

# REAL RESULTS

Building Investment, Jobs & Prosperity in Milwaukee's Downtown



BID #21

## Good Morning,

In this edition of Real Results, we're clueing you in on the first BID-NID Week, Sept. 9 - 14, and several signature events taking place downtown, including a ribbon-cutting ceremony for Canary Coffee Bar, downtown's newest coffee joint, and a Sculpture Milwaukee tour you won't want to miss. Check out the details and be sure to join us!

We updated the West Wisconsin Avenue Investment Guide which aims to highlight all the transformative development underway in the corridor. The guide highlights key market statistics and available sites that are prime for your next investment. Download the [West Wisconsin Avenue Investment Guide](#) today.

We also sat down with James Davies, the new Executive Director of Bublr Bikes. Read what James is most excited about in his new role and how Bublr is a key component to giving the city and region a competitive edge.

In the By the Numbers section, we provide an overview of key metrics that illustrate just how hot the Westtown market is. Speaking of Westtown, be sure to check out the project spotlight on the neighborhood's newest hotel, the Cambria Hotel.

As always, thanks for reading!

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## PROJECT SPOTLIGHT - Cambria Hotel Adds Flag

# in the Growing Downtown Milwaukee Hospitality Market

The Cambria Hotel Milwaukee Downtown opened its doors in late August, adding another new hospitality flag for visitors to choose from in downtown Milwaukee. Located on the corner of Clybourn Street and Plankinton Avenue, the Cambria is the latest addition to the Westown neighborhood, just one block west of the Milwaukee RiverWalk and a short walk to the Historic Third Ward.



"We are thrilled to be a part of the downtown and



## Westown by The Number

The Westown neighborhood and the West Wisconsin Avenue corridor are at the heart of Downtown's renaissance. With transformative projects like The Avenue, Hub 640, 310W, and a new home for the Milwaukee Symphony Orchestra all under construction, the momentum in the neighborhood is rising fast! Don't take our word for it, just check out some of these key metrics:

- **2,000+** new residential units since 2015 makes Westown the fastest growing downtown neighborhood
- **\$1+ Billion** of recently completed or under construction investment in Westown
- **866,000+ SF** of obsolete commercial space repurposed to new uses
- **1.9+ Million SF** of commercial space under renovation for the modern marketplace
- **2,814** hotel rooms in Westown
- **28 Years Old**, the average age for a Westown resident, making it a young professionals haven
- **\$66,161** Median Household Income in Westown's main zip code is \$27,000 more than the city as a whole
- **60,000+** Annual Attendees to NEWaukee's Night Markets
- **3.3-Mile** Streetcar route extension proposal puts Westown attractions in the center of the Bronzeville to Walker's Point route
- **35+** Free Summer Events in Westown
- **88** Walkscore means Westown is a "walker's paradise"
- **66** BikeScore means Westown is "bikeable" and only getting better
- **68** TransitScore means transit is good and convenient for most trips
- **1.75-Mile** Skywalk System connecting Westown attractions

Third Ward area, and ensure to deliver a unique, fun and experience-based hotel to Milwaukee," said Tara Wurtz, Director of Sales and Marketing for the Cambria Hotel.

Built by Chicago developer Murphy Development Group, and managed by Concord Hospitality, the Cambria features a lobby restaurant and bar, 132 guest rooms, 1,300 square feet of meeting space, a heated indoor pool, gym, and an outdoor courtyard.

The Cambria is one of several new hotels that have opened, or are expected to open soon, in downtown Milwaukee. Earlier this summer, the second hotel tower at Potawatomi Hotel & Casino and the Saint Kate hotel began welcoming guests. In September, the 227-room Drury Plaza Hotel is expected to open as well. Hotels currently under construction include the Tru & Home2Suites by the Hilton and Holiday Inn Express along Michigan and Jefferson streets in the East Town neighborhood.

Increasing demand continues to drive the need for new hotel development. According to VISIT Milwaukee, Milwaukee County saw a 4.9% increase in visitor spending on lodging (up to \$386 billion). With major conferences, like the Democratic National Convention, and events like the Ryder Cup, this trend will continue into 2020 and beyond. As visitors from across the state, nation, and world continue to discover Milwaukee as a destination of choice, the tourism and hospitality industry in downtown Milwaukee will continue to grow.

## DOWNTOWN TOOLBOX - West Wisconsin Avenue Investment Guide

Hot off the press, Milwaukee Downtown completed an update to its West Wisconsin Avenue Investment Guide. Featuring the new *Westtown in Bloom* mural by Emma Daisy Gertel as its cover, the updated guide includes key market statistics, highlights several catalytic development projects in the neighborhood, and points to new investment and commercial lease opportunities.



The tool also features testimonials from various

## MOVERS 'N SHAKERS - James Davies

Executive Director at Bublr Bikes



**What attracts you to your work with Bublr Bikes?**

Initially, it was the bikes. I started at Bublr as a Bike Technician five years ago; I love working on bikes. As I learned more about bikeshare, more and more things attracted me to Bublr. From a theoretical perspective, I'm attracted to the way Bublr can connect the Milwaukee area. You experience a city differently depending on how you move through it, and I think a bicycle is just about the best way. I'm also attracted to Bublr as a means of reducing the greenhouse gas emissions of the transportation sector. On the more day-to-day side of things, I love the people I work with. Bublr's staff and board are all phenomenal, dedicated people who want to see Bublr be a sustainable, excellent bikeshare system for all.

**In your new role as Executive Director, are there any particular initiatives you look forward to implementing?**

I'm excited to work more with the other bike organizations in Milwaukee. The Wisconsin Bike Federation does phenomenal advocacy work that benefits all bicyclists. Additionally, through their Safe and Healthy Streets program they worked with other organizations, like Path to Platinum, to get Milwaukee's Complete Streets ordinance passed, which requires that bicycles and

stakeholders who already realize that the West Wisconsin Avenue corridor is the hottest submarket in downtown Milwaukee. The guide aims to assist brokers, property owners and other stakeholders that promote the West Wisconsin Avenue corridor. At the same time, it allows interested parties to quickly understand the momentum that is transforming the neighborhood and why it presents the right opportunity for their next investment.

For more information, or to request your copy of the West Wisconsin Avenue Investment Guide, please contact [mdorner@milwaukeeedowntown.com](mailto:mdorner@milwaukeeedowntown.com). For a complete list of available lease and development opportunities, catalytic projects, market statistics and more, visit [www.WisconsinAve.com](http://www.WisconsinAve.com).

## EVENT SPOTLIGHT - Join us for BID-NID Week!

*Milwaukee Downtown, BID #21 to host events  
during city-wide BID-NID Week, Sept. 9 - 14*



The City of Milwaukee is hosting its first BID-NID Week to celebrate the exceptional work that [Business and Neighborhood Improvement Districts](#) do to promote the commercial corridors in the City. BID-NID Week will also provide an opportunity to recognize the commitment these organizations make to the City of Milwaukee and our neighborhoods.

The week will celebrate BIDs-NIDs with various activities that highlight the work of the organizations, encourage people to explore and experience these Milwaukee neighborhoods firsthand, and bring awareness to the added value they bring to the City.

Milwaukee Downtown, BID #21 is sponsoring several events, including a [pop-up concert](#) at Postman's Porch, a curated Sculpture Milwaukee [walking tour](#) highlighting this year's installation, and a [ribbon-cutting celebration](#) for Canary Coffee Bar--downtown's newest locally-owned coffee shop.

This event is being organized by the Department of City Development Commercial Corridor Team, Business Improvement Districts (BIDs) and Neighborhood Improvement Districts (NIDs). Visit [milwaukee.gov/BIDNIDWeek](http://milwaukee.gov/BIDNIDWeek) for more information and a list of events open to the public.

pedestrians be considered in city planning and projects. Bike Benefits and Bike 100 Days are two other fantastic groups focused on getting more people on bikes. Bublr isn't an advocacy nonprofit, but I'd like to work more closely with these types of organizations. I think we share a lot of the same vision and have our own little pieces to work on.

### **How does Bublr Bikes play into Milwaukee's development landscape and larger transportation system?**

Bublr is an important part of solving the first/last mile problem in Milwaukee's public transit network. Over 80% of our stations are co-located with a Milwaukee County Transit Stop; 60% of the Hop streetcar stops are collocated with Bublr stations; and Bublr has a station at the Intermodal Station, connecting folks with regional bus and rail.

### **How do you see Bublr Bikes and the new addition of electric scooters working together?**

I think that depends on a lot of external factors. If we look at cities across the country, we've seen this story play out several times with the introduction of dockless e-assist equipment into a city that has a traditional docked bikeshare system. In some cities, the introduction resulted in an "all boats rise" situation where the traditional bikeshare system saw their usage increase. In other cities, that was not the case. Every city is different, but I think it says something really good about the cities that created space for multiple non-car options to flourish. I hope that Bublr can both--be part of understanding what made micro-mobility really flourish in some places; and then also be part of implementing those strategies in Milwaukee.

### **What other project or initiative do you feel is most important to keeping the positive momentum throughout the City?**

I think the Milwaukee City-County Joint Taskforce on Climate and Economic Equity, and their eventual recommendations, will be very important in continuing the positive momentum currently flowing through the city.

### **When you are not working, what are some of your favorite things to do?**

Well, since I'm not working on bikes at Bublr too much these days, when I'm not working, I like to either work on, or ride my own bicycles. Just recently, I did a fantastic 85-mile loop around the Oak Leaf Trail.

**LEARN MORE ABOUT WHAT MILWAUKEE HAS IN STORE AT  
[WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS](http://WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS).**

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