

2024

Annual Report ●●●





Letter From CEO & Board Chair

Great cities start downtown. There's no doubt about it. No city or surrounding region can succeed without a strong, vibrant downtown.



Beth Weirick
CEO



Tammy Babisch
Board Chair

Over the past few years, downtowns across the country have had to adapt to a multitude of factors. These changes have underscored the resiliency and attraction of downtown districts. People continue to love downtowns because that's where all the action happens, whether it's arts, culture, sports, festivals, dining or nightlife.

Downtown Milwaukee's vibrancy is unmatched. Our value as a sociable downtown is off the charts. We've transitioned from recovery to growth. The influx of new jobs, residents and visitors, as well as the swell of media attention that we've enjoyed over the past year are tangible proof of that.

Last year, on the heels of the Milwaukee Common Council's adoption of "Connec+ing MKE: Downtown Plan 2040," Milwaukee Downtown, BID #21 engaged its stakeholders in a strategic plan process to better understand where our resources should be invested and prioritized. Six "big moves" were born out of the plan to provide a five-year roadmap for our organization.

Simultaneously, we also participated in the "Value of U.S. Downtowns and Center

Cities" study by the International Downtown Association. The report measured Downtown Milwaukee's value to the region and beyond, based on more than 150 data points under the principles of economy, inclusion, vibrancy, identity and resilience.

According to the study, Downtown Milwaukee is an established downtown, providing an outsized impact on our region. Although it occupies just under 3% of the city's land area, Downtown is home to 5.1% of the city's population and 31% of its jobs.

Collectively, these factors power an economic engine that accounts for approximately 21% of the City of Milwaukee's property tax income; that's over seven times the average revenue per square mile generated elsewhere in the city. All that progress is due in large part to the exceptional quality of life services that Milwaukee Downtown, BID #21 provides, and has helped generate a wave of new residents and business.

Equipped with this data, we recognize that the importance of clean, safe and welcoming services have never been more apparent. We thank our dedicated

Public Service Ambassadors, Clean Sweep Ambassadors, Landscape Crew and Graffiti Removal Team for their tireless efforts to make our city sparkle.

Meanwhile, our core events (Milwaukee Holiday Lights Festival, Taste & Toast, Downtown Dining Week and Downtown Employee Appreciation Week) and our public space activations (Downtown Ice CAPE-ade, Broadway Skates, Big Truck Day, Rainbow Summer: HIGHLIGHT, Jack-O-Lantern Jubilee and more) are delighting attendees in every corner of our district. They give residents, employees, day trippers and out-of-town guests countless reasons to visit us and feel connected to our vibrant community.

With your resounding feedback, we're committed to building a Downtown that's livable, competitive, connected, equitable, joyful, resilient and inclusive. Thank you for your participation in our long-range planning efforts and your continued confidence in our mission.

Beth Weirick
and
Tammy Babisch

BY THE NUMBERS: DOWNTOWN MILWAUKEE'S SIZABLE IMPACT

Below is a snapshot of the ways in which Downtown Milwaukee is propelling the city and region.



31% of all citywide jobs are located Downtown

\$3.6+ billion in under-construction and proposed projects, highlighting unprecedented Downtown development momentum

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

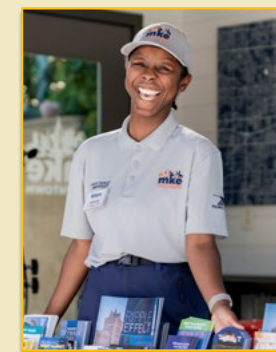


18th in the nation for the most office-to-apartment conversions, with more than 3,200 that are under construction or in the pipeline, according to Yardi Matrix

144,618 sq. ft. of positive central business district office space absorption in 2024 YTD as a result of new employers moving Downtown



5th best city for college students and graduates, according to a July 2024 ranking by Forbes



One of the ten "Friendliest Cities in the U.S.," according to a November 2023 ranking by Condé Nast Traveler

2-mile Lakefront Line and its eight stops opened in April 2024 marking The Hop streetcar's first extension

\$5.4+ billion in completed development projects since 2015



5th most competitive rental market in the U.S., according to an April 2024 report by Forbes



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



7,800+ new jobs relocated or committed to Downtown since 2020

11,000+ new residential units added in greater Downtown area over the last decade



16,550+ attendees at summer placemaking events in 2024, including Big Truck Day, Heart(beats) of the City and Rainbow Summer: HIGHLIGHT

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

21.2% growth in residential population since 2010



15th top city for the most beautiful skyline in the world, according to a June 2024 article by Architectural Digest

40 recommendations and action strategies in the recently adopted "Connec+ing MKE: Downtown Plan 2040" aimed at building a Downtown for everyone

16th top city for young professionals to live, according to a July 2023 ranking by Forbes



21% of the city's property tax base generated by Downtown, seven times more per square mile than the City on average

3rd best big city in the U.S. to visit, according to an October 2023 ranking by Condé Nast Traveler

Core Programs

PUBLIC SERVICE AMBASSADORS

They're on the front lines of welcoming guests to Downtown Milwaukee – especially during a very busy summer. They're our Public Service Ambassadors (or PSAs), and they have the pulse on everything that happens Downtown, whether it's events, conventions or even new restaurant openings.

Canvassing the district on foot and on bikes, our PSAs also serve as extra eyes and ears for Milwaukee's police and fire departments. As such, they communicate regularly with the Downtown Security Network.

Additionally, during the summer months and at select winter events, the PSAs staff the MOTOR – Milwaukee's Own Traveling Outdoor Resource – a mobile information center that's often located at the foot of Wisconsin Avenue. They also staff the Downtown GO! Kart – a mobile gaming and info station.

Over the past year, the PSAs made nearly 114,000 hospitality contacts and nearly 12,000 business contacts. In addition, they distributed over 61,000 brochures and other publications to Downtown guests and employees.

CLEAN SWEEP AMBASSADORS

The streets of Downtown Milwaukee are always tidy thanks to our tireless team of Clean Sweep Ambassadors (or CSAs). In addition to daily panning and brooming, they perform quarterly Super Block Cleanups throughout the district. That entails wiping down light poles, newspaper boxes, fire hydrants, utility boxes, parking meters, low signage, planter boxes, railings and bike racks. It also involves power washing sidewalks and gum removal.

On top of that, they regularly empty Riverwalk garbage cans and 60 other receptacles throughout the district, collecting over 419,000 gallons of trash during the past year.

However, it's not all about cleaning up for the CSAs. They also refurbished, painted and rebulbed light displays for the Milwaukee Holiday Lights Festival. Then they set up, maintained and broke down the holiday lights displays in Cathedral Square and Pere Marquette Parks.

What's more, the CSAs set up and tore down tables, chairs, signage and games for Downtown Employee Appreciation Week, and they assisted with food and beverage distribution and trash collection. Plus, they set up chairs and cones at our weekly summer music series, Heart(beats) of the City powered by MGIC.



LANDSCAPE CREW

Milwaukee Downtown blossomed during the past year, thanks to our amazing landscape crew. As usual, they diligently maintained our 377 garden beds and 75 hanging baskets in targeted corridors along Wisconsin Avenue, Broadway, the Riverwalk and Dr. Martin Luther King Jr. Drive.

They also helped with plantings for the Active Streets program in the Old World Third Street Entertainment District and on Jefferson Street. Plus, they provided invaluable assistance creating the gorgeous new summer floral installation at the iconic intersection of Milwaukee Street and Wisconsin Avenue.

GRAFFITI REMOVAL TEAM

A subset of the Public Service Ambassadors, our Graffiti Removal Team members perform a vital service. They help discourage vandalism by removing 99% of all Downtown graffiti tags and stickers within 24 hours of discovery (and they call in outside assistance to help with the last 1%). In the past year, the PSAs removed more than 3,800 tags and stickers in the public right-of-way, bringing their total to over 34,750 tags since the year 2000.

HOMELESS OUTREACH

Outreach to our city's unhoused population remains a pillar of Milwaukee Downtown's core programs. This year, we continued our vital support of Milwaukee County's Housing First model via our Key to Change campaign; it encourages donations from our philanthropic community and the general public to help end chronic homelessness.

The money raised through keytochangemke.com helps to finance the Housing First Endowment Fund, and to employ a Downtown Homeless Outreach Coordinator and a Community Prosecutor. It's also used to assist with application fees and security deposits for Housing First participants.

In the last year, the Downtown Homeless Outreach Coordinator made more than 3,400 in-person street outreach contacts throughout the greater Downtown area. Each homeless experience is unique, and therefore each interaction is unique, yet all call for rapid, permanent solutions. The Downtown Homeless Outreach Coordinator rose to the challenge again this year, helping over 70 clients find permanent solutions.

In addition, Milwaukee Downtown funds a full-time Public Service Ambassador to serve as an additional Homeless Outreach Coordinator. This individual continues to work closely with the lead Downtown Homeless Outreach Coordinator to build rapport with the district's unsheltered citizens. Over the past year, the PSA Homeless Outreach Coordinator had nearly 700 interactions with unhoused individuals, assisted with over 450 outreach service referrals, and made nearly 125 panhandling and public nuisance interventions.

Milwaukee's model for homeless outreach has made such an impact that it was highlighted in this year's documentary film, "Beyond the Bridge: A Solution to Homelessness." The filmmakers traveled to more than a dozen cities and cited Milwaukee's approach as the best. Milwaukee County and Milwaukee Downtown hosted a panel discussion and screening of the film this summer at Marquette University's Varsity Theatre. The documentary will also be screened during the 2024 Milwaukee Film Festival.

Core Events

MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2023

Thanks in part to unseasonably mild temperatures on November 16, 2023, more than 5,400 people attended the 25th anniversary kickoff celebration for the Milwaukee Holiday Lights Festival. WISN 12 returned to televise the kickoff live, and re-ran the program twice. In total, the three broadcasts netted nearly 88,000 impressions by adults ages 18 plus – a 57% increase over last year.

As always, the climax of the event was the lighting of the half-million twinkling lights that shone brightly throughout Downtown and in three Downtown parks. Pere Marquette Park became “¡Felices Fiestas!,” Zeidler Union Square became “Santa’s Celebration Square powered by We Energies,” and Cathedral Square Park became “Community Spirit Park.”

Each park featured playful, larger-than-life sculptures of light, while “Community Spirit Park” also hosted more than 90 evergreen trees decorated by Milwaukee-area schools and community organizations.

The Jingle Bus hit the road again this year, giving guided tours of the light displays to more than 6,000 holiday revelers. That included Spanish-speaking Jingle Bus tours, which were provided on select nights with the assistance of Estamos Unidos.

In addition, Milwaukee Downtown hosted Cocoa with the Clauses and two Christmas Cavalcades, and we collaborated with Events By Design to produce the NYE MKE extravaganza. We also collected more than 1,650 letters that were dropped off at Santa’s Mailbox in Cathedral Square Park and, with the help of Educators Credit Union, Serving Older Adults, and the National Letter Carriers Association Branch 2, we made sure that each child received a personalized, handwritten reply.



TASTE & TOAST 2024

Downtown Milwaukee’s traditional first quarter happy hour event returned this year at 22 participating restaurants. The 2024 edition of Taste & Toast, which ran February 26 - March 1, 2024, produced tasty and memorable experiences. According to our survey, 39% of the patrons neither lived nor worked Downtown, and 36% of them participate in ten or more Downtown happy hours per year. Some 63% learned about the event through social media.

What’s more, 82.8% of the patrons rated the beverages excellent or good, 87.3% rated the food excellent or good, 88.8% rated the service excellent or good, and 90.3% rated the environment excellent or good.

DOWNTOWN DINING WEEK 2024

Once again, we dedicated a week this spring to celebrate Downtown Milwaukee’s buzzworthy culinary scene. During Downtown Dining Week, May 30 - June 6, 2024, the district’s eating establishments reported some 11,674 diners, which represents a 41% increase in traffic over last year.

We surveyed diners during the week and received more than 650 responses. According to the data, 49% of our guests were visiting a particular restaurant for the first time, and 60% neither lived nor worked Downtown. 66% were age 40 or older, 55% learned about the event on social media, and 53% dine Downtown ten or more times annually. 85% found the food, environment and service excellent or good.

DOWNTOWN EMPLOYEE APPRECIATION WEEK 2024

“Spirit week for Downtown’s workforce” returned in full force this year, August 19-23, 2024. Downtown Employee Appreciation Week activities included morning jolt coffee sessions, a happy hour, a meditation session, a trivia night, a Riverwalk concert, office challenge games, kayaking, fitness classes and more. More than 75 Downtown partners and prize contributors participated in the festivities, which included 14,000 free lunch items and more than 4,000 giveaway prizes.





Marketing

SOCIAL MEDIA

Over the past year, we increased our followers on Facebook, X, TikTok and Instagram to nearly 161,000 individuals, and we made more than 4 million impressions across all four platforms. Those are engagement rates well above industry standards.

We used our social presence to build community connections, invite engagement, spur customer purchases, and support Downtown businesses by coordinating themed giveaways with various business partners. Our giveaways this past year included Irish Fest tickets and goodie bags, rainbow cookies and Milwaukee flags for Rainbow Summer, Valentine's Day cookies, Milwaukee Downtown notebooks for 414 Day, and more.

PUBLIC RELATIONS

Downtown Milwaukee made news this past year, and our PR team kept the media in the loop. The team briefed the press about all of Milwaukee Downtown's core events, as well as our placemaking initiatives and economic development news. They also pitched our public awareness initiatives, for the MKE Dog Park and for Rainbow Summer: HIGHLIGHT. All told, between September, 2023, and August, 2024, the PR team secured over \$1.8 million in earned media and netted more than 28.5 million impressions.

BRANDING CAMPAIGN

For a second year, we invited area residents Downtown to taste, touch, see, smell and hear all the good things that happen in the district. We ran our "Senses" branding campaign from July through September, 2024, via print, radio, paid social, display, OTT/pre-roll and native advertising.

WEBSITE

Milwaukee Downtown's website remains an excellent source of information about Downtown Milwaukee. There, visitors can find details about Downtown's competitive advantages and top attractions, listings of BID #21's core events and services, a map of Downtown investments, another map of Downtown public art, and much more. Located at milwaueedowntown.com, it received nearly a half million pageviews over the past year, with peak traffic during Downtown Dining Week. In addition, we recently implemented an SEO strategy to ensure that our site remains compliant and competitive.

Economic Development

MARKET DATA

Benchmarking the growth of Downtown Milwaukee with quantifiable data is a major priority for BID #21. Over the past year, we worked with the International Downtown Association to complete the "Value of Downtown Milwaukee" report. We also began using Placer.ai, a new digital tool that allows us to count pedestrian traffic at businesses and events. According to its data, Downtown Milwaukee ranks high among its peers for post-pandemic recovery.

In addition, we regularly monitor Downtown investments in five critical sectors – residential, commercial, hotels, education/civic and infrastructure – and, as changes have occurred throughout the past year, we've updated our online investment map to reflect them. Currently, the district has seen over \$9 billion in completed, under construction and proposed development since 2015, a number that continues to grow.



PHOTO CREDIT: THE KUBALA WASHATKO ARCHITECTS



PUBLIC SPACE PROJECTS SUPPORTING BUSINESS

A variety of public space initiatives designed to enliven Downtown Milwaukee were either completed or initiated over the past year. In November, 2023, we finished the “Frame the Square” project, which added enhancements to the perimeter of Cathedral Square Park. This summer, we oversaw the return of Active Streets for Business, expanding the district’s footprint for outdoor dining and entertainment onto the sidewalks and streets.

Milwaukee Downtown assisted with the vendor RFP for the new Vel R. Phillips Plaza this year, and we curated the images and content for the kiosks on the plaza, which tell the story of Vel’s life and legacy. We also showcased the 2020 “Road of Democracy” installation by Della Wells and Dasha Kelly Hamilton, to underscore the role that public spaces play in a healthy democracy.

Spearheaded by Milwaukee Downtown and Historic Third Ward BID #2, the Downtown Milwaukee Dog Park broke ground on September 5, 2024. The first public dog park in the district, it’s expected to be completed by the end of the year. Together with the Foxtown Landing development, it was recognized by the Commercial Association of REALTORS® Wisconsin with a Deal of the Year Award. Sponsorship opportunities for this vital community amenity are still available.

This year, Milwaukee Downtown also joined the City of Milwaukee and Milwaukee County to issue an RFQ for design recommendations on ways to better connect the centrally located Red Arrow Park with the rest of the community. This is a goal of the “Connec+ing MKE: Downtown Plan 2040,” which Milwaukee Downtown is championing.

ADVOCACY

Once again, Milwaukee Downtown championed measures to help Downtown Milwaukee grow and thrive. We collaborated with Downtown Madison Inc. for a third year to present the Madison + Milwaukee Downtown Exchange. This virtual event series provides excellent opportunities for Wisconsin’s two largest cities to learn from one another, by bringing together industry experts and hundreds of participants to discuss strategies for building growth and investment.

Milwaukee Downtown also continued to advocate for a variety of matters beneficial to the district’s vitality, including e-scooters, an office conversion tax credit, a complete 6th Street, and the creation of a nighttime economy office. Additionally, we participated in several events with the Commercial Association of REALTORS® Wisconsin, we provided support for the Commercial Real Estate Development Association and Marquette Real Estate days, and we spoke to interns at real estate brokerages about the work of our organization.

INCENTIVE TOOLBOX

As always, Milwaukee Downtown offered a toolbox of incentives to assist with business growth and relocation to our district. This past year, we continued to make the Business Development Loan Pool available to Downtown businesses. To date, the program has doled out \$215,000 in loans to support over \$7 million in private investment. We also worked closely with the Commercial Corridors Team to offer an assortment of other grants.

Public Space Activations

JACK-O-LANTERN JUBILEE

There were lots of big smiles in Red Arrow Park on October 28, 2023, when Milwaukee Downtown hosted the second annual Jack-O-Lantern Jubilee. Designed for kids ages 2 to 10, the event included a “pumpkin patch” with 500 free pumpkins, courtesy of Pick ‘n Save and Metro Market.

It also featured a kids’ costume parade led by Mayor Cavalier Johnson, as well as story time, musical performances, free pumpkin carving and decorating, 500 free goodie bags, fall food vendors and much, much more.

THE ORNAMENT TRAIL

This past winter, a series of enormous holiday baubles appeared along Wisconsin Avenue and a portion of Water Street. Dubbed The Ornament Trail, these 15 super-sized holiday ornaments were hand painted by a diverse assortment of acclaimed artists.

Milwaukee Downtown developed and distributed an activity guide that contained a map of the trail and details about each of the ornaments and their artists. It also included a kids’ section with ornament-related coloring pages and puzzles, and coupons for Downtown businesses along the trail.

DOWNTOWN ICE CAPE-ADE

On February 10, 2024, the world’s superheroes assembled on the Slice of Ice at Red Arrow Park for the third annual Downtown Ice CAPE-ade. Visitors, many dressed as their favorite crime fighters, took to the ice with a variety of costumed comic book characters.

The event featured meet-and-greets with real-life heroes from the Milwaukee Fire Department, the Milwaukee Police Department, and the DASH Speedskating Team, as well as five-time Olympic Gold Medalist Bonnie Blair and four-time Olympian Dave Cruikshank. It also included a free cape giveaway and free skate rentals, which were redeemed by 200 skaters.

BROADWAY SKATES

The popular musical themed skating event, Broadway Skates, returned to the Slice of Ice at Red Arrow Park on February 24, 2024. This year’s icy extravaganza featured the soundtrack of “SHREK: The Musical,” which played in March at Marcus Performing Arts Center. The skating event, produced by Milwaukee Downtown and the Marcus Performing Arts Center, included photo ops with Princess Fiona, Ice Theater MKE performances, ticket giveaways and more.



BIG TRUCK DAY

A convoy of big rigs descended on Red Arrow Park for the third annual Big Truck Day on May 18, 2024. Produced by Milwaukee Downtown in partnership with the City of Milwaukee Department of Public Works, and in celebration of National Public Works Week, this year’s event drew some 5,000 attendees.

More than 20 big trucks were onsite for kids and their families to inspect and explore, thanks to our partners at the Milwaukee Fire Department, the Milwaukee Police Department, the Milwaukee County Transit System, and the Milwaukee Public Library. Plus, the big trucks were joined by an assortment of food trucks.

We gave away 750 Milwaukee Downtown promotional items, including play construction hats, kids’ sunglasses and mini foam traffic cones. Other activities included photo ops with Hero Pup and themed arts and crafts by Artists Working in Education.



Summer Sounds

HEART(BEATS) OF THE CITY POWERED BY MGIC

The popular lunchtime concert series, Heart(beans) of the City powered by MGIC, got our hearts beating for the third year in a row. Held at Red Arrow Park over 11 Wednesdays from June through September, 2024, it featured a variety of musical performers, including the Donna Woodall Group, Failure to Launch, the Jenny Thiel Group, Kat and the Hurricane, KOJO, the Kyle Feerick Band, Moonglow, the Rhythm Kings, Tigera, V Funk, and the Zach Pietrini Band.

Heart(beans) of the City made 40 food truck slots available during the series, which kept lunchtime diners well fed throughout the summer. It also hosted multiple activations, including a micromobility event, visits from the Dunkin’ Community Cruiser and the US Bank Good Truck, a Department of Public Works art exhibit, and more.

PNC PRESENTS TUNES@NOON

For the sixth summer in a row, the gorgeous courtyard at 411 East Wisconsin Center hosted Thursday noontime performances by local musicians. The beloved concert series, PNC presents Tunes@Noon, ran for 12 weeks from June through August, 2024.

Featured performers included Alyssia Dominguez, Allison Mahal, *aya, the Donna Woodall Group, Frogwater, Ian Gould, Jenny Thiel, Joe Wray, Jon Hintz, MetroFern, Montage, and The Style. Significantly, the weekly series attracted convention attendees and media coverage during this year’s Republican National Convention.



Summer Sights

MILWAUKEE & WISCONSIN FLORAL INSTALLATIONS

To highlight the iconic intersection of Milwaukee Street and Wisconsin Avenue for the Republican National Convention, we partnered with the property owners at that intersection to install elevated red, white and blue floral arrangements on all four corners. From June through September of 2024, this was a must-see Instagrammable artistic installation.

LIGHT LANE

This past summer, we partnered with the Milwaukee Riverwalk District to install four modified stationary bicycles on the Riverwalk at Chase Plaza. The interactive bikes, designed by Le Monde Studio, produced pedal-powered art, projecting light and playing music when ridden. Between July 1 and August 17, 2024, the bikes had an estimated 103,200 rides. The poem “Light Cycles” by Dasha Kelly Hamilton was also featured as a part of the display.

RAINBOW SUMMER: HIGHLIGHT FEATURING ELYSIAN ARCS

Through a collaborative partnership, large-scale artwork returned to the Marcus Performing Arts Center this summer, in the form of Elysian Arcs by Atelier Sisu. These five 20-foot inflatable arches soared over Rainbow Summer for five days, July 23-27, 2024.

The beloved annual event also hosted a stellar lineup of national and regional musical acts. Other attractions included daily bubble playtime, the Mercadera Market, a special Family Day and local food trucks.

RIVERWALK MURAL RFP

Milwaukee Downtown continues to expand Downtown Milwaukee’s public art portfolio, this time with an RFP to create murals on four walls along the Milwaukee Riverwalk. More than 50 submissions were received and reviewed by the Downtown Placemaking Task Force. The largest of the four walls, at the Marcus Performing Arts Center, will feature a mural celebrating the convergence of the Milwaukee River and the Milwaukee Theater District. Mural installation will begin on select walls in the fall of 2024.

LANDMARK LIGHTING

Over the past year, Milwaukee Downtown has coordinated more than 15 citywide lighting initiatives to honor significant city milestones. With total participation from more than 25 properties, we have illuminated the Milwaukee skyline to celebrate 414 Day, the Milwaukee Bucks’ playoff bid, the Milwaukee Brewers’ opening day, Pride Month, and the Republican National Convention, to name just a few.



The Future

Milwaukee Downtown, BID #21 has always been a dedicated supporter of Downtown businesses and initiatives that create and enhance unique experiences in Downtown Milwaukee.

The adoption last year of “ConneC+ing MKE: Downtown Plan 2040” redefined and re-envisioned the future of Downtown Milwaukee. Building on its excitement, our organization drafted its own five-year strategic plan. It establishes a clear set of priorities, partnerships, programs and projects to ensure that the next phase of BID #21’s growth is consistent with the needs, values and overall vision for Downtown Milwaukee.

While clean, safe and welcoming services will remain central to our operation, Milwaukee Downtown also has the opportunity to play a significant role in public space management, recruiting and retaining employers of all sizes, and convening partners for regional advancement.

These are our six areas of focus for 2025 and beyond:

CLEAN, SAFE & WELCOMING

We will continue to provide services and expand programs that keep Downtown Milwaukee clean, safe and welcoming for all.

ECONOMIC GROWTH

We will strengthen Downtown’s role as the best place in the region to grow and thrive for local businesses, large and small employers, start-ups, retailers, daytime and nighttime entertainment, and tourism.

PLACEMAKING, MARKETING & EVENTS

We will bring people together through new and exciting shared experiences, by activating Downtown’s public and privately owned/publicly accessible open spaces.

ARTS, CULTURE, ENTERTAINMENT & SPORTS

We will grow Downtown Milwaukee’s reputation as a premier location for arts, culture, entertainment, film, nightlife and sports.

DOWNTOWN LIVING

We will further engage residential developers and residents to help revitalize and activate Downtown through partnerships and activities in vibrant and accessible places.

NEIGHBORHOOD & DISTRICT PARTNERSHIPS

We will leverage the exciting diversity of Downtown neighborhoods and the potential for collective action by strengthening existing partnerships and creating new relationships with neighborhoods, community organizations and other districts.

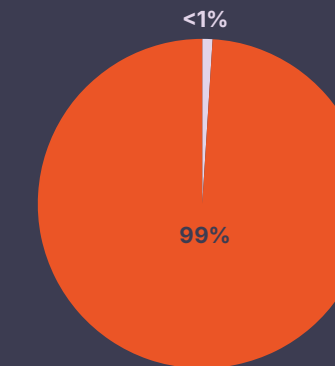


2023-2024 Budget

Income:

- 2024 BID #21 Assessments: \$4,678,180
- Additional Income: \$39,850

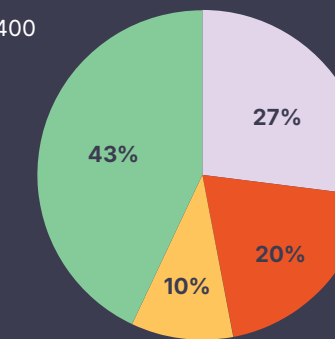
TOTAL INCOME: \$4,718,030



Expenses:

- Clean Sweep Ambassador Program: \$1,277,468 (27% of total)
 - Sidewalk Cleaning: \$859,400
 - Landscaping: \$413,068
 - Graffiti Removal: \$5,000
- Public Service Ambassador Program: \$964,400 (20% of total)
- Administrative: \$455,134 (10% of total)
- Economic Development/Marketing/Business Retention/Recruitment/Special Projects: \$2,021,028 (43% of total)

TOTAL EXPENSES: \$4,718,030



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