





#### **OUR MISSION:**

To assure a clean and friendly environment and promote downtown Milwaukee as the gathering place to live, learn, work, eat and play.

#### **OUR VISION:**

To be the leading force in creating a dynamic atmosphere in which to live, work, play and visit 24 hours a day, everyday.

## **MILWAUKEE DOWNTOWN, BID #21, A YEAR IN REVIEW**

The downtown renaissance is evident in just about every facet of downtown. With a growing number of retailers and restaurants, a booming housing market and more events than ever before, downtown Milwaukee has made great strides. But our efforts don't end there.

This past year, we laid the groundwork for a strategic business retention and recruitment plan to help us better understand our current marketplace. This major undertaking will inventory existing businesses, compile information on downtown employees and consumers, and point to opportunities for business expansion and recruitment.

Through innovative thinking and a collaborative spirit, we've risen to new heights. Let's continue the momentum in making downtown a vibrant place to live, work and play. Keep up the great work downtown Milwaukee!





**POSH LIVING**

With exquisite amenities and breathtaking views, Kilbourn Tower is one of downtown's first luxury addresses. Soaring 33 stories, this upscale high-rise has complemented the city's growing skyline. *-Photo by John Korom.*



**2005 BOARD OF  
DIRECTORS**

(From L-R, Front Row): Phyllis Resop, Bill Halper, Bill Orenstein, Marie Myszkowski, Pat Abram, Dextra Hadnot, Jim Baillon.  
(Middle Row): Beth Nicols, Herb Rackliff, Gary Grunau. (Back Row): Joe Weirick, Doug Neilson, Gerald Rappaport, Joe Ullrich,  
Tom Bernacchi, Bill Zeidler. -Photo by John Neinhuis.



## MILWAUKEE DOWNTOWN, BID #21

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Executive Director

**PATRICIA ABRAM**  
Assistant to Executive Director

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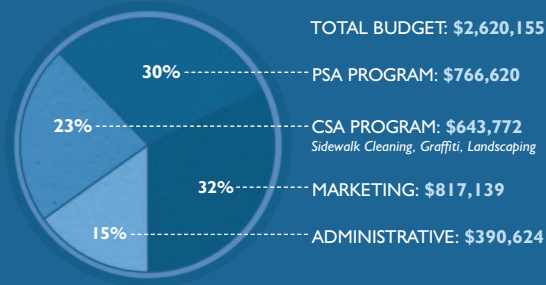
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**EX-OFFICIO MEMBER**  
**DOUG NEILSON**  
VISIT Milwaukee

## 2005 BUDGET

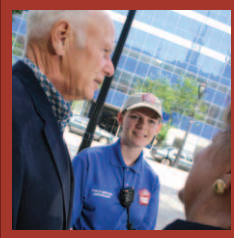
Milwaukee Downtown, BID #21 is funded through property assessments, grants and private contributions. The programs and projects implemented are designed to further enhance downtown Milwaukee's clean, safe and friendly image.



## FIXTURES IN THE DOWNTOWN SCENE

Hitting the streets 357 days a year, the Public Service Ambassadors (PSAs) are fixtures downtown. Working directly with Milwaukee's Police and Fire Departments, our PSAs have helped to keep downtown Milwaukee the safest district in the city.

As the eyes and ears of downtown, they're also the "go-to" resource for everything from directions to dining recommendations. Staffing the Traveling Information Kiosk (TIK), Bicycle Information Kiosk (BIK) and the Guest Services Center at the Shops of Grand Avenue, the PSAs delivered 692,817 brochures into the hands of visitors and added 330,770 PR contacts to their growing tally, which has climbed to over 2 million interactions since 2000.



The PSAs have also played an integral part in the Marquette Interchange project. Helping communicate the latest updates, the PSAs coordinated and staffed 42 transit fairs and distributed 86,162 pieces of Marquette Interchange literature – a 29% increase compared to 2004.



**GO - TO GURUS**

Downtown's hardest working public relations team can be spotted on just about every corner. The PSAs continue to impress visitors and residents alike with their downtown knowledge and positive attitudes. *-Photo by Dan Bishop.*





**A CLEAN SWEEP**

Armed with two Litter Hawks, the CSAs keep our streets, block-by-block, polished year-round. -Photo by Dan Bishop.

## LITTER-FREE AND SPARKLING CLEAN

From sun up to sundown, the Clean Sweep Ambassadors (CSAs) work around the clock to keep our downtown streets spotless. Scrubbing, power washing, and sweeping all 120 square blocks of the district, the CSAs collected 249,050 gallons of trash in 2005.



The CSAs also continue to lend assistance to the setup and breakdown of over 24 major downtown events, including the installation of park decorations for our six-week Milwaukee Holiday Lights Festival.



## TEAMWORK TO MAKE THE DREAM WORK

Contributing to our beautiful, pedestrian-friendly streets, sidewalks and Riverwalk are the combined efforts of the Graffiti Removal Team and Landscape Crew.

Single-handedly removing 1,313 graffiti tags from public and private property, the Graffiti Removal Team continues to remove tags within 24 hours, virtually wiping out graffiti in downtown. The Landscape Crew has enhanced the downtown scene with bright flowers and foliage. Tending to over 250 planters and hanging baskets, which included summer, fall and holiday displays, the Landscape Crew assumed the responsibility of 27 new planters in the catalytic streetscape area on Wisconsin Avenue.







## **DESIRABLE DIGS**

While shops like Boutique B'lou have added to our budding retail, the Landscape Crew has planted a pedestrian-friendly image that has taken root on our sidewalks and Riverwalk. -Photo by *Maria Ellen Huebner*.



**KEEPING IT REAL**

Celebrating nearly 30 years on Wells Street, Real Chili is a shining example of a business committed to downtown.  
*-Photo by John Neinhuis.*



## GETTING DOWN TO BUSINESS

2005 marked a sincere commitment to business retention and recruitment initiatives. Working with the UW-Extension Center for Community Economic Development, Milwaukee Downtown rolled out plans for a downtown market analysis. Once compiled, the analysis will inventory existing businesses, offer information on downtown employees and consumers, and suggest opportunities for business expansion and recruitment.

Milwaukee Downtown also united with the Milwaukee Development Corporation to execute an Executive Pulse Survey, which will identify challenges faced by individual companies.



Delving into several consumer segments, Milwaukee Downtown also began assembling a series of focus groups to discuss opportunities for improving downtown as a great place to live, work and play. The aggregate results of these initiatives will be published in 2006 as part of a business recruitment and retention study report.



## NEVER A DULL MOMENT

With a number of special events under our belt, Milwaukee Downtown continued to market downtown through several events and attractions. Working with all of our neighborhood partners in the Loop Group, Milwaukee Downtown has succeeded for the second year in a row in offering a summer trolley service. Serving visitors, convention-goers, residents and workers, the *Milwaukee Trolley Loop* attracted nearly 25,000 riders over the course of the season.

Boosting awareness of housing options, the *Downtown Open House and Housing Expo* put 25 downtown living options on display and conveniently linked them with free transportation. Working with GMAR®, we collaborated marketing efforts with the *Milwaukee River Challenge* to draw thousands of visitors into downtown.



Offering a kaleidoscope of color and a flurry of activity, the *Milwaukee Holiday Lights Festival* attracted thousands of families downtown for its six-week duration. Building upon the event, the Festival added new traditions, including the SBC Holiday Snow Globe and an expanded run of SBC Radio Disney Family Nights, which offered even more free family options throughout the month of December.



**ON OUR TOES**

Through a variety of special events, we've put downtown's dining, nightlife, arts, retail, and housing center stage. And with a growing number of attractions, downtown's dancing to a new beat. *-Photo by Brian Malloy.*





## **TAKING A BREAK**

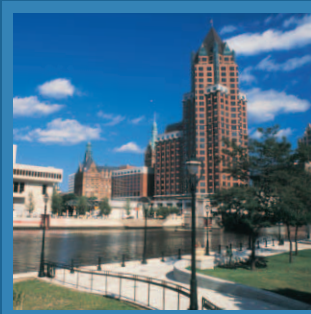
Downtown Milwaukee is the regional mecca for arts, culture, festivals and restaurants. Through print, radio, television and web, Milwaukee Downtown helped to promote over 1,196 venues and events. -*Photo by John Neinhuis.*



## SPREADING THE GOOD WORD

Milwaukee Downtown continued to boost awareness of events and activities throughout downtown with a comprehensive print, radio, television and web campaign. Creating media partnerships, Milwaukee Downtown maximized exposure through promotional efforts such as the CBS 58 Milwaukee Downtown Amazing Race II and WB 18's "The Place to Be."

Media relations have played a key role in positioning downtown Milwaukee as a vibrant community to live, work and play. In 2005, Milwaukee Downtown garnered over \$500,000 in free publicity, including a record breaking \$302,168 received for the *Milwaukee Holiday Lights Festival*.



The success of our marketing efforts is validated by a bi-annual market research study. The most recent round of research revealed high levels of awareness and participation, particularly as it relates to festivals, the arts and dining establishments. Respondents offered more positive comments than negative when asked to describe downtown and nearly two-thirds characterized downtown as improving.



### **DAN BISHOP**

Documenting the fashionable and sensual, Bishop (*Allan-Knox Photography*) hangs his hat on commercial subjects. Whether it's unique spaces or glamorous people, Bishop brings an alluring quality to all his images.



### **MARIA ELLEN HUEBNER**

Bringing originality to all her subjects, Huebner complements her technical skill with basic elements of design and fine art. Huebner is currently an instructor at MATC – Downtown Campus.



### **JOHN KOROM**

With 25 years experience behind the camera, Korom has honed his craft in architectural and corporate photography. Each image carries an impactful and stately message.



### **BRIAN MALLOY**

Capturing the human spirit is a task Malloy has mastered. From performers to everyday people, he brings the personalities of his subjects front and center.



### **JOHN NIENHUIS**

Well-known for his annual report portfolio, Nienhuis has worked with a number of Fortune 500 companies, readily adapting his technique to cover executive portraiture, lifestyle shots and employees on the job.

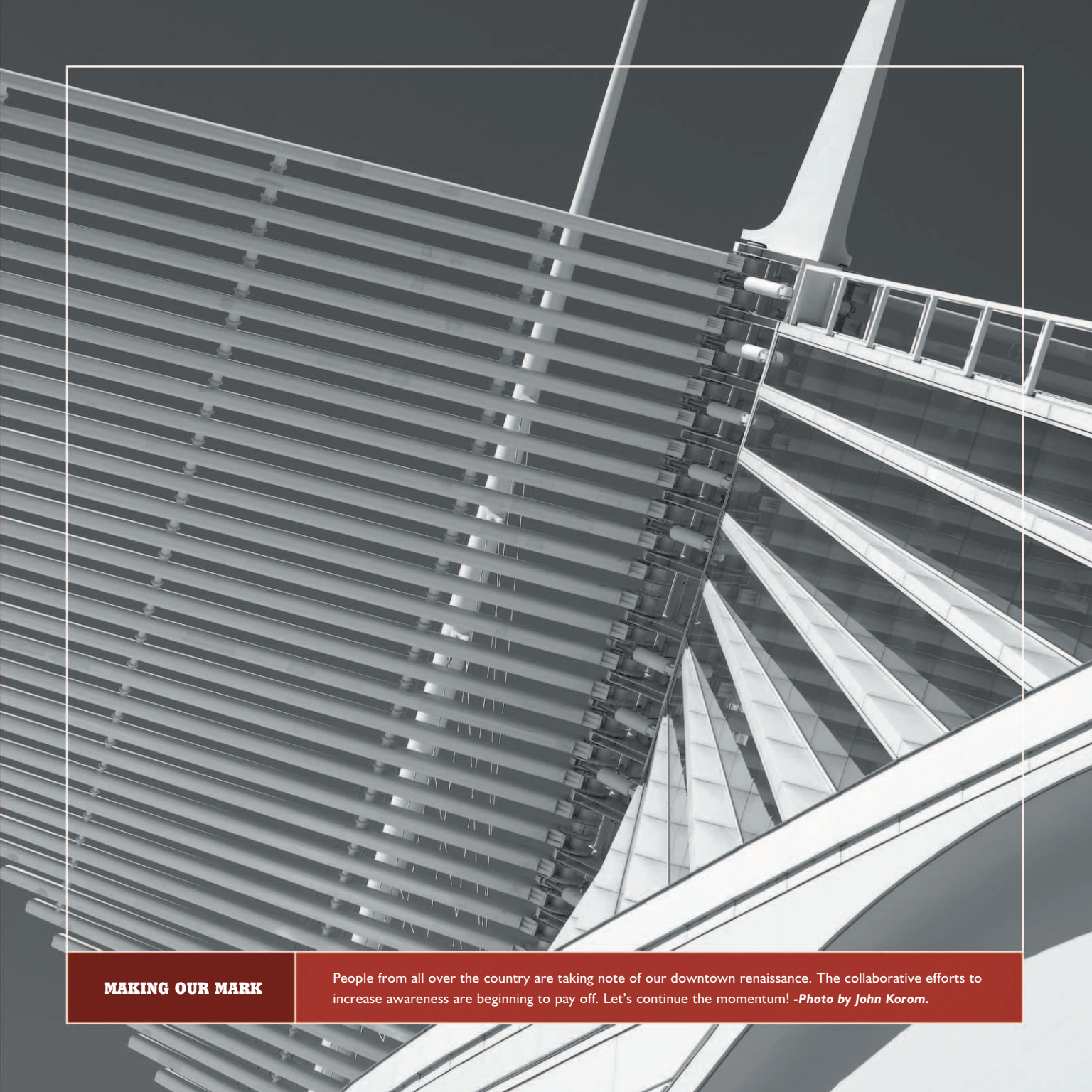


## **SNAPSHOTS: DOWNTOWN EXPOSED**

Every picture tells a story. Our story is one that's nearly ten years in the making. To spread the word of our successes, we commissioned five of the area's best photographers to document the rejuvenation of downtown Milwaukee. We call it *Snapshots: Downtown Exposed*.

Using a collection of black and white images, this "slice of life" photo essay captures the energy of downtown Milwaukee's thriving arts and entertainment scene, noteworthy architecture, budding retail, and behind-the-scenes contributors.

*Snapshots: Downtown Exposed* will tour the region, further reinforcing why downtown Milwaukee is such a great place to live, work, and play. A special thanks to the photographers who contributed their time and talent to the project.



**MAKING OUR MARK**

People from all over the country are taking note of our downtown renaissance. The collaborative efforts to increase awareness are beginning to pay off. Let's continue the momentum! -Photo by John Korom.



Milwaukee Trolley Loop, Milwaukee Holiday Lights Festival, The Shops of Grand Avenue, Milwaukee Ballet Company, Bla, Milwaukee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaukee Public Museum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cabanitas, Milwaukee Symphony Orchestra, East Town Farm Market, Humphrey (MAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Red Arrow Park's Slice of Ice, Coast, St. Patrick's Day Parade, Summer Sizzle, River Floke, Saketani, Milwaukee Art Museum, Wynton Milwaukee Center, Edelstein Center Dining, Residence Inn by Marriott, Milwaukee RiverWalk, Safe House, Betty Brinn Children's Museum, Miller Time Pub, The Pfister Hotel, Grand Central Hotel Milwaukee City Center, George Watts & Son, Milwaukee County Historical Society, Curves, Hyatt Regency Milwaukee, Holiday Inn Milwaukee City Center, Holiday Inn Express Milwaukee City Center, Hampton Inn Milwaukee City Center, Howard Johnson Inn & Suites, Calderone Club, Milwaukee Reporting Theater, Milwaukee Bucks, Milwaukee Cheyenne, Milwaukee Admirals, Milwaukee Ice Tunes Hotel, Midwest Airlines Center, Milwaukee Wave, Stone Creek Coffee, The Milwaukee Theatre, Borders Books, Hotel Metro, Milwaukee Cheese Mart, Hotel Metro, Riverside Theater, Cafe Vecchio Mondo, Holiday Inn Milwaukee City Center, First Stage, Calderone's Theater, Courtyard by Marriott, U.S. Cellular Arena, Bucketworks, Swig, RiverSplash!, Milwaukee Bucks, Milwaukee Cheyenne, Residence Inn City Center, Milwaukee Admirals, Real Chili, DeLind Gallery of Fine Art, Borders Books, Hotel Metro, Laacke & Joys, John Hawk's Pub, Soundavia Fine Furniture, McGlynn's, Milwaukee Trolley Loop, Milwaukee Holiday Lights Festival, The Shops of Grand Avenue, Milwaukee Ballet Company, Bla, Milwaukee River Challenge, Jazz in the Park, Marcus Center for the Performing Arts, Gallery Night & Day, Milwaukee Public Museum, Bastille Days, Mo's Irish Pub, Pabst Theater, Flannery's, River Rhythms, Cabanitas, Milwaukee Symphony Orchestra, East Town Farm Market, Humphrey (MAX Dome Theater, Louise's, Westown Farmers' Market, Elsa's on the Park, Miller Time Pub

