



2025 Snapshot of Unprecedented Momentum in Downtown Milwaukee

www.milwaukeedowntown.com

Prepared by:
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Milwaukee Downtown, BID #21

Milwaukee is Experiencing Unprecedented Investment

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2015, over \$5.4 billion has been invested in completed private and public projects. Meanwhile, more than \$3.6 billion is currently under construction or proposed to start soon, spurring significant momentum that reinforces Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2015. The Downtown Area Investment map showcases where unprecedented growth is occurring.

Download the Greater Downtown Area Investment Map at www.MilwaukeeDowntown.com



\$5.4 Billion +

COMPLETED PROJECTS SINCE 2015



\$3.6 Billion +

UNDER CONSTRUCTION OR PROPOSED



Photo Courtesy of Nate Vormhof

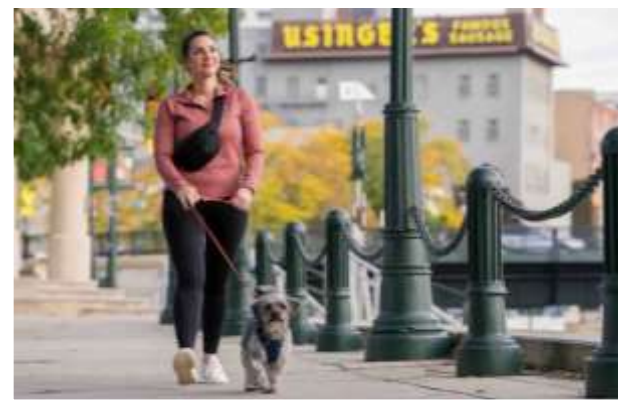


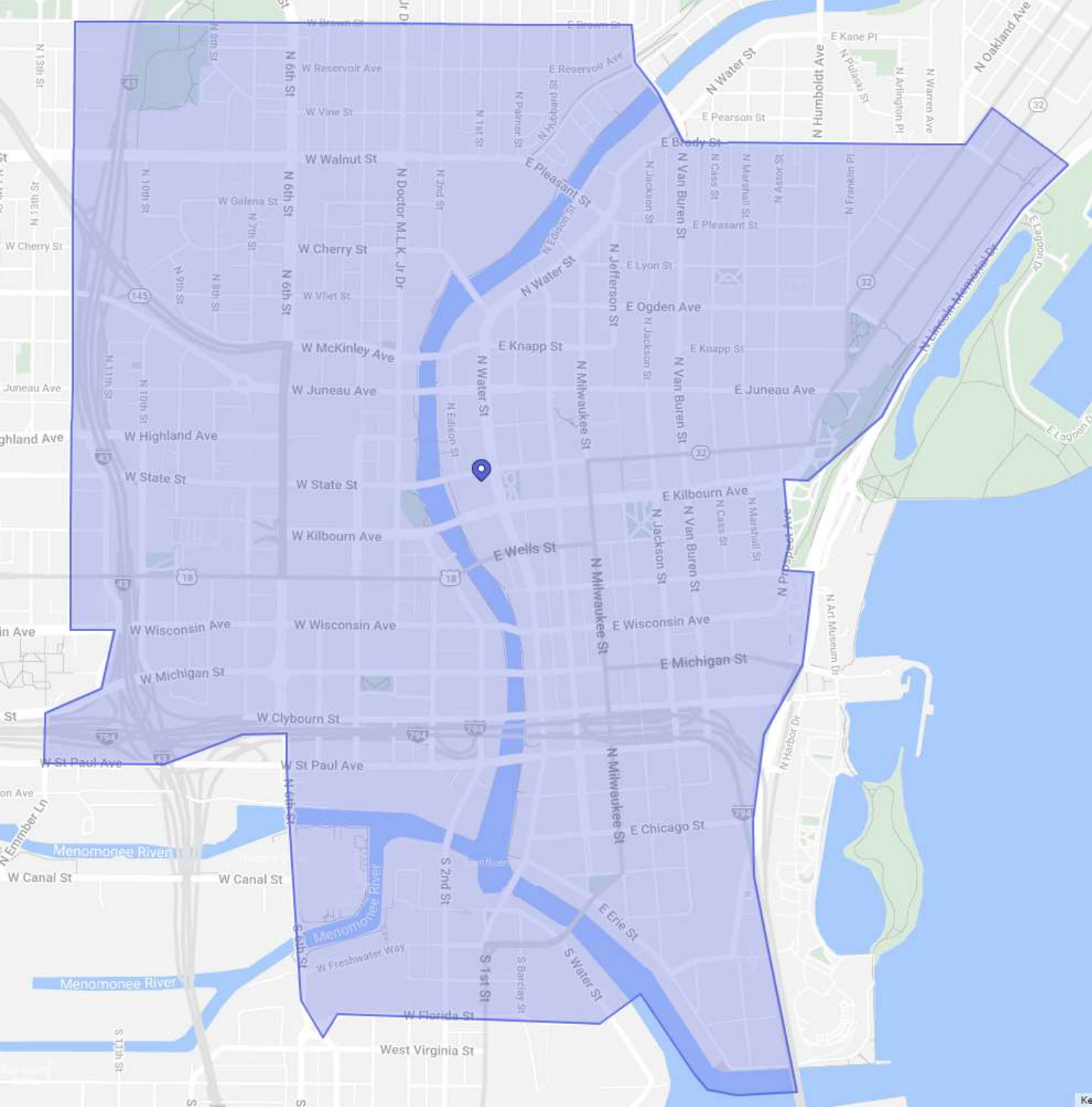
Photo Courtesy of VISIT Milwaukee

By the Numbers

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT SINCE 2010:

- **21.2%** population growth since 2010, up to 42,275+ residents
- **4.7+** million SF of new/renovated office space
- **144,618 SF** of positive central business district office space absorption in 2024 YTD
- **11,000+** new housing units with 11% being non-market rate units
 - 900+ additional housing units under construction with 4,000+ in the pipeline
- **2,950+** new hotel rooms
- **90,700+** estimated total jobs downtown
 - 7,800+ new employees located or announced plans to grow downtown since 2020
 - 31% of all jobs within the City of Milwaukee are located Downtown





Value of Greater Downtown Milwaukee

The Greater Downtown area makes up about 3% of the City's landmass yet produces 22.1% of the City's total property tax base.

Nearly 1 in 3 City of Milwaukee Jobs are Downtown

Downtown concentrates both a high share of jobs and is the core of several key industries: Finance & Insurance, Real Estate, Public Administration, Professional Services, and Knowledge-based Jobs.

Employment (Primary Jobs)



31%
CITYWIDE
JOBS



28%
CITY'S PRIVATE
JOBS



85%
CITY'S FINANCE
& INSURANCE
JOBS



51%
CITY'S REAL
ESTATE JOBS



90%
CITY'S PUBLIC
ADMINISTRATION
JOBS



38%
CITY'S
KNOWLEDGE
INDUSTRY JOBS

Source: LEHD On the Map (2020)



Employment 2020

	Downtown	City	Region
Primary Jobs	80,332	255,187	928,393
All Jobs	84,896	276,971	999,896
Share of Land Area	n/a	2.9%	0.1%
District Share Of All Jobs	n/a	31%	8%
District Share Of Primary Jobs	n/a	31%	9%
Employees Per Acre (Primary)	45.6	4.1	0.6
Primary Employment Growth 2002-2020	6%	-8%	3%

Source: LEHD On the Map (2020)

2023 International Downtown Association Value of Downtowns and Center Cities Study

Downtown Milwaukee's Recovery & Resiliency is driven by its Vitality

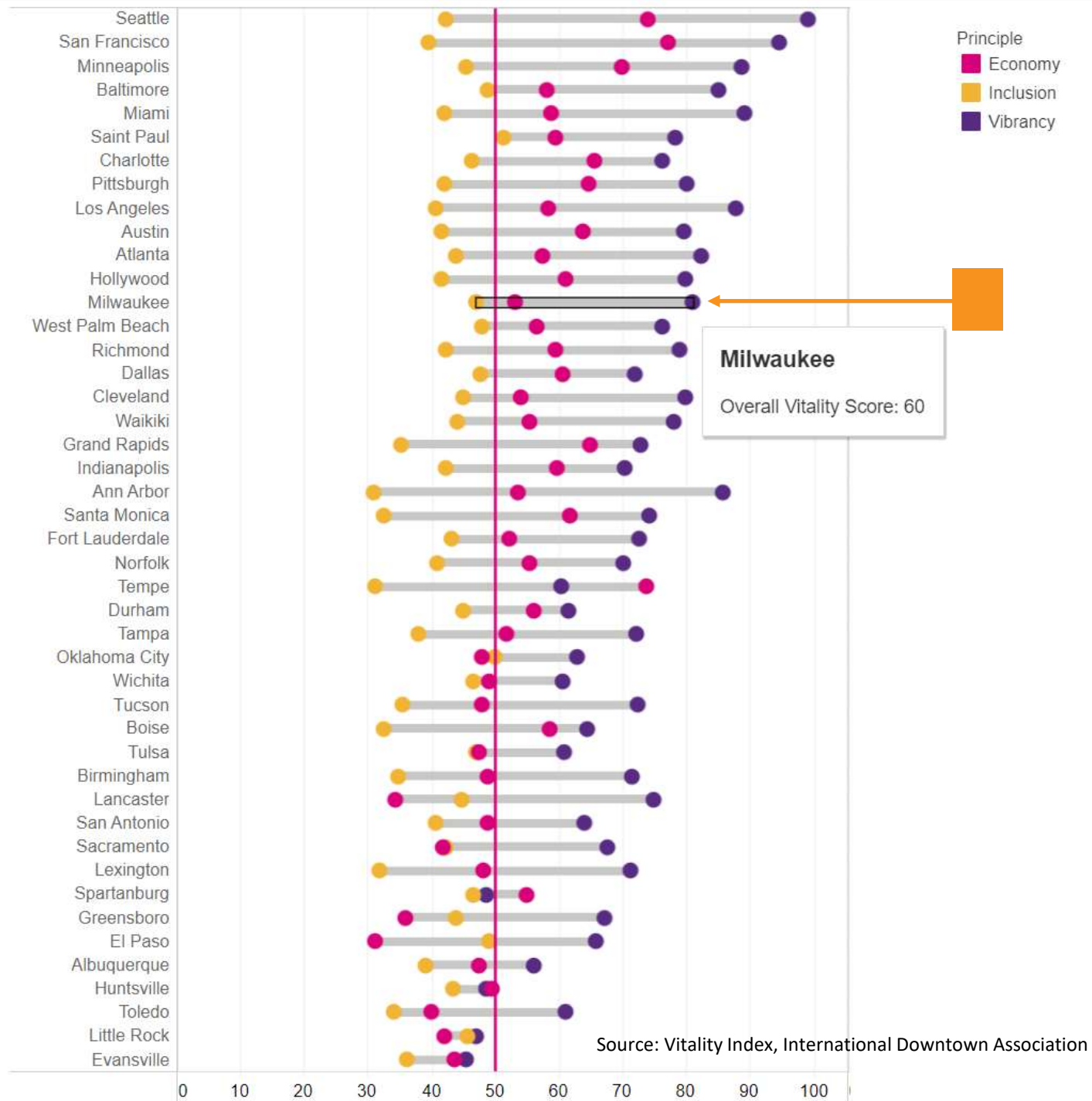
Downtown Milwaukee ranks high with an overall score of 60, ten points above the national benchmark of 50.

Milwaukee boasts an inclusion score of 47, an economy score of 58 and a vibrancy score of 81.

Outpacing: Indianapolis, Cleveland, Dallas, Tampa, Richmond and many others



Milwaukee Journal Sentinel, Oct. 4, 2024



MKE
2025



AND... significant investment continues to outpace peer cities, positioning Downtown Milwaukee as the premier location for doing business.

www.milwaukeedowntown.com



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!

BizTimes Industries Ideas People Companies Stocks Magazines Events Submit Advertise About
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 Weiland - Feb 10, 2022 11:15 am



Investment firm will move 300 employees from Menomonee Falls to the Third Ward
By Andrew Weiland - Oct 22, 2021 11:00 am

Fiserv moving headquarters to downtown Milwaukee from Brookfield. 800 jobs are involved.
Tom Daykin
Milwaukee Journal Sentinel
Published 9:11 a.m. CT Oct. 21, 2022 | Updated 9:08 a.m. CT Oct. 21, 2022



Potawatomi Business Development Corp. opening downtown office
Veolia North America hosts grand opening of new downtown Milwaukee office
CEO teases future growth
By Ashley Brown - May 4, 2022 12:30 pm

LAND AND SPACE
Downtown lands another corporate headquarters. Enerpac moving from Menomonee Falls
Tom Daykin
Milwaukee Journal Sentinel
Published 9:16 a.m. CT Oct. 21, 2022



Global technology firm opening downtown Milwaukee office
Staffing firm MARS Solutions Group moving HQ to downtown Milwaukee



Veolia North America hosts grand opening of new downtown Milwaukee office
CEO teases future growth
By Ashley Brown - May 4, 2022 12:30 pm

HNTB again expands downtown Milwaukee office
By Andrew Weiland - May 11, 2022 11:34 am



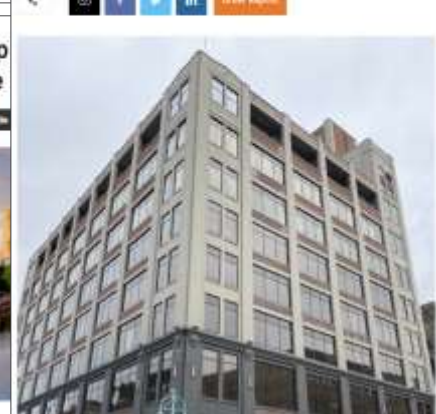
Staffing firm MARS Solutions Group moving HQ to downtown Milwaukee
By Andrew Weiland - May 11, 2022 11:34 am



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




SoftwareONE to move U.S. HQ from Waukesha County to Milwaukee's Third Ward
By Ashley Brown - Apr 15, 2022 12:17 pm



Downtown Milwaukee's Momentum is Attracting More Companies and Thousands of Employees

"Fiserv, a Fortune 500 payments and financial technology firm, is among a recent string of major companies moving jobs to downtown Milwaukee. Others include Northwestern Mutual, Milwaukee Tool, SoftwareOne, Allspring Global Investments and Enerpac Tool Group."

"**Milwaukee has a ton of momentum**," Fiserv's Nelson said. "One of the things that attracted us to come downtown was wanting to be part of that."



MILWAUKEE BUSINESS JOURNAL

2024 REAL ESTATE AWARDS
Honoring the best real estate deals and projects completed in 2023 >

Milwaukee Business Journal, March 22, 2024

DOWNTOWN MILWAUKEE CEO ROUNDTABLE • COMMERCIAL REAL ESTATE

DOWNTOWN MOMENTUM

More companies, including Fiserv and Milwaukee Tool, are being drawn to the city's central business district, bringing with them hundreds of employees.

Fiserv officially opened new downtown Milwaukee office in early March.

Milwaukee Employers say new Downtown Offices have bolstered their recruitment efforts

"Thanks in part to its new downtown space, Fiserv has seen a 56% surge in job applications from 2023 to 2024. Hau said the office has created a positive buzz and become a "powerful driver" for attracting top talent."

The screenshot shows a news article from BizTimes, dated March 22, 2024. The article is titled "Milwaukee employers say new downtown offices have bolstered their recruitment efforts" and is written by Ashley Smart. It features a photograph of two employees, a woman in an orange and white shirt and a man in a grey shirt, working together at a laptop in a modern office setting. The article text is partially visible, mentioning a 56% surge in job applications for Fiserv. The BizTimes logo and navigation menu are at the top, and social media sharing options are on the right.

BizTimes Industries Ideas People Companies Stocks Magazines Events Submit Milwaukee Business Journal, March 22, 2024

Milwaukee employers say new downtown offices have bolstered their recruitment efforts

By Ashley Smart
Sep 8, 2024 11:24 pm

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Workers gather in a common area at Fiserv's Milwaukee office. Credit: Fiserv

Regal Rexnord execs thrilled with move to downtown Milwaukee, anticipate growth

"We continue to scale up here at the headquarters for sure. Milwaukee is a really good place for us. We have some critical mass here. We have over 1,500 associates in the greater Milwaukee area. It's close to our other segments across the border in Illinois. And the talent that we're able to recruit here through the universities that are in town and through just available talent is a huge enabler for us. People like working for us in Milwaukee. So, it was a good choice for us."

One year later: Regal Rexnord execs thrilled with move to downtown Milwaukee, anticipate growth

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Regal Rexnord's downtown Milwaukee office is just west of the Milwaukee River.

RICH KIRCHEN

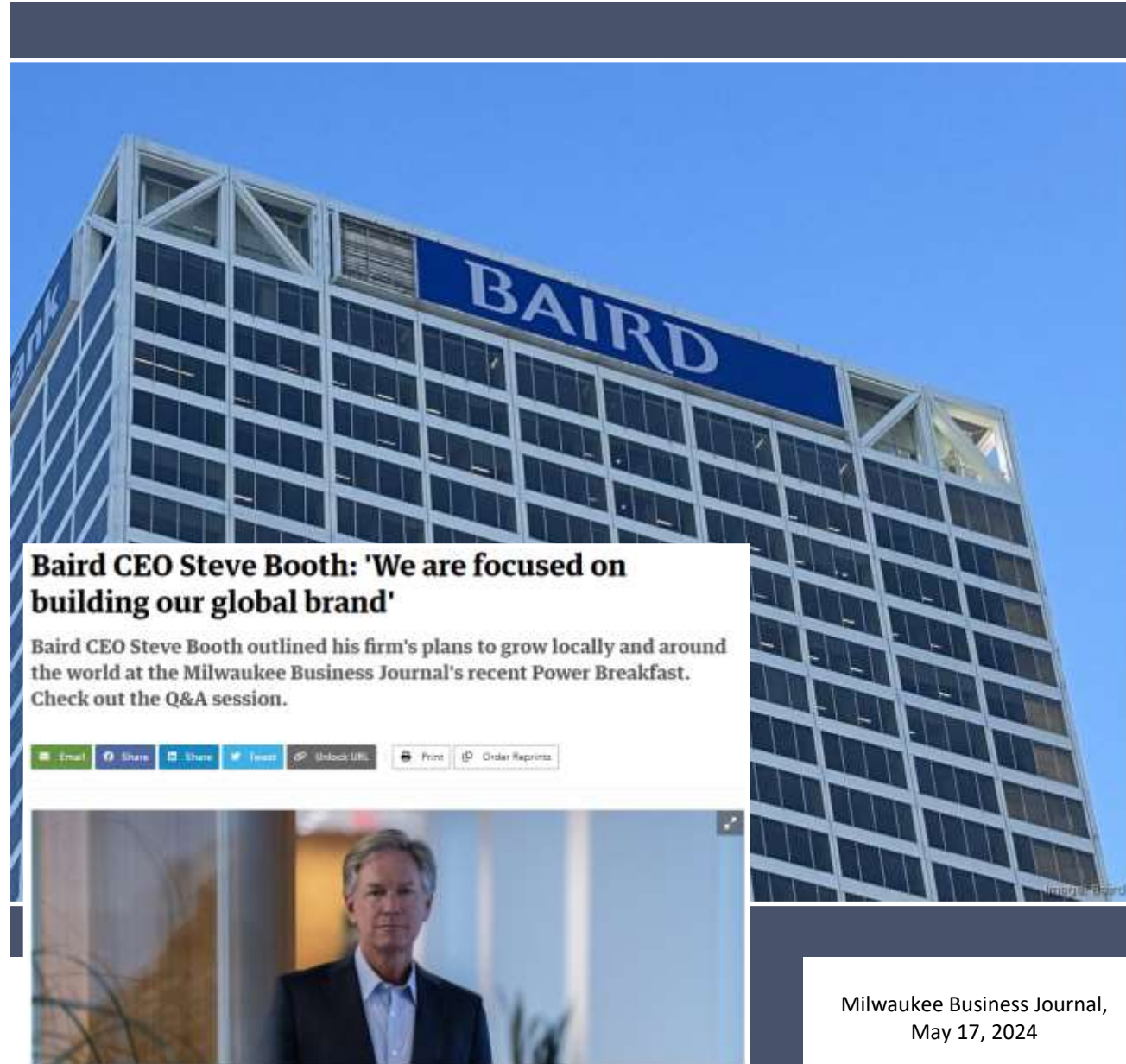
Milwaukee Business Journal, September 27, 2024

BAIRD'S Position on Milwaukee's Quality of Life Advantages

Q: You're now in markets all over the country and all over the world. How does Milwaukee compare to those other markets?

A: *"When people come here, they say this just feels different than other places in the U.S. We have a smaller, second headquarters in Louisville. It's about the same size as Milwaukee, but it is fundamentally different. If you were to walk from the Louisville equivalent of The Pfister Hotel to the equivalent of where Baird is headquartered, you would have concerns about your personal safety. That's just the way it is."*

"That's in cities like Portland and Seattle, which are huge cities for us. In Portland, we've actually had to relocate our office from downtown out to the suburban area and essentially abandoned it. We do not have that issue in Milwaukee, and we take it for granted because we live and work here every day. But I have 200 locations, and real estate expenses are the second-biggest expense after people, so it's a huge issue for us."
Steve Booth, BAIRD CEO



OFFICE | RESIDENTIAL | SPECIALTY MIXED-USE | HOTELS | ENTERTAINMENT | RETAIL | CIVIC | TRANSPORTATION | PUBLIC SPACE

Sample of Transformational Projects Recently Complete, Underway & Proposed in all Development Sectors

Projected renderings are included for some projects and are subject to change.

MKE
2025

Office

- BMO Tower
- Northwestern Mutual
- Associated Bank River Center
- The Huron Building
- Milwaukee Tool
- The Avenue
- Hub 640
- Deer District Office Building



MKE
2025

Residential

- The Couture
- 333 Water
- Nova
- The Fifteens at Park East
- Ascent MKE
- 740 North
- River House Phase II
- Renaissance Place
- Evoni
- Deer District Block 5
- Eighteen87 on The River
- The Edison
- Michigan Street Commons
- Elevation 1659



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Milwaukee has the 3rd Strongest Apartment Rental Market in the United States

Milwaukee ranked the 3rd most competitive apartment rental market in the United States out of the 137 rental markets in 2024's peak rental season, according to RentCafe.com.

Top 20 Most Competitive Rental Markets in Peak Rental Season 2024

Rank	Market	Competitive Score	Average Vacant Days	Occupied Apartments	Prospective Renters	Lease Renewal Rate	Share of New Units
1	Suburban Chicago, IL	91.3	33	95.6%	16	69.5%	0.11%
1	Miami-Dade County, FL	91.3	32	96.6%	18	71.5%	1.02%
3	Milwaukee, WI	90.7	31	95.5%	14	69.6%	0.36%
4	Bridgeport - New Haven, CT	85.8	37	95.6%	16	61.8%	0.00%
5	Chicago, IL	85.4	31	94.7%	14	58.7%	0.52%
6	North Jersey, NJ	85.3	37	95.7%	13	69.8%	0.38%
7	Omaha, NE	83.0	32	95.2%	13	65.2%	1.15%
8	Suburban Philadelphia, PA	82.6	40	94.8%	10	74.8%	0.34%
9	Manhattan, NY	82.2	37	95.4%	9	65.8%	0.05%
10	Brooklyn, NY	82.0	40	96.3%	14	69.5%	0.75%
11	Grand Rapids, MI	80.9	35	95.3%	10	70.1%	1.13%
12	Detroit, MI	80.6	41	93.8%	10	69.5%	0.00%
13	Baltimore, MD	80.4	42	94.0%	10	72.3%	0.08%
14	Broward County, FL	80.3	38	95.1%	13	65.7%	0.92%
15	Eastern Virginia	80.1	36	94.1%	10	63.9%	0.66%
16	Orange County, CA	80.0	41	95.5%	12	63.5%	0.13%
16	Lansing - Ann Arbor, MI	80.0	38	94.2%	8	66.3%	0.16%
18	Greater Boston, MA	79.9	37	94.9%	13	61.7%	0.75%
19	Kansas City, MO	79.4	37	94.1%	9	66.9%	0.72%
20	Cincinnati, OH	78.8	39	94.5%	11	64.2%	0.76%

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Milwaukee is a National Leader for Office-to-Apartment Conversions

Signaling a strong desire for downtown living, Milwaukee ranked 18th in the nation for the most office-to-apartment conversions, with over 3,200 that are under construction or in the pipeline according to Yardi Matrix.

www.milwaukeekeepdowntown.com

Planned Office-to-Apartment Conversions by Metro Area

	Metro Area	2024 Office-to-Apartments Pipeline ▼	Office-to-Apartments Pipeline Y-o-Y % Change	Share of Office-to-Apartments 2024	Total Future Conversions
1	Washington, D.C.	5,820	88%	65%	9,021
2	New York, NY	5,215	18%	45%	11,485
3	Dallas, TX	3,163	58%	83%	3,833
4	Chicago, IL	2,822	-9%	55%	5,140
5	Los Angeles, CA	2,442	6%	37%	6,660
6	Cleveland, OH	2,012	-10%	63%	3,210
7	Cincinnati, OH	1,563	-6%	81%	1,919
8	Kansas City, MO	1,510	84%	50%	3,033
9	Atlanta, GA	1,422	40%	52%	2,713
10	Phoenix, AZ	1,377	114%	63%	2,172
11	Minneapolis, MN	1,334	13%	59%	2,244
12	Detroit, MI	1,070	40%	27%	3,905
13	Columbus, OH	1,006	35%	58%	1,740
14	Philadelphia, PA	975	136%	19%	5,092
15	Seattle, WA	973	5%	46%	2,138
16	Birmingham, AL	942	41%	50%	1,875
17	Hartford, CT	930	61%	37%	2,523
18	Milwaukee, WI	911	-8%	41%	2,217
19	Denver, CO	902	0%	36%	2,528
20	Charlotte, NC	864	8%	45%	1,925

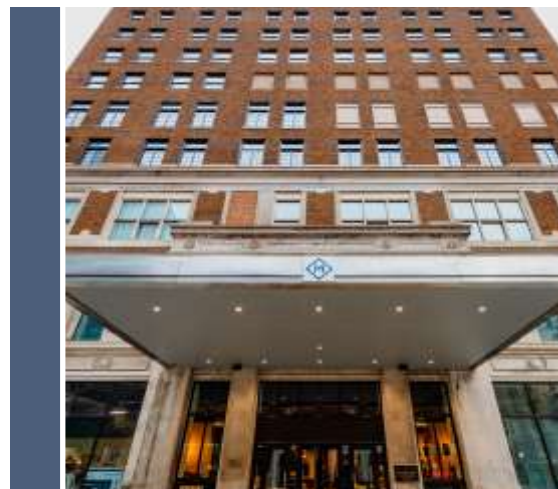
The data shows office-to-apartments currently under conversion, planned or prospective. Data is subject to change.

Table: RentCafe • Source: Yardi Matrix • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

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Specialty Mixed-Use

- Milwaukee Athletic Club
- 3rd Street Market Hall & The Avenue
- Journal Square



Hotels

- Tempo by Hilton
- Moxy Downtown Milwaukee
- Hilton Milwaukee Downtown
- The Trade Milwaukee
- Kinn Guesthouse
- Adams Hotel
- Hilton Tapestry
- Third Ward Marriott Tribute



MKE
2025

Entertainment

- The Iron District
- Vivarium
- Foxtown Landing & MKE Dog Park
- FPC Live



MKE
2025

Retail & Restaurant

- Kohl's
- Sweetgreen
- Foot Locker
- Uncle Wolfie's Dinner Diner
- Ben & Jerry's
- 801 Restaurant
- The Edison
- Electric Lime
- Mediterranean Cuisine
- Brisa Do Mar
- Awi Sushi
- Visual Comfort & Co.
- The New Fashioned
- AntetokounBros Shop

Healthy mix of national and local brands expanding into the downtown Milwaukee area



MKE
2025

Kohl's Opens First Downtown Store

Downtown Milwaukee is one of the only markets among its peer cities to have a department store open in recent years!



Kohl's To Test Smaller, Urban Concept in Headquarters' Hometown

Downtown Milwaukee Store Will Complement Major Mall Redevelopment



Civic

- BAIRD Center Expansion
- Bradley Symphony Center
- Milwaukee Repertory Theater
- Milwaukee Public Museum



Transportation

- Bus Rapid Transit
- The Hop Streetcar
- Bike Network Expansion
- 6th Street Complete Street
- Michigan Street Pedestrianization
- Wells Street Reconstruction
- Van Buren Street Cycle Track
- Kilbourn Bike Lane Expansion
- E-Scooters
- Bublr Bike Share



MKE
2025

Public Realm Projects

- Downtown Dog Park
- Red Arrow Park Redesign
- Brighten The Passage
- Frame the Square
- Vel R. Phillips Plaza
- Light The Hoan
- Zeidler Union Square



Design team picked to improve Red Arrow Park



Downtown Dog Park Groundbreaking



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2025

Sculpture Milwaukee

Since the first exhibition in 2017, Sculpture Milwaukee has been transforming downtown Milwaukee's cultural landscape every year with world-renowned sculpture that serves as a catalyst for community engagement, economic development, and creative placemaking.



An aerial view of a city skyline, likely Pittsburgh, with a blue overlay. The image shows various skyscrapers and buildings, including the PPG Place tower. The text is centered over the image.

Sample of Near-Downtown Transformational Projects

Projected renderings are included for some projects and are subject to change.

Catalytic Projects Near to Downtown

- Rite-Hite
- Michels/River1
- ThriveOn King
- Komatsu
- Marquette College of Business Administration



An aerial view of a city skyline, likely Pittsburgh, featuring a river and a large stadium. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

**Continuing our Momentum!
What's In Store for Downtown?**

More Major Initiatives & Projects Moving Forward in 2025 & Beyond!

- Begin the implementation of “Connec+ing MKE 2040” – Downtown Plan update recommendations and goals
- Build on business recruitment and retention wins
- Launch the redesign of Red Arrow Park
- Promote the findings of the International Downtown Association’s Value of Downtown Study
- Build Downtown’s first dog park
- Open several catalytic projects
- Bolster the nighttime economy
- Enhance Downtown’s quality of life programs
- Expand public art throughout Downtown
- Create and activate additional third spaces
- Track trends nationally and implementing best practices locally
- Continue to position Downtown Milwaukee as the premier destination to live, invest, do business, work, and socialize in the Great Lakes region

MEASURING THE VALUE OF DOWNTOWN MILWAUKEE

A strong downtown is critical for a successful city and region. A recent study by the International Downtown Association and Milwaukee Downtown, BID #21, analyzed the contributions of Downtown Milwaukee as an economic driver. Through a variety of metrics, including five key principles – economy, inclusion, vibrancy, identity and resilience – the study demonstrated the central business district’s value as an epicenter for culture, innovation, community and commerce.

To view Milwaukee’s Value of Downtown study, visit www.milwaukeedowntown.com/do-business.

54% of Downtown residents are ages 18-34.

7,000+ new residential units are currently under construction, with thousands more in the pipeline.

65,749 passengers rode The Hop in July 2022 making the 4th highest month since it opened in the highest since the start of COVID-19, signaling a significant recovery.

16th out of 63 U.S. and Canadian cities for post-pandemic recovery and job growth.

Connec+ing MKE
DOWNTOWN PLAN 2040

\$4.6+ billion worth of completed projects in Downtown since 2010.

16th in the top cities for young professionals to live, according to a July 2023 ranking by Forbes.

Downtown Business Executives Applaud Downtown’s Value

Milwaukee business leaders agree that Downtown is a great place to do business and attract talent. From the synergies that exist among neighboring companies and organizations to the unparalleled amenities and emerging pool of talent led by nearby universities, Downtown Milwaukee is where business gets done. Plus, with more than \$77 billion in completed and recently announced investments since 2010, it’s no wonder that Downtown’s growth is outpacing peer cities of its size.

Ashley Booth
Wisconsin Office Leader & Vice President, HNTB

“HNTB, much like Downtown Milwaukee, is on an accelerated growth track. The opportunities in Downtown Milwaukee are endless and it continues to be a tremendous location for retaining and attracting talent.”

John Kissinger
President & CEO, USF

“Our office is not just a physical space; it’s a reflection of our deep-rooted commitment to the community we call home. We consider it a privilege to be woven into the fabric of Milwaukee through our work, and we embrace the vibrant energy that permeates Downtown!”

Lyle Landowski
President & CEO, Gallery Wisconsin

“Collier Wisconsin is in the business of finding companies the right home. When it came to our own space, we decided Downtown Milwaukee was the place to be. Downtown has the amenities, activity and access to talent that has propelled our growth for the last 10 years.”

Renee Herzog
President, Herzog Group

“We came back to our roots when we relocated our national central offices to the heart of Downtown Milwaukee. Being Downtown has strengthened Herzog University’s ties and involvement with business, healthcare and educational communities. I love working Downtown and our team members nationally love visiting us here.”

Tim Matthe
CEO, MGIC

“MGIC has been committed to Downtown Milwaukee since our founding in 1957. The amenities that surround our home office are unmatched. Our Downtown is a vibrant work environment that aligns with our top-workplace culture and our commitment to a thriving local community.”

Jim Popp
President & CEO, Johnson Deane Group

“We make it a point to invest in and support the communities we serve. Our flagship location at the top of Cathedral Place is a perfect example of that commitment. Our associates love the energy, activities and the connections they’re able to make by being Downtown. It’s a great time to be in the city of Milwaukee.”

Mary Ellen Stanek
President of Baird Frick and Co-Chief Investment Officer of Baird Advisors, LLC

“Baird has been invested in the vitality of Downtown Milwaukee for over a century. As one of Downtown’s largest employers, we believe in supporting the communities we serve. We’re proud to call Downtown our home and even prouder to elevate our city’s world-class amenities with a new convention center.”

To learn more about Downtown Milwaukee’s competitive advantages, visit www.milwaukeedowntown.com.

Connect+ing MKE: Downtown Plan 2040 Catalytic Projects

- Public Museum & State Office Building Redevelopment at MacArthur Square
- Place Management Organization for Parks & Public Spaces
- Streetcar Extensions
- Water Street Transformation
- Performing Arts Center Parking Garage Redevelopment Site
- Clybourn Street & I-794 Corridor
- 6th Street Complete Street
- Lakefront Gateway Plaza & Connections
- Haymarket District

BUILDING UPON DOWNTOWN'S MOMENTUM
Connect+ing MKE: Downtown Plan 2040, co-led by the City of Milwaukee and Milwaukee Downtown, LLC, sets a vision for the future of Downtown Milwaukee. The last Downtown Plan was adopted in 2016 and included recommendations for streets, public spaces and new development that would foster a vibrant Downtown center, a thriving sense of place, a connected Downtown, and attract a diversity of vibrant uses Downtown. Since the Plan's adoption in 2016, many of its catalytic projects have been implemented and more than \$4.0 billion has been invested in public and private projects Downtown, with an additional \$3.1 billion projected or under construction. Connect+ing MKE: Downtown Plan 2040 looks to continue the momentum of the 2016 Plan, build on the success of recently completed or upcoming projects, and lay out an aspirational vision for the future of Downtown — one that takes into consideration global post-COVID trends and Downtown Milwaukee's distinguishing physical characteristics to unlock its full growth potential with a focus on creating great places connected by walkable streets, advanced transit options, greater connectivity with surrounding neighborhoods, and active and inclusive gathering spaces and places.

DEFINING A COLLECTIVE VISION
The vision and goals in Connect+ing MKE represent a collective vision for our city center, developed through significant community engagement. Built on a legacy of success, the Connect+ing MKE: Downtown Plan 2040 vision is set for approximately 2,500 additional — including post-pandemic — all IT/technology jobs. This vision and goals are developed around the eight strategic goals for the Plan, as well as "pillars" and catalytic projects.

Goals for 2040

- Thriving & Neighborhoods**
GOAL 1: Thrive as a vibrant, diverse, and inclusive community through healthy and diversity of housing, and improve the quality of life in Downtown and surrounding neighborhoods.
- Thriving & Education**
GOAL 2: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Thriving, Green, Food & Healthy**
GOAL 3: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Arts, Culture, Entertainment & Sports**
GOAL 4: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Sustainability & Resilience**
GOAL 5: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Transportation & Mobility**
GOAL 6: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Streets & Public Space**
GOAL 7: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.
- Land Use & Development**
GOAL 8: Thrive as a vibrant, diverse, and inclusive community through a mix of diverse housing and a vibrant workforce.

CATALYTIC PROJECTS
Connect+ing MKE: Downtown Plan 2040 recommends a series of public and private development projects that have the potential to bring significant improvements to Downtown. These items, which are identified as catalytic projects, which represent high-priority opportunities with the potential to have a visible impact on Downtown, including more vibrant connections to open complementary investments in the surrounding area.

RECONNECTING PLACES DIVIDED BY HOUSING-MARKET BARRIERS
Catalytic projects will improve the quality of life in the surrounding area and help to create new jobs and opportunities.

Milwaukee Downtown's Updated 5-Year Strategic Plan

Building on the momentum started with the CONNEC+ING MKE - Downtown Plan 2040 to redefine and re-envision the future of Downtown Milwaukee, the updated Milwaukee Downtown 5-year Strategic Plan establishes a clear set of priorities, partnerships, programs, and projects to ensure that the next phase of downtown Milwaukee's growth is consistent with the needs, values, and overall vision for Downtown Milwaukee. Areas of Focus including:

- Continuing and augmenting our **Clean, Safe, and Welcoming** initiatives
- **Placemaking, marketing,** and signature **events**
- Enhancing quality of life and the attractiveness of **downtown living**
- Leveraging recent business recruitment wins to attract more **economic growth**
- Creating more **art, culture and entertainment**
- Building on our existing strong neighborhood and district **partnerships** for increased collaboration and collective action

FOR 25 YEARS,
Milwaukee Downtown, Business Improvement District 21 (BID 21), has been a committed supporter of Downtown business and initiatives that create and enhance unique experiences in Downtown Milwaukee. Building on the excitement started with the CONNEC+ING MKE - Downtown Plan 2040 to redefine and re-envision the future of Downtown Milwaukee, this 5-year Strategic Plan establishes a clear set of priorities, partnerships, programs, and projects to ensure that the next phase of the BID 21's growth is consistent with the needs, values, and overall vision for Downtown Milwaukee.

Leveraging its strong reputation and the momentum from recent successes to reimagine its impact in and on Downtown, this Plan articulates a framework for building upon assets and advance strategies and ideas to create new destinations and experiences that will elevate Downtown Milwaukee on regional, national, and global stages.

For the complete list of strategies and the adopted BID 21 Milwaukee Downtown 5-Year Strategic Plan, please visit milwaukeedowntown.com

Acknowledgements

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Shirley
North Member, The House
Corporation
Mark Hahnery
Board Member,
Jackson Street Holdings LLC
Kim Gurney
Executive Director,
International, BID 21
Member
Tara Ingala
Board Member, BID 21

BOARD MEMBERS:
Raeann Johnson
Board Member, Culture
Initiatives
Patricia Bradley, Board
Member, BID 21
David Knight
Board Member, Board of Directors
Scott Muehle
Board Member, BID 21
George Meyer
Board Member, Board of Directors
DOD Director
Huglin M. Nease
Board Member, Heritage Property
Management
James Wilson
Board Member, BID 21
Scott Wilson
Board Member, Board of Directors
Milwaukee
Harry Ehrlich
Board Member, BID 21
Mark Golanov
Executive Director, Milwaukee
Spectrum Corporation
Peggy Milwauke
Executive Director, BID 21
Member
Andrew Serejsky
Legal Counsel,
Richard Berman Van Dusen

CLEAN, SAFE, & WELCOMING
Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe, and welcoming for all.
Big Move
Milwaukee Downtown BID 21 will act as the steward for Downtown's public realm -- expanding its available services, identifying and allocating for needed repairs and improvements, and activating the Boardwalk.

PLACEMAKING, MARKETING, & EVENTS
Bring people together through new and exciting shared experiences by activating Downtown's public and privately owned publicly accessible open spaces.
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.

DOWNTOWN LIVING
Engage residential developers and residents in the revitalization and activation of Downtown through financial contributions and active participation.
Big Move
Milwaukee Downtown BID 21 will engage Downtown residential developers and residents to better fund, create, and improve for a complete Downtown neighborhood with vibrant, accessible, and affordable programs, events, and services.

ECONOMIC GROWTH
Strengthen Downtown's role as the best place in the Region for local business, large and small, employers, start-ups, retail, daytime and nighttime entertainment, and tourism to grow and thrive.
Big Move
Milwaukee Downtown BID 21 will take the lead in establishing an Economic Development Coalition (peer organizations, government officials, and business executives) that will prioritize recruiting, retaining, and supporting employers of all sizes, and will help recruit, recruit, and support a strong, diverse, and creative workforce.

ARTS, CULTURE, ENTERTAINMENT, & SPORTS
Increase Downtown's role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.
Big Move
Milwaukee Downtown BID 21 will continue and increase its role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.

NEIGHBORHOOD AND DISTRICT PARTNERSHIPS
Leverage the exciting diversity of Downtown neighborhoods and the potential for collective action by strengthening existing partnerships and creating new relationships with neighborhoods, community organizations, and other districts.
Big Move
Milwaukee Downtown BID 21 will continue to and further take the lead in convening partners and coordinating efforts to strengthen Downtown, community, and district connections.



2025 Snapshot of Unprecedented Momentum in Downtown Milwaukee

www.milwaukeedowntown.com

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Milwaukee Downtown, BID #21