaukee Downtown. It helped our businesses get through and recover from the pandemic, and now it's helping us test new ways to activate downtown's public spaces. For example, we expanded outdoor seating areas where people congregate and socialize, adding 150 seats along Jefferson Street and in the Old World Third Street Entertainment District on Dr. Martin Luther King Jr. Drive.

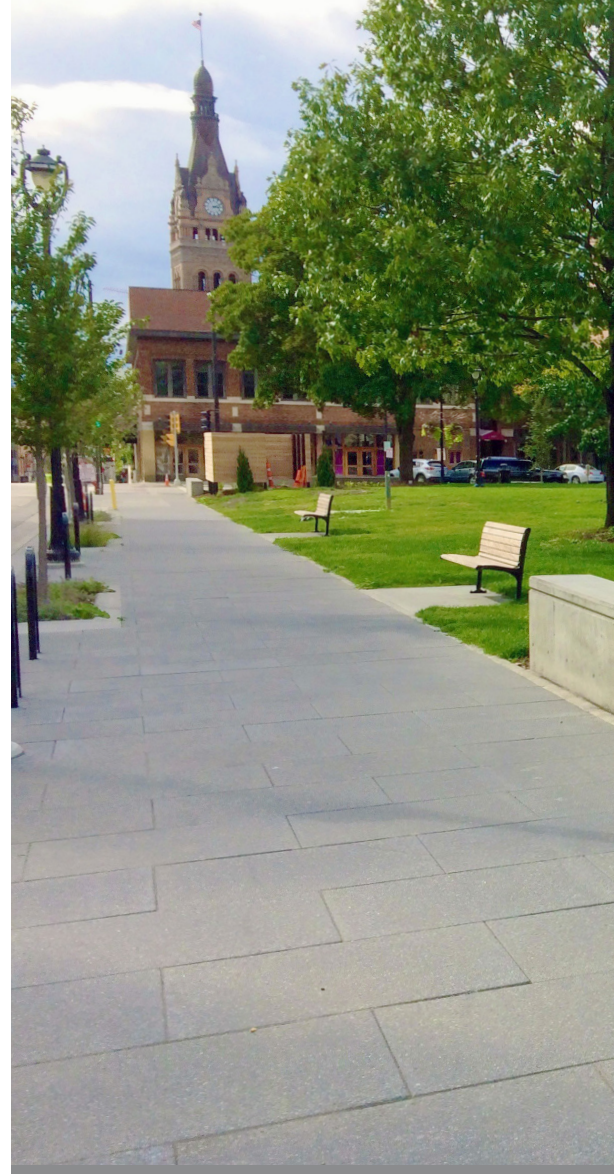


MKE DOG PARK

All of our furry friends will soon have their own place to run and play in Downtown Milwaukee. Efforts are currently underway to establish our first-ever public dog park beneath I-794, along Plankinton Avenue and Clybourn Street. The site will be transformed into a dynamic 12,000-plus sq. ft. dog run, featuring:

- ★ Separated small and large dog areas
- ★ Synthetic turf that's easy on the paws
- ★ Water stations
- ★ Security lighting
- ★ Decorative fencing
- ★ Access to and expansion of the RiverWalk
- ★ An abundance of shade
- ★ Various sponsorable elements

We've already established numerous community partnerships, and public donations are now being accepted at mkedogpark.com. Watch for more exciting announcements soon.



FRAME THE SQUARE

Milwaukee Downtown teamed up with Cathedral Square Friends over the past year to Frame the Square, a \$1.85 million public space project. It includes a wide range of perimeter improvements for Cathedral Square Park, including new sidewalks, benches and bike racks, a storage enclosure for East Town Association, utility screening, landscaping and more. The result is simply gorgeous.



DOWNTOWN'S NIGHTTIME ECONOMY

We are once again shining a light on Downtown Milwaukee's nightlife by re-engaging the Responsible Hospitality Institute, a nonprofit organization that advises cities on best practices for after-dark economies. Our last assessment from the Institute resulted in a series of successful initiatives, such as the Downtown Neighbors Association, Brighten the Passage and CODE Red, a hospitality-focused police deployment strategy. Our reassessment contains recommendations from peer cities on the best approaches for creating a nighttime economy office with the City of Milwaukee – all in an effort to foster safe, vibrant, dynamic and viable entertainment districts.



DOWNTOWN AREA PLAN

The City of Milwaukee's Department of City Development and BID #21 have been co-leading an update to the Downtown Area Plan, *Connec+ing MKE: Downtown Plan 2040*. The new plan will guide land use decisions, redevelopment of key sites, and improvements to streets and public spaces over the next 10-20 years. A key component of the plan is public engagement. We've generated unprecedented engagement with the plan through Engage MKE, focus groups and community presentations with the goal of hearing from residents in every zip code. So far, we've reached 11,250 visitors who have provided 1,066 comments to date. The updated plan is expected to be adopted in the spring of 2023.



ADVOCACY

Taking a leadership position on catalytic downtown projects is one of our top priorities. Milwaukee Downtown continues to advocate for:

- ★ Small businesses, Bus Rapid Transit, bike lanes, the revitalization of the Broadway connection, expansion of The Hop streetcar line, Milwaukee Tool TID support, Van Buren TID support, the return of micro-mobility scooters, and bringing new companies and investors to the central business district.
- ★ The Move Forward MKE initiative, a proposed 1% sales tax increase that would ease property taxes and provide critical funding for public services, maintaining facilities and investing in the future.
- ★ The Revitalize Our Cities Coalition, an organization that brings together dozens of peer cities to design tools for converting obsolete office buildings to new uses.
- ★ The NAIOP Public Policy Committee and WEDC's Connect Communities program.
- ★ Positive coverage of downtown developments in the media.
- ★ Best practice research in the post-COVID environment, such as how to reinvent the use of "third spaces."
- ★ The Main Street Bounceback program, which has provided over \$750,000 in grant funding to more than 75 downtown small businesses.

Fashioning a City of Silver



PLACEMAKING PROJECTS

PUBLIC ART

We continue to surprise and delight pedestrians and motorists with stunning public art. This year, downtown denizens enjoyed the creations of a wide assortment of both local and international artists.

French artist JR brought his Inside Out Project to the district in the summer of 2021. The world's largest interactive public art exhibit, it advocates a pathway to citizenship for millions of undocumented essential workers. Since its inception, its traveling photo booth has produced 400,000 portraits in 138 countries. The tour stop served as the conclusion to our Jumpst(ART) Downtown campaign, a summerlong effort to reanimate our sidewalks and public spaces through arts and culture during the pandemic.

At the start of the year, we added two new murals in The Avenue's skywalks – one by The Couto Brothers and the other by Dave Watkins. A few months later, we

celebrated 414 Day with the addition of a five-story mural by Sid Ylagan on the exterior of the Plankinton Arcade's elevator shaft.

Milwaukee Downtown co-commissioned a 26 ft. high by 16 ft. wide mural depicting the programs and services offered by Grand Avenue Club, a non-profit organization that assists individuals with mental illness. We also provided funding for a variety of youth-led public art projects, in support of County Executive David Crowley's "The Year of the Youth" initiative.

Plus, in partnership with the Milwaukee Bucks, BID #21 also commissioned Mauricio Ramirez to create a photorealistic mural of Giannis Antetokounmpo on the façade of the 600 EAST building. We celebrated its completion with a homecoming pep rally and ribbon cutting before the final game of the 2022 NBA playoffs. It received international attention, including media coverage in 18 countries, as well as on ESPN and NBC Sports.



REIMAGINE RED ARROW PARK

Imagine, for a moment, Red Arrow Park. Now, reimagine it active and vibrant 365 days a year. That's what we did with Reimagine Red Arrow Park, a multi-year, public-private partnership with the twin goals of enhancing this centralized public space and fostering civic life in the heart of the community.

We added colorful, commercial grade umbrellas and beach lounge chairs to the bistro tables and chairs we purchased for the park in 2021. We also added an assortment of year-round programming.

- ★ In December, families skated with some of America's local Olympic greats and future Olympic hopefuls.
- ★ In February, we hosted our first Downtown Ice CAPE-ade, a free community event where everyone's favorite costumed superheroes donned skates and joined some 250 skaters on the "Slice of Ice" rink.
- ★ In May, a fleet of municipal vehicles and equipment descended on the perimeter of Red Arrow Park for Big Truck Day. A family event held in honor of National Public Works Week, kids ages 2 to 7 were allowed to explore eight DPW vehicles and two MFD fire engines.
- ★ All summer long, the park hosted Heart(beats) of the City powered by MGIC, a 14-week lunchtime concert and food truck series featuring some of the area's top bands. Designed to attract workers back downtown, the event saw 250-1,000 attendees each week.



SUMMER IN THE CITY CAMPAIGN

Milwaukee Downtown's summer 2022 season was spectacularly successful, thanks in large part to the Summer in the City campaign. At its heart was a dedicated web page that highlighted the abundance of accessible downtown activities that were being offered this past summer. Beginning in spring, we drew attention to the campaign by giving away Summer in the City swag at Welcome Back fairs located in various downtown office buildings. We also partnered with Saint Kate - The Arts Hotel for a \$500 Summer in the City staycation photo contest.

PNC PRESENTS TUNES@NOON

Returning to a full in-person 14-week season, PNC presents Tunes@Noon brought live lunchtime musical performances to 411 East Wisconsin Center's courtyard every Thursday this past summer. Some 25-45 folks attended each week, and many enjoyed grab-and-go lunches from Davians Café.

Taking into account Tunes@Noon, Heart(beats) of the City, Jazz in the Park, the RiverWalk Commons Concert Series and Downtown Employee Appreciation Week, Milwaukee Downtown presented 79 hours of live music in our district's public spaces during the summer of 2022.

DR. MARTIN LUTHER KING JR. DRIVE STREET NAMING

We were proud to coordinate the unveiling of Downtown Milwaukee's new Dr. Martin Luther King Jr. Drive street sign on January 18, 2022. Approximately 300 community members attended the event, which marked the renaming of Old World Third Street. Held on Martin Luther King Jr. Day, it featured remarks by Governor Tony Evers, Mayor Cavalier Johnson and Alderwoman Milele Coggs. BID #21 also assisted businesses along the Drive with retargeting their websites and updating online map services.



Going for the Gold



WHAT'S ON TAP FOR 2023 AND BEYOND

Looking at the big picture for the year ahead, Milwaukee Downtown will continue to position our district as an attractive place to work, play and do business. What's more, we will continue to focus on quality-of-life initiatives, and we will continue to seek ways to engage with Milwaukee's youth.

Over the next year, we plan to adopt and implement *Conne+ing MKE: Downtown Plan 2040*, our updated Downtown Area Plan that lays out a roadmap for land use, development, redevelopment and improvements over the next 10-20 years. We'll also work to implement recommendations from the Responsible Hospitality Institute for creating a safe, dynamic and diverse nightlife in Downtown Milwaukee's entertainment districts.

Projects on the horizon in 2023 include our largest public art installation to-date, *Lightfield* by HYBYCOZO, which will transform Cathedral Square Park with eight stunning sculptures and 16 hanging lanterns. New holiday décor treatments will be coming to Wisconsin Avenue for the 2023 Milwaukee Holiday Lights Festival. Plus, we're optimistic that we'll break ground on the MKE Dog Park in the next year.

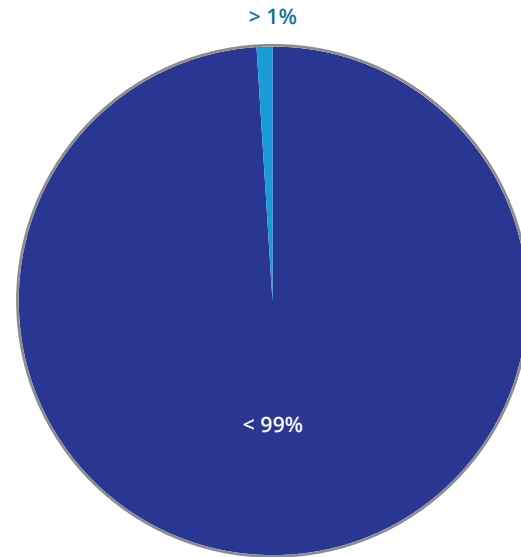
If all of this is any indication, our next 25 years look bright, indeed.

25
YEARS

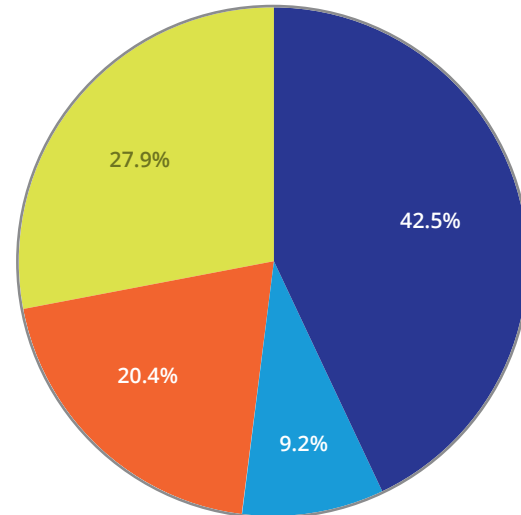
2022 BUDGET

Representing approximately 150 square blocks and nearly 500 property owners, Milwaukee Downtown, BID #21 collected \$4.17 million in assessments to fund its core programs and initiatives.

- **Assessments:** \$4,170,000
 - **Additional Income:** \$79,000
- TOTAL: \$4,249,000**



- **Clean Sweep Ambassador Program:** (*Sidewalk Cleaning: \$796,911, Landscaping: \$385,750, Graffiti Removal: \$5,000*) \$1,187,661 **(27.9%)**
- **Public Service Ambassador Program:** \$866,673 **(20.4%)**
- **Administrative:** \$390,295 **(9.2%)**
- **Economic Development/Marketing/Business Retention/Recruitment:** \$1,804,371 **(42.5%)**



Please note: Milwaukee Downtown, Inc. annual contributions, sales and event fees are not reflected in this budget.

BOARD OF DIRECTORS

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U.S. Bank Corporate Real Estate

Kevin Kennedy VICE CHAIR

Northwestern Mutual

Tammy Babisch SECRETARY

Colliers International

John Creighton ASSISTANT SECRETARY

CBRE | JCI

Kevin Behl TREASURER

Madison Medical Affiliates

Katie Falvey

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