

REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

Good Morning,

In this edition of Real Results, hot off the heels of the Milwaukee Public Market's strongest numbers yet, we sit down with Executive Director Paul Schwartz to get an insider's view on how they continue to grow year after year.

We jump across the street from the Public Market and highlight the return of the ice bars in the Historic Third Ward. After a successful first year, the ice bars are back and, this year, you can get there by taking The Hop!

Also, in the By The Numbers section, we highlight the latest employee outlook figures for the start of 2019. We think you will feel very optimistic about the Milwaukee economy based on how local employers responded and how we ranked nationally!

We also spotlight the brand new announcement from Milwaukee Downtown, BID #21 as we gear up to bring our office and core services back to West Wisconsin Avenue as part of The Avenue redevelopment. Hear from stakeholders on why this move will be a game changer for the organization and Westown!

Finally, with the opening of the Milwaukee County Historical Society's latest exhibit, celebrating 100 years since the signing of the 18th Amendment which created Prohibition, we give you an overview of all that is offered with this highly acclaimed exhibition. You won't want to miss learning more about this part of history and all the irreplaceable artifacts that are on display for the next few months!

As always, thanks for reading!

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PROJECT SPOTLIGHT - Milwaukee Downtown returns to West Wisconsin Avenue

Milwaukee Downtown, BID #21 is the latest organization to claim an address on downtown's main street, West Wisconsin Avenue. The downtown advocacy group will occupy 5,000 square feet at The Avenue by late summer/early fall 2019. The announcement comes on the heels of the recently unveiled transformational plan for The Avenue, formerly known as The Shops of Grand Avenue, which includes the 3rd Street Market Hall and the future headquarters for GRAEF, an engineering and consulting firm who is also moving 170 employees to the complex. Milwaukee Downtown, BID #21 will occupy a high-profile space on the first floor of the historic Matthews Building that centers on the intersection of 3rd Street and Wisconsin Avenue.



"The roots of our organization began on West Wisconsin Avenue," said Beth Weirick, CEO of Milwaukee Downtown, BID #21, "At the time, it was an important statement and location for Milwaukee Downtown as we launched our clean, safe and friendly programs. The same rings true today. Given the unprecedented development along Wisconsin Avenue, we plan to add vitality to the area and enhance activation."

Milwaukee Downtown's new space will include 2,200 square feet of street-level office space where the public can access a new Downtown Visitor & Newcomer Information Center, as well as the organization's administrative office. An additional 2,800 square feet on the lower level will serve as the hub and meeting space for Milwaukee Downtown's Public Service Ambassador program.

"We're thrilled to welcome Milwaukee Downtown, BID #21 to The Avenue," said Tony Janowiec, partner of The Avenue and CEO of Interstate Development Partners. "As one of downtown's top cheerleaders, we know the organization will bring a whole new energy that will complement our offerings to visitors, residents and businesses."

— BY THE — NUMBERS

Midwest Net Employee Outlook

With a net positive of 24 percent of employers expecting to increase employment levels, the Milwaukee region ranks 1st in the Midwest. The Milwaukee region also ranks in the top 15 nationally in Q1 2019 net employee outlook when comparing the largest 100 US metro areas in the United States.

More Milwaukee area businesses expect to hire employees during the third quarter of 2019 than in other Midwestern cities like Minneapolis, Chicago, Indianapolis, Kansas City, St. Louis and Cleveland. This hiring outlook further reinforces the ongoing renaissance being experienced downtown and in the region.

Through its core programs, signature events, business recruitment efforts, Public Service Ambassadors, Clean Sweep Ambassadors, a Graffiti Removal Team and Landscape Crew, Milwaukee Downtown, BID #21 works to make the central business district an attractive destination to live, work, socialize and do business.

"We're excited to write a new chapter for Milwaukee Downtown, BID #21 on West Wisconsin Avenue," said Joe Ullrich, board chair of Milwaukee Downtown, BID #21. "The synergies in place with neighboring projects position us well to amplify and build on the success of those investments."

To learn more about Milwaukee Downtown, BID #21's mission, signature events, core services, business enhancement efforts, and more, visit: www.milwaukeedowntown.com.

DOWNTOWN AFTERHOURS - Ice Bars Return to the Historic Third Ward

The quickly famed ice bars returned to the Historic Third Ward and will continue as long as the weather allows. Centered on the intersection of St. Paul Avenue and Broadway, adjacent to three Third Ward staples: The Wicked Hop, Café Benelux, and St. Paul's Fish Market, the three ice bars returned after a very successful inaugural year.



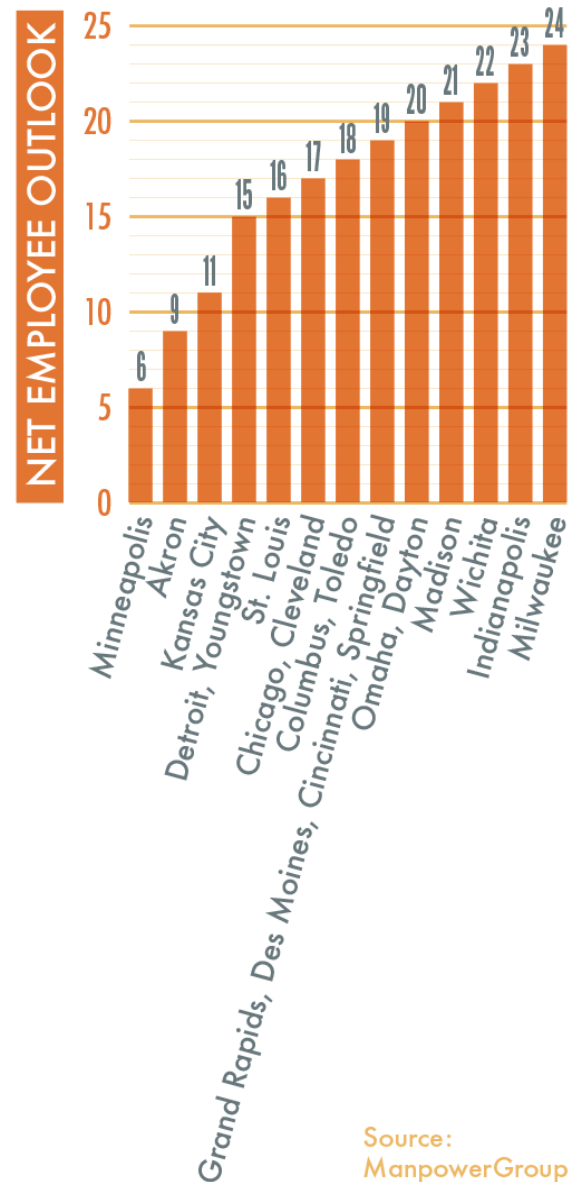
This year, the ice bars are even more accessible, located just a few steps from the recently launched streetcar, The Hop presented by Potawatomi Hotel & Casino. Avoid the high demand parking in the area and take The Hop to experience the ice bars!

Milwaukeeans are always looking for unique ways to be social and enjoy the winter season--the ice bars fit the bill! The ice bars add a distinctive option to a growing nightlife district and, best of all, part of the proceeds generated by their sales go to support various local charities. Cafe Benelux is sponsoring the Boys and Girls Club of Greater Milwaukee, St. Paul Fish Company is benefiting the Fisher House Foundation and The Wicked Hop is supporting the ALS Association and Courage MKE.

The ice bars, which are sculpted by the Kenosha-based company Art Below Zero, anticipate opening daily at

PERCENTAGE (%) NET EMPLOYEE OUTLOOK Q1 2019

Note: The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting the percentage of employers expecting a decrease in hiring activity in each of the individual metro areas.



Source: ManpowerGroup

MOVERS 'N SHAKERS - Paul Schwartz

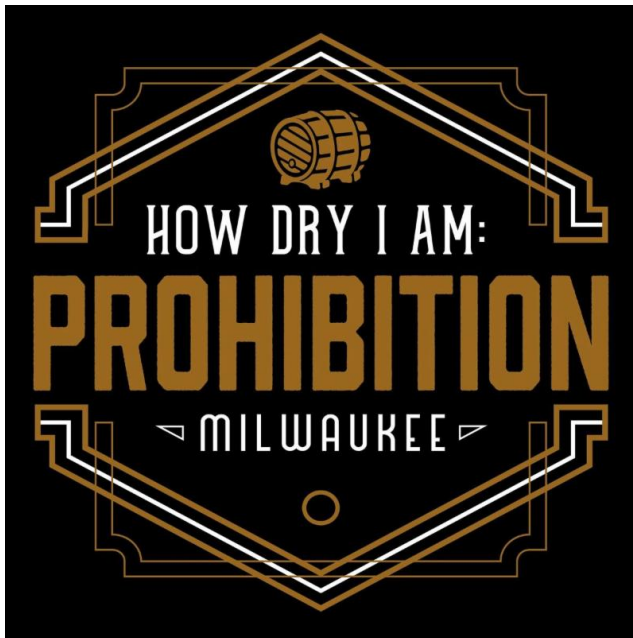
Executive Director of the Milwaukee Public Market

4pm at all three locations. So bundle up and get out to enjoy this unique nightlife event! Share your experience using the hashtag: #mkeicebars

EVENT SPOTLIGHT -

How Dry I Am: Prohibition Milwaukee Exhibit Opens at Historical Society

Now through May 2019



Milwaukee County Historical Society's 2019 feature exhibit kicked off on the 100th anniversary year of the ratification of 18th Amendment. After the 18th Amendment was signed, the nation saw Prohibition in its future. Now, the Milwaukee County Historical Society is looking back at the events leading up to that day and the tumultuous period that followed. *How Dry I Am: Prohibition Milwaukee* is on display now through April at the Milwaukee County Historical Society, 910 N. Old World Third St. Through this interactive experience, guests can expect to dive deep into Milwaukee's Prohibition Era.

"This exhibit offers visitors a really interesting look at this unique and pivotal period in history through a Milwaukee lens," said Ben Barbera, curator at the Milwaukee County Historical Society. "It is exciting to show the full story of Prohibition, as well as allow people to compare the challenges and opportunities of the 1920s with those that we see today." The exhibit explores artifacts, images and interactive components featuring rarely seen items from partner organizations like The Pabst Mansion and private collections.

"The Society chooses a topic each year to explore that has broad interest to the public and with the 100th anniversary of Prohibition, it is the perfect time to look back," said Mame McCully, executive director of Milwaukee County Historical Society. "We are grateful



What attracted you to your work with the Milwaukee Public Market?

I was instantly attracted both to the building aesthetics and the operating concept. I was trying to find a job that I could see myself enjoying and wasn't simply "a job." I began in an admin position, which basically means you do anything you're asked--from making copies to emptying trash. It's something that is still part of our company ethos today--we all do what needs to get done in order for the Market to succeed. I eventually stumbled my way up the ranks through hard work, perseverance and timing. What keeps me here is the mission and the people. Our team is phenomenal and the Market wouldn't be what it is today without them.

What changes have been instituted over time at the Public Market that you are most proud of or believe have been most impactful in its continued growth?

Every year we make common-sense adjustments to our operational plan that play a role in big picture growth. For example, we were originally closed on Mondays when we first opened. We changed that in 2007 and we've been open 7 days a week ever since. We've also: added and rearranged vendors, expanded hours, developed an extensive cooking class & private event operation, added and enhanced design elements on the interior & exterior of the Market, cultivated an impressive following, and implemented effective marketing and communications campaigns, to name a few. I'm a believer that "retail is detail." And, sometimes rolling out a lot of practical strategies properly can add up to a much bigger success than if you had a few big ideas that aren't executed well.

Do you believe the Milwaukee Public Market has benefited from The Hop since it opened?
I've heard both people from the City and regular

to have the community's support, including the Greater Milwaukee Foundation, SafeHouse Milwaukee, and other private donors."

In addition, related events and programs will take place throughout the exhibit's run. For more information about upcoming special programs and events, visit www.milwaukeehistory.net.

riders say the Market stop is the most popular along the route. Judging from our customer counts, it appears that we supply a good amount of people who take the "Benelux" streetcar northbound into downtown. The benefit of a fixed rail mode of transportation that stops right outside of our building is that we see how many people are getting off at the Market stop. Even if they don't come inside, they're in the Third Ward which is great for all businesses down here. I see the Third Ward and Public Market benefiting initially from people who work along the route and don't want to get into their cars to come down for lunch or happy hour. There's also a lot of potential with the hotels along the route as it's another free option to get them around downtown.

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

There's no doubt that downtown appears to have great momentum right now from a development perspective. But I think it's important to also focus on the neighborhoods around the city, which tend to define the culture and quality of life for a city. Not only is a vibrant food and arts scene a big part of the momentum of a city, but so is its youth. So the success of our schools and colleges is just as important as the development in specific areas. Those institutions are training the leaders of tomorrow and it's important for the private sector to become engaged in local education to ensure they continue to have a pool of skilled workers to hire. It's nice to hear people talk about living and working in the city...but education is a big way you can get people to keep living in the city, raise a family and continue to be engaged in their communities.

When you are not working, what are your favorite things to do?

I tend to work a lot...but I try to get out and explore the city as much as possible. I like to get outdoors and exercise. I like to enjoy the occasional happy hour with friends and colleagues. It might be more of an occupational hazard, but my wife and I are big fans of exploring different food scenes in the area, and we also cook a lot at home. When I do get some time away from work, I enjoy traveling...lots of times it involves exploring public markets in other cities or countries. Something I also enjoy, and think we could all do more of, is walking...just walking around our neighborhood or during a lunch hour. You'd be shocked at what you discover, even in your everyday surroundings.

**LEARN MORE ABOUT WHAT MILWAUKEE HAS IN STORE AT
WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS.**

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