

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Morning,

In this edition of Real Results, we sit down with Emily McElwee, the new Executive Director of the East Town Association, to learn more about her important work in curating a vibrant neighborhood and what she has planned next.

We also feature the *Color the Square* initiative, which is coming back for a second year and aims to beautify the central public space in the East Town area with hanging flower baskets. Learn how you can join the efforts and sponsor your own basket.

Also, with the recent launch of The Hop presented by Potawatomi Hotel & Casino, we highlight how strong the initial ridership numbers have been, as well as the impact that this investment is having on the development community.

In a new section of Real Results, we turn our focus to one of downtown's most vibrant entertainment districts, Old World Third Street, and highlight all of the enhancements that have recently been completed in order to strengthen the area's unique characteristics.

Finally, with the Milwaukee Holiday Lights Festival in full swing, we overview all of the upcoming activities that you and your family can tap into. There is something for everyone and much of it is connected by Milwaukee's new streetcar! We hope to see you downtown this holiday season!

As always, thanks for reading!

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PROJECT SPOTLIGHT - Color the Square Phase II Campaign

Cathedral Square Friends are expanding their successful "Color the Square" initiative, which was first launched earlier in 2018. In the program's first year, eight harp lamps in and around Cathedral Square were decorated with two baskets, each overflowing with colorful flowers and plants. The privately-funded project delighted area residents and patrons who attended Jazz in the Park and the Farmers' Market, in addition to the thousands of visitors who frequented the park for summer activities and programs.



The initial project has been so well received that Cathedral Square Friends are concentrating on raising funding for 28 more baskets on the 14 remaining poles in Cathedral Square. The new flower baskets brought additional investment into the park in 2018, including new bushes with decorative fencing, sod, and installation of a new playground.

Help us celebrate Milwaukee's historic civic square by donating to "Color the Square." Sponsorship levels range from \$100 to \$1,800 to fund two hanging baskets for two years. Your donation will ensure downtown's public spaces shine in 2019! Learn more at CathedralSquareFriends.org.

DOWNTOWN AFTERHOURS - Old World Third Street



The Hop presented by Potawatomi Hotel & Casino Jump-Starts Service with Strong Ridership

On Nov. 2, The Hop presented by Potawatomi Hotel & Casino held its grand opening event and began service. The project was completed on budget and on time. Since launch, The Hop has enjoyed ridership that has exceeded expectations and generated a new energy in downtown Milwaukee. With The Hop in operation, let's take a closer look at the impacts that it has on development and connecting visitors, residents, and workers to all that downtown has to offer.

2,191
average daily ridership for the first two
weeks (higher than initial estimates)

3,806
highest single-day ridership so far
(outside of opening weekend)

16,409
riders during grand opening weekend

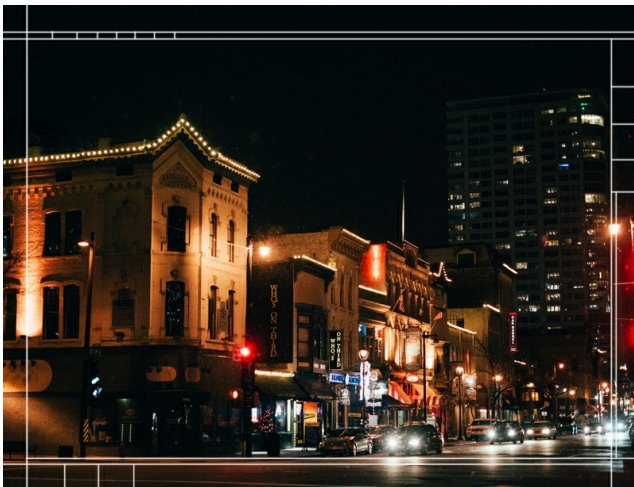
2.1
mile Mainline one-way route

5
vehicles in The Hop's initial fleet

30
workers employed directly by Transdev for
Hop operations

Enhancements

One of Milwaukee's most vibrant entertainment districts, Old World Third Street, is nearing the end of a series of improvements that are complementing the recent opening of the Fiserv Forum. With additional connections to the Bucks Entertainment Block and all the new visitors being welcomed to the area, Milwaukee Downtown teamed up with local property owners and the City of Milwaukee to develop a public space enhancement plan. This plan features branding strategies as part of the business improvement district's push for larger nighttime economy initiatives.



Improvements that visitors to Old World Third Street are already enjoying include new street paving that added buffered bike lanes and a seamless connection to the Fiserv Forum plaza. Harp lampposts and sidewalk benches have been freshly painted and other strategic maintenance has been finished. The project team's lighting contractor is working with private property owners to finish installing roofline lighting that highlights the historic architecture of the buildings in the district. All the buildings on the 1000 and 1100 blocks will soon feature LED roofline lighting that will further bolster the unique sense of place in the district.

New holiday décor was recently installed on the harp lamps to create a unified festive aesthetic. Milwaukee Downtown is also exploring the potential for café lighting to be strung over the sidewalks to carry over the theme set in the Bucks beer garden, which would further enhance the connectivity between the established entertainment district and the new venues being created adjacent to the Fiserv Forum.

Through this unique public-private partnership, Milwaukee Downtown, the City of Milwaukee and private property owners have been able to make a series of small improvements that are adding up to noticeable and significant enhancements to one of Downtown's most important nightlife districts.

EVENT SPOTLIGHT -

50+

restaurants, bars, and cafes connected by
The Hop

27.9%

property value increase since 2015 within a
1/4 mile of The Hop route since 2015

\$137 million

25-story BMO Harris Financial Centre by
Irgens currently under construction
adjacent to Hop route

435

apartment units in three projects currently
under construction or slated to start soon
directly along the Mainline or Lakefront Line

660

hotel rooms currently under construction or
about to start soon directly along the
Mainline or Lakefront Line

Source: [Milwaukee Downtown](#) and City of Milwaukee

MOVERS 'N SHAKERS - Emily McElwee

Executive Director, East Town Association



What attracted you to your work with the
East Town Association?

Catch the Milwaukee Holiday Lights Festival

Now thru January 1, 2019

The Milwaukee Holiday Lights Festival is lighting up downtown with holiday cheer for its 20th season. From all-day adventures to evening escapes, there is something for everyone to enjoy during the six-week festival.

Jump on the Jingle Bus, presented by Meijer and powered by Coach USA, and take in downtown's most decorated sights. The 40-minute narrated tour keeps you warm while you enjoy dazzling scenes throughout downtown. The Jingle Bus runs Thursdays through Sundays, until Dec. 30, and is just \$2 per person.



Bring your smile and visit Santa's Lighted Lodge at Zeidler Union Square on Friday, Dec. 7 for free family (and friend!) photos presented by Dental Associates. The beautifully decorated Zeidler Union Square is the perfect backdrop for a holiday photo and your instant prints and downloads will be available at the park.

Warm up with Santa and Mrs. Claus on Saturday, Dec. 8 in Cathedral Square Park for Cocoa with the Clauses presented by Madison Medical Affiliates. Enjoy this free outdoor event where kids can share their wish lists with Santa and parents can snap photos while sipping on cocoa.

See the wonderful splendor that a few mischievous elves have created in the Cozy Corner at 310W for the holidays. Sugary surprises, carolers, and cocoa await inside the lobby on Wednesday, Dec. 5 and 19. Beautifully decorated trees and whimsical yarn creations by Retailworks, Inc. fill the plaza with holiday spirit.

Plus, connect to downtown's restaurants and shops via The Hop presented by Potawatomi Hotel & Casino. A must-see stop along the route is the Merry Me in MKE display at Burns Commons. Presented by Mandel Group with support from VISIT Milwaukee, the interactive display invites guests to find the "Me in MKE." For other holiday sights and happenings,

I love Milwaukee. I studied economics at Marquette and somewhere along the way decided that I'd rather be involved in making small economic impacts within a community than examining it theoretically and academically. I can imagine no better way to be involved in the growth and vibrancy of our great city than to be a part of a community-focused organization, working to know my neighbors and producing major events right in the midst of it all.

Do you have an East Town Association event that stands out as a favorite?

Bastille Days. How lucky we are to run a festival right in the heart of the city, here in the City of Festivals. We bring people together to relax, eat great food, and celebrate life. I love the music, the hustle and the very wide range of guests that come out to be with us downtown.

As the new Executive Director, are there any upcoming initiatives that you are excited about?

I'm excited to be gathering together new team members to join an already strong group of individuals and organizations involved in the planning and execution of East Town's major events. We will see where our brainstorming and re-focusing take us. I'm invested in holding on to our history and the strong roots of what East Town Association has been for many years, but eager to look at our events with fresh eyes and an open mind.

What East Town development projects do you think have been catalytic for the advancement of the neighborhood?

There has been so much development in East Town in the last few years, but the Northwestern Mutual headquarters building stands out as having such an impact on both our skyline and pedestrian experience. The public space they've created is warm and inviting. I believe the focus placed on inclusion in and around this space is felt by all East Town employees and residents.

What do you feel is most important to keeping the positive momentum going in downtown and throughout the City?

I am often amazed by the collaborative energy I'm surrounded by downtown. I think that when we keep sharing information and working towards building and achieving common goals, we can accomplish a lot.

When you are not working, what are your favorite hobbies?

My husband and I are working on, very slowly, renovating an old bungalow in Shorewood. Some days that work is my favorite hobby. Some days I can't wait to leave it behind when I head out in the morning. I always love hiking with my 1-year-old in our amazing Milwaukee County Parks, even on cold days. Our son met his first caterpillar a few weeks ago on a trail in Warnimont Park--wasn't sure what to make of

visit milwaukeeholidaylights.com.

it. It's my very favorite pastime to try to see the world through his eyes.

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