

# MEASURING THE VALUE OF DOWNTOWN MILWAUKEE

A strong downtown is critical for a successful city and region. A recent study by the International Downtown Association and Milwaukee Downtown, BID #21, analyzed the contributions of Downtown Milwaukee as an economic driver. Through a variety of metrics, including five key principles – economy, inclusion, vibrancy, identity and resilience – the study demonstrated the central business district’s value as an epicenter for culture, innovation, community and commerce.

To view Milwaukee’s Value of Downtown study, visit [www.milwaukeedowntown.com/do-business](http://www.milwaukeedowntown.com/do-business).



**54%** of Downtown residents are ages 18-34.

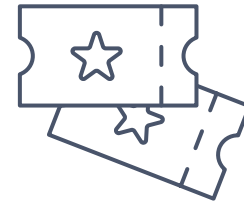


**21.2%** growth in Downtown’s residential population since 2010.

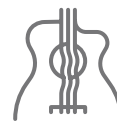
**99** Downtown’s average WalkScore, making it a walker’s paradise.



**7,000+** new jobs relocated or committed to Downtown since 2020.



**16th** out of 63 U.S. and Canadian cities for post-pandemic recovery and 3rd in the Midwest, according to a 2023 study by the University of Toronto.



**15,000** theater seats ranks Milwaukee’s Theater District #1 in U.S. for the number of theater seats per capita.

**5,879** Downtown hotel rooms, more than double the number since 2010, yet continuing to drive high room rates.

**65,749** passengers rode The Hop in July 2023, marking the 4th highest month since it opened and the highest since the start of COVID-19, signaling a significant recovery.



**98** hours of free music played in Downtown public spaces during the summer of 2023.

**2,000+** new residential units are currently under construction, with thousands more in the pipeline.

**21%** of the City’s property tax base is generated by Downtown, seven times more per square mile than the City on average.

**29** permanent murals have been added to buildings and utility boxes since 2017.



## CONNECTING MKE DOWNTOWN PLAN 2040

**40** recommendations and action strategies in the recently adopted Connect+ing MKE: Downtown Plan 2040 aimed at building a downtown for everyone.



**26,800+** people attended summer placemaking events in 2023, including Big Truck Day, Summer Spinz, Heart(beats) of the City and Rainbow Summer: Featuring Evanescence.

**\$4.6+** billion worth of completed projects in Downtown since 2010.



**16th** in the top cities for young professionals to live, according to a July 2023 ranking by Forbes.



**\$3.1+** billion worth of under-construction or proposed projects highlights Downtown’s unprecedented development momentum.

**85%** of all finance and insurance jobs in the City of Milwaukee are located Downtown.



**9** miles of the East-West BRT opened in July 2023, the first BRT route in Milwaukee County.

**31%** of all citywide jobs are located Downtown.





# Downtown Business Executives Applaud Downtown's Value

Milwaukee business leaders agree that Downtown is a great place to do business and attract talent. From the synergies that exist among neighboring companies and organizations to the unparalleled amenities and emerging pool of talent fed by nearby universities, Downtown Milwaukee is where business gets done. Plus, with more than \$7.7 billion in completed and recently announced investments since 2010, it's no wonder that Downtown's growth is outpacing peer cities of its size.



"HNTB, much like Downtown Milwaukee, is on an accelerated growth track. The opportunities in Downtown Milwaukee are endless and it continues to be a tremendous location for retaining and attracting talent."

— **Ashley Booth**  
Wisconsin Office Leader & Vice President,  
HNTB



"We came back to our roots when we relocated our national central offices to the heart of Downtown Milwaukee. Being Downtown has strengthened Herzing University's ties and involvement with business, healthcare and educational communities. I love working Downtown and our team members nationally love visiting us here."

— **Renee Herzing**  
President, Herzing University



"Our office is not just a physical space; it's a reflection of our deep-rooted commitment to the community we call home. We consider it a privilege to be woven into the fabric of Milwaukee through our work, and we embrace the vibrant energy that permeates Downtown!"

— **John Kissinger**  
President & CEO, GRAEF



"Colliers Wisconsin is in the business of finding companies the right home. When it came to our own space, we decided Downtown Milwaukee was the place to be. Downtown has the amenities, activity and access to talent that has propelled our growth for the last 10 years."

— **Lyle Landowski**  
President & CEO, Colliers Wisconsin



"MGIC has been committed to Downtown Milwaukee since our founding in 1957. The amenities that surround our home office are unmatched. Our Downtown is a vibrant work environment that aligns with our top-workplace culture and our commitment to a thriving local community."

— **Tim Mattke**  
CEO, MGIC



"We make it a point to invest in and support the communities we serve. Our flagship location at the top of Cathedral Place is a perfect example of that commitment. Our associates love the energy, activities and the connections they're able to make by being Downtown. It's a great time to be in the city of Milwaukee."

— **Jim Popp**  
President & CEO, Johnson Financial Group



"Baird has been invested in the vitality of Downtown Milwaukee for over a century. As one of Downtown's largest employers, we believe in supporting the communities we serve. We're proud to call Downtown our home and even prouder to elevate our city's world-class amenities with a new convention center."

— **Mary Ellen Stanek**  
President of Baird Funds and  
Co-Chief Investment Officer of  
Baird Advisors, Baird