

How
do
you



2016  2017 Achievements

INTRODUCTION

Message from Board Chair & CEO



This year marked the 20th year of operation for Milwaukee Downtown, BID #21. It was back in 1997 when several property owners had the gumption and foresight to desire greater things for our city.

We are forever indebted to these visionaries, as well as the many board members, contracted partners and friends of the organization who have invested countless volunteer hours to position Downtown Milwaukee as the competitive player it is today.

Since 2005, \$3.6 billion in public and private projects has been completed, while another \$3.6 billion is in the pipeline. Cranes are in the air, and businesses and residents are moving in droves to get in on the action. It's no wonder why *Condé Nast Traveler* named Milwaukee as one of six U.S. cities to watch in 2017.

Our clean, safe and friendly foundation has made the central business district one of the hottest neighborhoods in the region, state and country. Couple that with more than six million social media impressions, surrounding Taste & Toast, Downtown Dining Week, Downtown Employee Appreciation Week, the Milwaukee Holiday Lights Festival and more – a true testament to our vast appeal.

We have a great product to sell and we look forward to writing the playbook for the next 20 years. As we take a brief moment to relish in the successes of the past two decades, one thing's for certain. Our commitment to you, our stakeholders, remains unwavering. Thank you for your ongoing support and confidence in the mission of our organization.

Joseph G. Ullrich

Chair
U.S. Bank

Beth Weirick

CEO
Milwaukee Downtown, BID #21

About Milwaukee Downtown, BID #21

Mission

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community.

Vision

Milwaukee Downtown is an economic catalyst. Downtown emerges as a premier destination of choice. Milwaukee becomes a renowned world-class region.

Priorities

- Downtown Economic Development Leader - Reposition BID #21 as a driver of economic prosperity of Milwaukee's Downtown.
- Take a Leadership Position on Catalytic Projects - Advocate for catalytic projects including The Milwaukee Streetcar, West Wisconsin Avenue initiatives, new arena/convention center, Park East corridor and technology/innovation incubator.
- Energy and Vibrancy of Downtown - Harness the energy and vibrancy of diverse downtown residents, young professionals, and other downtown believers to position them for leadership roles in the Downtown community.

Goals

- Expand BID #21's leadership position in growing the economy in Downtown Milwaukee.
- Be a catalyst for an effective, feasible, affordable, accessible, and connected transportation and parking system.
- Continue and expand efforts that make Downtown Milwaukee a safe destination.
- Brand and consistently market Downtown Milwaukee to targeted constituencies.
- Harness the energy and vibrancy of downtown residents, young professionals, and other downtown believers to position them for leadership roles in the Downtown community.



CORE PROGRAMS

CLEAN SWEEP AMBASSADORS

- Maintained cleanliness of BID #21 sidewalks by sweeping, power washing, removing gum and scrubbing daily. Collected 115,900 gallons of trash in the process.
- Continued weekly Super Block Cleaning initiative, which included gumbusting, power washing, machine scrubbing, and scouring reachable signage in high-traffic areas.
- Installed electrical wiring and décor for the Milwaukee Holiday Lights Festival. This included stringing lights in trees, the placement of animated displays in Pere Marquette Park and Zeidler Union Square, plus the installment of 150 live Christmas trees and a 50-ft. tree of lights in Cathedral Square Park.
- Coordinated setup and teardown of signage, tents, games and tables for Downtown Employee Appreciation Week.



LANDSCAPE CREW

- Installed and maintained over 250 planters and 100 hanging baskets along Wisconsin Avenue, the Milwaukee RiverWalk and Old World Third Street.
- Rotated arrangements in spring, summer and fall to ensure visual interest.
- KEI provided additional support with enhanced landscaping in conjunction with Sculpture Milwaukee.



PUBLIC SERVICE AMBASSADORS

- Over 130,000 brochures were placed into the hands of visitors between September 2016 and August 2017.
- Since 2000, over 9.7 million info packets have been delivered to guests.
- Over 125,000 PR contacts were made, bringing the grand total of visitor interactions to over 4 million since 2000.
- Conducted over 9,200 patrols of downtown businesses, parking structures and high-traffic pedestrian areas.
- Utilized Secure Trax devices to track incidents and report activity.
- Staffed the Traveling Information Kiosk and Bicycle Information Kiosk at dozens of downtown events.
- Staffed the Visitor & Newcomer Info Center at 214 W. Wisconsin Ave. for more than 2,300 hours between September 2016 and August 2017.

GRAFFITI REMOVAL TEAM

- Removed 921 graffiti tags within 24 hours of discovery – adding to the cumulative total of 19,783 tags since 2000.
- Since the program's inception, over 99% of graffiti tags have been eliminated by the Public Service Ambassadors for an estimated savings of \$356,986.22.



CORE EVENTS

Milwaukee Holiday Lights Festival

A six-week festival establishing Downtown Milwaukee as a premier Midwestern destination, dazzling guests with light displays and an abundance of family-friendly events.

Community Spirit Park - Coordinated the transformation of Cathedral Square Park with the help of 2,556 students from 80 public and private schools.

Kick-Off Extravaganza - Organized the city's largest switch-flipping ceremony in Pere Marquette Park with 5,000+ guests and a live broadcast on WISN 12. Fireworks and free Jingle Bus rides, of which 650 passengers took advantage of, topped off the night.

Santa's Mailbox - Collaborated with Interfaith Older Adult Programs to deliver 1,676 personalized letters to boys and girls.

Holiday Ornament - Developed and marketed the 2016 Wisconsin Club ornament, sixteenth in the series.

Website - Received 101,435 sessions between November 1, 2016 and January 1, 2017. Users accessed from Milwaukee (25.8%), Chicago (20.1%) and Madison (3.5%).

Cocoa with the Clauses - Attracted 500+ guests for free outdoor fun in Cathedral Square Park. Neighboring restaurants extended kid-friendly menus to lengthen stays.

Brochure - Bundled activities and businesses into a 48-page guide distributed throughout metro Milwaukee and the Fox Valley region.

Jingle Bus - Delivered 7,049 Meijer Jingle Bus rides. Passengers boarded at The Shops of Grand Avenue's Center Court where free holiday punch, Happy Dough Lucky mini donuts and coloring books awaited.

Advertising - Placed a multimedia ad campaign targeting residents of southeastern Wisconsin and northern Illinois.



Sponsorship - Raised \$83,500 in cash sponsorships.

Social Media - During the Festival, social media engagement totaled 66,120 among Facebook, Twitter and Instagram. Followership grew by 2,500 across the three platforms. Organic impressions totaled 1.7 million.

Taste & Toast

A small plates and craft cocktails promotion, which serves as a teaser to Downtown Dining Week and gives restaurants a first-quarter boost.

Program Dynamics - Secured 24 restaurant participants for the March 6 - 10, 2017 promotion.

Menu Creation - Produced customized menus for each restaurant's offerings. Pricing was open ended.

Patron Survey - Gathered patron data through 240 online surveys, which indicated 44% were first-timers to a restaurant, 58% were ages 25-39, 38% neither lived nor worked downtown, and 42% learned of the event through social media.

Satisfaction - Scored 80% or greater in patron satisfaction for food, beverage service and environment.

Attendance - Attracted over 6,000 diners.

Website - Received 13,921 sessions and 36,286 pageviews between February 27 and March 10, 2017. Approximately 72.5% of all sessions were by new visitors.



Social Media - During the promotional period, social media engagement totaled 13,631 among Facebook, Twitter and Instagram. Followership grew by 1,063 across the three platforms. Organic impressions totaled 546,204. Special features included all-new customized posts and tweets highlighting each restaurant's menu items.





Downtown Dining Week

Spurring spin-offs in nearby neighborhoods, Downtown Dining Week has become the premier dining event attracting over 600,000 diners to downtown restaurants - many to experience a restaurant for the very first time.



Program Dynamics - Featured three-course meals at \$12.50 for lunch, and \$25 or \$35 for dinner at 43 invited eateries, June 1-8, 2017.

Menu Creation - Produced customized menus for each restaurant's offerings.

Patron Survey - Gathered patron data through 1,226 online surveys, which indicated 55% were first-timers to a restaurant, 40% were ages 40-64, and 49% neither lived nor worked downtown.

Satisfaction - Food, service, environment and menu options were rated "Excellent" or "Good" by 84% or more survey respondents.

Attendance - Attracted approximately 77,451 diners during the eight-day promotion.

Partners - Established new partnership with cash sponsor Society Insurance. Continued promotional partnerships with Yelp and OpenTable, generating 2,360 OpenTable reservations. Partnered with Feeding America for rack card distribution.

Website - Received 101,500 sessions and 750,692 pageviews between May 1 and June 12, 2017. Approximately 60.6% of all sessions were by new visitors.

Social Media - During the event, social media engagement totaled 31,905 among Facebook, Twitter and Instagram. Followership grew by 1,035 across the three platforms. Organic impressions totaled 1.3 million. Special features included a social media-based gift certificate giveaway.

Downtown Employee Appreciation Week

An annual "spirit week" for Downtown's 83,490 employees to build camaraderie and position the central business district as a great place to conduct business.

Sponsorship - Secured \$7,750 in cash sponsorships and \$80,861 of in-kind product.

Partners - Initiated new partnerships with Farbman Group, Gold's Gym, Cupcake-a-Rhee, DOC's Commerce Smokehouse, Eggs & Bakin', Falafel Guys, Gouda Girls, Meat on the Street, Press., SafeHouse, Sushi Go, Alderaan Coffee, Boot Connection, DanceWorks, Ellipse Fitness Third Ward, Fred Astaire, Grohmann Museum, Hot Yoga, Mexican Fiesta, Old German Beer Hall, Pastiche, SPIRE Fitness and Sophisticated Man.

Office Challenge Games - Featured life-size Giant Connect 4 and Yardzee, in addition to returning favorites Paper Clip Toss and Precision Pitch. Games were presented by Farbman Group.

New Events - Hosted Streetcar Appreciation Breakfast/Mayor's Walk 100, Western Hoedown, and Thursday on the Avenue food truck event.

Lunch Giveaways - Distributed 19,250+ free food items during lunchtime giveaways at Red Arrow Park, Pere Marquette Park, Schlitz Park, Chase Plaza, The Blue, Wisconsin Center District and Cathedral Square Park.

Prizes - Secured 251 prize items from 44 businesses, approximating \$48,051 of in-kind donation value.

Volleyball Tournament - Hosted 16 teams and 105 participants in the "I Work Downtown" Volleyball Tournament.

Trivia Competition - Hosted 18 teams and 107 participants in the "I Work Downtown" Trivia Competition.

Passports - Coordinated a passport collection program to track employee event participation. Collected 326 passports, awarded five grand prizes and 25+ small prizes.

Website - Received 34,519 sessions and 98,734 pageviews between July 1 and August 4, 2017. Approximately 73.9% of all sessions were by new visitors. On kick-off day, the site received 3,194 sessions.

Social Media - During the event, social media engagement totaled 20,537 among Facebook, Twitter and Instagram. Followership grew by 1,065 across the three platforms. Organic impressions totaled 658,537.



MARKETING & BRANDING

Marketing

COMMUNICATION TOOLS

- Implemented biweekly Hotlist email campaign to educate subscribers on downtown happenings - 18,036 active subscribers and a 20.8% open rate.
- Deployed monthly e-Ripple Effect newsletter to deliver timely news, information on events, and ways businesses and organizations can become involved - 2,784 active subscribers and a 27% open rate.
- Produced two Ripple Effect magazines to keep downtown stakeholders in the loop and acclimate external audiences with the organization.
- Interfaced with other Milwaukee agencies, companies, social groups and organizations such as East Town Association, Westtown Association, Historic Third Ward Association, ArtSpin, NEWaukee, WAM DC, Downtown Neighbors Association, and VISIT Milwaukee to ensure the marketing of Downtown is integrated and leveraged through partner resources.

PUBLIC RELATIONS

Milwaukee Downtown relies on a year-round public relations strategy to increase awareness of its many projects and programs. From September 2016 through August 2017, the organization secured over \$758,330 in media coverage.

- Milwaukee Holiday Lights Festival - \$291,750+
- Taste & Toast - \$58,452+
- Milwaukee Trolley Loop - \$36,333+
- Downtown Dining Week - \$184,617+
- Downtown Employee Appreciation Week - \$79,481+
- Utility Box Mural Project - \$50,005+
- Miscellaneous (includes staff announcements, Otocast, strip club opposition and economic development) - \$57,692+

SOCIAL MEDIA

Highlights - Grew total engagement across all three platforms. Initiated user-generated content strategy on Instagram. Increased usage of new media options like Facebook Live and Instagram Stories.

- **Facebook (all organic growth)**
 - Followers: 32,645 (+5%)
 - Total engagement: 226,332 (+18%)
 - Engagement rate: 5.1% (-0.9%)
 - Reach: 3.3 million (-5%)
 - Impressions: 5.7 million (+0.5%)
- **Twitter**
 - Followers: 53,110 (+27%)
 - Total engagement: 9,606 (+100%)
 - Engagement rate: 18.1% (+6.6%)
 - Impressions: 356,200 (+29%)
- **Instagram**
 - Followers: 9,802 (+85%)
 - Total engagement: 38,879 (+1,059%)
 - Engagement rate: 397% (+334%)
 - Impressions: 570,152
- **Pinterest**
 - 680 followers: 5% growth
 - 2,400 monthly views

RANDOM ACTS OF KINDNESS

- Reinstated bimonthly giveaways in conjunction with community partners such as Harley-Davidson, Summerfest and downtown restaurateurs.

WELCOME BAGS

- Coordinated donations and delivered welcome bags to 13 new businesses, totaling 505 new employees. Welcome bags included brochures, coupons and downtown swag for all employees.



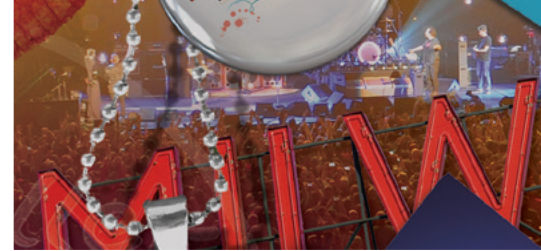
WEBSITE

- Continued Business Spotlight of the Month column.
- Continued hosting seasonal itineraries for families, young professionals and boomers.
- Between September 1, 2016 and August 31, 2017, the site received 359,335 sessions and 1,385,007 pageviews.
- Approximately 72.5% of all visitors were new visitors.
- Notable peaks included 6,338 visits on the 2016 Milwaukee Holiday Lights Festival Kick-Off Extravaganza, 3,501 visits on New Year's Eve, 2,405 visits on the first day of Taste & Toast, 9,114 visits on the first day of Downtown Dining Week and the Milwaukee Trolley Loop, and 3,194 visits on the first day of Downtown Employee Appreciation Week.
- On average, visitors are spending about two minutes and 40 seconds on the site, 57% are accessing with a mobile device or tablet, and 17.3% were direct visitors while 71.5% located the site organically through keyword searches.

Branding

REGIONAL CAMPAIGN

- Relaunched "How Do You Downtown?" campaign in June 2017.
- Utilized new sound bed recorded with Lex Allen.
- Produced two (:30) TV spots and one (:30) radio spot, which aired through August 31, 2017.
- Print ads featured a collage of downtown activities, events and venues.



PARTNER INITIATIVES

SCULPTURE MILWAUKEE

- Served as administrator, collecting donations and paying expenditures.
- Prepared sponsorship opportunities and assisted with recognition efforts.
- Assisted with installation and provided PSA patrols to ensure pedestrian safety.
- Led outreach efforts to engage businesses with sanctioned programming.
- Collaborated with VISIT Milwaukee on JEM grant submission - \$30,000 was awarded.
- Drafted The Herzfeld Foundation grant application - \$50,000 was awarded.
- Coordinated VIP reception for 300+ VIP guests.
- Coordinated entertainment, giveaways, mayoral proclamation and infrastructure for ribbon-cutting ceremony. Attracted 750+ attendees.
- Secured ongoing programming partners, offers and events.
- Assisted in developing social media strategy in conjunction with marketing partners.
- Led local media outreach efforts, which to date tally over \$601,168 in coverage.
- Continue to assist with maintenance and vandalism issues.

QUALITY OF LIFE INITIATIVES

- Continue to meet regularly with the Community Intervention Team - Milwaukee County's Housing Division, District Attorney's Office, City Attorney's Office and MPD - to address chronic homelessness and public nuisance behaviors.
- Preparing to unveil Key to Change - a community-giving program to end chronic homelessness. Donations will be collected online and at seven repurposed parking meters positioned throughout downtown.



UTILITY BOX MURAL PROJECT

- Prompted by Wisconsin Avenue property owner, created Downtown Placemaking Task Force to lead initiative.
- Issued Request for Creativity to transform 10 utility boxes along Wisconsin Avenue.
- Mauricio Ramirez selected as sole artist for the project.
- Worked with task force to identify subject matters. Chosen themes depict the Avenue's past, present and future.
- Raised \$5,000 in cash sponsorships.
- Programmed three live paint/DJ sessions throughout installation.
- Coordinated public ribbon-cutting event at 411 East Wisconsin Center for 150+ guests.
- Program replication occurring in other BIDs.

DOWNTOWN DIGGS

- Partnered with Greater Milwaukee Association of REALTORS® on 5th annual downtown condo showcase.
- Held in conjunction with Downtown Dining Week to capitalize on influx of visitors.
- Acquainted prospective residents with 26 available units.

BETTER BUILDINGS CHALLENGE

- Working with the City's Environmental Collaboration Office to promote the Better Buildings Challenge, an energy efficiency campaign, to BID #21 property owners.
- Assisting in developing a toolkit, which can be transferable to other BIDs.

MILWAUKEE TROLLEY LOOP

- Led fundraising campaign for summer trolley service operated by Transit Express.
- Offered \$1 fare and 14-stop "Hop 'n Shop, Wine 'n Dine" route, Thursdays - Sundays, June 1 - August 27, 2017, 11 a.m. to 6 p.m.
- Adjusted route to highlight Wisconsin Avenue, the Third Ward, Lakefront and Old World Third Street. Added Sunday to accommodate leisure travelers.
- Raised \$37,200 in private contributions.
- Processed survey data, indicating 64% of riders were leisure travelers and 71% were first-time riders. 78% gave the service a five-star rating.
- 44% of survey respondents indicated the trolley itself was a downtown attraction. Other primary destinations included festivals (10%), conventions (5%) and Sculpture Milwaukee (5%).
- Ridership was 4,891 during 329 total hours of operation.

DISABLED PARKING ABUSE INITIATIVE

- Working with DPW, MPD and IndependenceFirst on a public information campaign to identify misuse of a disabled plate or hangtag.
- Vehicles identified with improper use will be issued a warning followed by a ticket.

OTOCAST APP

- Unveiled West Wisconsin Avenue audio tour highlighting 13 points of interest. Free app available on iTunes and Google Play. 2,498 interactions since June 2017.
- Hosted community walking tour and assessed possible expansion to East Wisconsin Avenue.

2017

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Marketing & Events Coordinator



www.milwaukeedowntown.com

ECONOMIC DEVELOPMENT

DOWNTOWN AREA INVESTMENT MAP

- Produced fall and spring editions to showcase over \$7.2 billion in completed, underway, and proposed private and public developments, and key market data points.
- In-demand tool used by private and public sector partners to depict investments.
- Available online and distributed 2,000 copies.

DEVELOPMENT INCENTIVES

- Supporting small business expansion and commercial revitalization with \$50,000 YTD in Business Development Loan Pool (BDLP) funds that leveraged more than \$400,000 in private investment.
- Continuing to promote the innovative use of City grant tools, KIVA Zip loans, BDLP loans, PACE financing and more.
- Collaborating with the City's Better Buildings Challenge to assist commercial properties with energy efficiency upgrades.

THE MILWAUKEE STREETCAR

- Updated the MKE Streetcar Development Opportunities Guide to showcase investment and lease opportunities along the under-construction route. Distributing 1,500 hard copies and utilizing OppSites.com to highlight development prospects to a national audience.
- Participant on the Open for Business committee to promote businesses near or along the route.
- Partnered to host Streetcar Socials to bring supporters together and patronize businesses.
- Participating in the Plan Advisory Group for the Equitable Growth through Transit Oriented Development Study, examining future streetcar extensions.

NIGHTTIME ECONOMY

- Contracting with Responsible Hospitality Institute to re-engage nighttime economy stakeholders and build upon successes.
- Engaged with 60+ participants in a two-day workshop to create 2017/2018 priorities.

WISCONSIN AVENUE INITIATIVES

- Leading strategic collaboration with WAM DC LLC and BID #21 to advance development initiatives.
- Developed catalytic projects map.
- Continuing to update WisconsinAve.com, which highlights development and opportunities in the corridor.
- Leading a pilot lighting design project for West Wisconsin Avenue.
- Unveiled a West Wisconsin Avenue audio walking tour through Otocast.

COMMUNICATION TOOLS

- Published 11 Real Results e-newsletters with development news, toolbox highlights, and stakeholder interviews to 493 subscribers with a 41.7% open rate.
- Published MKE BluePrint, an economic development magazine, as an insert in the semiannual Ripple Effect magazine and distributed 1,000 copies.
- Published business spotlights on new downtown businesses.
- Continued to promote economic development news on social media (750+ Twitter followers).

ADVOCACY WORK

- Participant in Commercial Real Estate Government Day in Madison.
- Coalition member advocating for the Historic Preservation Tax Credit program to remain in its current state. Submitted letters regarding BID #21's position.

TELLING THE STORY

- Completed the CEO Call Program update and engaged nearly 70 companies. Key survey results are part of new recruitment and retention brochure.
- Resource to the media on a variety of economic development topics.

COMMERCIAL PROPERTY SEARCH

- Launched a commercial property search tool through Xceligent.
- Exclusively highlights BID #21 property owners with available retail and office opportunities, and links users to available spaces, potential incentive programs and more.

COLLABORATIVE INITIATIVES

- Ambassadors to the MKE United Greater Downtown Action Agenda, which is working to create a shared and inclusive vision for downtown and its adjacent neighborhoods.
- Continuing as a member of the Wisconsin Economic Development Corporation Connect Communities network.
- Contributing member of the NAIOP Public Affairs Committee and Better Buildings Challenge team.
- Hosted Bus Rapid Transit information meeting, Lakefront Gateway Plaza public engagement meeting, and more.

ENHANCEMENT PROJECTS

- Working with selected designer from West Wisconsin Avenue lighting installation RFP on a feasible lighting project.
- Planning for lighting improvements under the I-794 overpass.
- Implementing downtown Milwaukee's first organized PARK(ing) Day, which will include temporary pop-up parklets in on-street spaces.