



Welcome to Downtown Milwaukee

YOUR GUIDE TO MILWAUKEE DOWNTOWN, BID #21 SERVICES



About Milwaukee Downtown, BID #21

Milwaukee Downtown, BID #21 is a management district funded by commercial property assessments to create a clean, safe, welcoming, and economically vibrant downtown. The district encompasses nearly 450 property owners and 150 square blocks — or approximately one square mile. The geographic boundaries of BID #21 are I-43 on the west, Lake Michigan and North Van Buren Street on the east, Schlitz Park and McKinley Avenue on the north, and the Menomonee River and West Clybourn Street on the south.

Business Resources & Metrics

Get down here! Milwaukee Downtown, BID #21 manages a toolbox of resources and incentives to help businesses launch, grow or relocate to our vibrant neighborhoods. Contact us at info@milwaueedowntown.com to learn more.



21.2%

population growth
since 2010



31%

of all jobs within the
City of Milwaukee are
located Downtown



3,600+

total businesses
located Downtown



18.1+ million

total square feet
of office space



3,290+

new hotel rooms
since 2010



90+

walkability score
(out of 100)



7,800+

new employees
located Downtown or
announced since 2020



11,000+

new housing units
added since 2010



87,200+

average daily
population of workers,
residents and visitors

Attraction Efforts

Special Events & Marketing

Milwaukee Downtown, BID #21 organizes ten events year-round to drive traffic to the district's distinct amenities and businesses. These community-driven staples, many of them providing no-cost offerings, include Winter Wellness Week, Taste & Toast, Big Truck Day, Downtown Dining Week, Heart(beats) of the City, Tunes@Noon, Downtown Employee Appreciation Week, Halloween Village, Jack-O-Lantern Jubilee, and the Milwaukee Holiday Lights Festival.

In addition to being lead event organizers, Milwaukee Downtown manages a calendar-of-events eblast, produces a summer calendar and winter activity guide, and implements various Downtown branding campaigns throughout the year to promote the district's arts, culture, entertainment, sports, access to freshwater, and economic vibrancy.



Retention & Recruitment

A major priority for Milwaukee Downtown, BID #21 is benchmarking the growth of Downtown Milwaukee with quantifiable data. Since 2020, over \$5 billion in recently completed, under construction, and proposed projects has transformed our streets and skyline. This investment has established significant momentum, and positions Downtown as a vibrant city center and global gateway that has attracted nearly 8,000 new jobs since 2020.

Access to talent, a high quality of life, a variety of things to do, accessibility, affordability, innovation and opportunity: These are just a few of the many reasons why business leaders choose to do business in Downtown Milwaukee.



Public Service Ambassadors

Best described as Downtown Milwaukee's walking concierges, the Public Service Ambassadors (PSAs) welcome the district's 22.8 million annual visitors, workers and residents. From assisting with directions to providing restaurant recommendations and connecting people with Downtown businesses, the PSAs have a pulse on it all. It's no wonder they're the go-to resource for conventioners, day-trippers, workers, residents, and many other newcomers. They can be found on foot, on bikes, and staffing The MOTOR, a traveling info kiosk chock full of literature with things to do.



Clean Sweep Ambassadors

The Clean Sweep Ambassadors (CSAs) are the muscle behind BID #21's unrivaled shine. Sweeping, power washing and scrubbing, the crew begins at sunrise to ensure Downtown's sidewalks are litter- and gum-free. In addition to daily panning and brooming, the CSAs perform quarterly Super Block Cleanups, an intense cleaning of a corridor's light poles, signage, planters and pavement. On top of keeping Downtown clean, the CSAs also assist with the setup and teardown of BID #21 events.



Graffiti Removal Team

Adding to the power of the Clean Sweep Ambassadors, the Public Service Ambassadors aid in maintaining Downtown Milwaukee's squeaky-clean image. Once graffiti is spotted, the PSA's Graffiti Removal Team works diligently to wipe it away. Using chemical removers, paint, pressure washers and soda waterblasters, the team eliminates the toughest of tags, deterring future vandalism with efficiency.



Core Services: Clean, Safe & Welcoming



Landscape Crew

The Landscape Crew adds pops of color to our public right-of-way with bright flowers and foliage. More than 375 beds and planters and 75 hanging baskets along Wisconsin Avenue, the Milwaukee Riverwalk, Dr. Martin Luther King Jr. Drive, Broadway, and Postman Square receive the green thumb treatment. Arrangements are rotated seasonally to ensure visual interest, with over 93,000 plants installed annually.



Quality-of-Life Initiatives

Public Space Partnerships

Milwaukee Downtown, BID #21 supports a variety of initiatives aimed at enhancing Downtown's quality of life for residents, employees and visitors alike, and we are constantly exploring ways to expand our offerings. From activating underutilized spaces like the new downtown dog park to organizing live musical performances and coordinating public art installations, Milwaukee Downtown strives to surprise and delight on a daily basis.



Since 2017, we've added more than 30 permanent murals to Downtown's landscape and bolstered the charm of our entertainment districts by featuring more than 15 limited-time art installations.

Homeless Outreach

Through a public-private partnership with Milwaukee County, Milwaukee Downtown, BID #21 funds a Downtown Homeless Outreach Coordinator and a Community Prosecutor Unit dedicated to the central business district. The positions work in collaboration with our Homeless Outreach Public Service Ambassador to build rapport with unhoused individuals and find permanent housing solutions that include wraparound services.



As part of this multi-prong approach, Milwaukee Downtown regularly convenes the Community Intervention Team, a collective comprised of members from Milwaukee County, the City of Milwaukee, the Milwaukee Police Department, the City Attorney's Office, the District Attorney's Office, Marquette University, Visit Milwaukee, and other neighborhood improvement organizations. The group reviews top-of-mind issues and works toward collaborative solutions. In addition, Milwaukee Downtown manages the Key to Change donation campaign (www.keytochangemke.com), which provides opportunities for individuals, businesses and foundations to help fund security deposits, move-in kits, and these two key positions.



DIRECTORY

BID #21 SERVICES

Milwaukee County Housing Services – Downtown Homeless Outreach Coordinator

outreach@milwaukeecountywi.gov

414-263-0989

Public Service Ambassador – Homeless Outreach

414-220-4700 x 7

Graffiti Removal

414-220-4700 x 7

Business Support & Development

414-220-4700 x 1

Marketing Support

414-220-4700 x 4

Public Space Initiatives

414-220-4700 x 6

City of Milwaukee Sanitation Services, Forestry, Electrical Services and Street Maintenance

<https://city.milwaukee.gov/ucc/action>

414-286-2489 [For emergency requests]

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