

FACT SHEET

Downtown Milwaukee Responsible Hospitality Task Force

In the fall of 2010, Milwaukee Downtown, BID #21 contracted with Responsible Hospitality Institute (RHI) to facilitate a consultation known as the Hospitality Zone Assessment (HZA), a process that assists communities to prevent and manage nightlife impacts, and maximize the benefits of a sociable economy. The goal is to highlight the community's resources and assets, and identify practical solutions to the risks created in hospitality zones.

WHO IS RHI?

The Responsible Hospitality Institute (RHI) is a private, non-profit organization founded in 1983 and is the leading source for events, resources and consultation services on nightlife. RHI assists communities to plan and manage hospitality zones to create safe, vibrant and economically prosperous places to socialize. RHI utilizes an inclusive approach to unite diverse practitioners and city leaders through a common vision and collaborative partnerships. The unique expertise of RHI has guided hundreds of communities worldwide. RHI connects stakeholders across the globe with peers, mentors and nighttime economy resources through the Sociable City Network.

WHAT DEFINES THE NIGHTTIME ECONOMY?

Despite popular belief, the nighttime economy is more than just bars and restaurants. It also includes everything from late-night transportation operators to sound and lighting engineers at concert venues and hotel concierges. The nighttime economy encompasses all services after 5 p.m.

WHY IS NIGHTLIFE AND THE SOCIABLE ECONOMY SO IMPORTANT?

Nightlife and Sociable Economies can generate money for cities by producing and contributing round-the-clock sales and property tax, which creates new jobs and supports existing job opportunities. Nightlife also attracts the creative class, industries seeking a new home, conventions, tourists, new residents and helps retain students and faculty talent.

WHO ARE THE TARGETED NIGHTLIFE CUSTOMERS FOR DOWNTOWN MILWAUKEE?

Hospitality zones are a concentration of social opportunities with offerings that are multigenerational. RHI coins these social generations as the Singles (individuals in their late teens and early twenties with limited funds), Mingles (older singles, couples or social groups of any age with a common interest), Families (introduction of children into relationships often reduces the frequency of going out) and Jingles (business travelers, vacationers or empty nesters with more money to spend). Downtown Milwaukee looks to target growth in all of the above categories.



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WHAT DISTRICTS WERE STUDIED IN DOWNTOWN MILWAUKEE'S HOSPITALITY ZONE ASSESSMENT?

The Hospitality Zone Assessment (HZA) focused on the East Town, Westtown, Historic Third Ward and Brady Street neighborhoods.

HOW IS THE HOSPITALITY ZONE CONDUCTED?

RHI leads a transformation team comprised of the six core elements of nighttime operations (entertainment, public safety, venue safety, multi-use sidewalks, transportation and parking, and quality of life). The process includes an orientation, a late night tour, numerous roundtable focus groups, and generation of a report and action plan, all culminating into an industry-wide leadership summit.

HOW WILL THE FINDINGS BE UTILIZED?

Observations of the six core element groups have been transformed into solutions that will spur growth and assure safety in Downtown Milwaukee's nighttime economy. The anticipated completion date for many of these action steps is September 2011.

More information on Downtown Milwaukee's Hospitality Zone Assessment can be accessed at www.milwaukeedowntown.com.

