



**GREATER DOWNTOWN  
ACTION AGENDA**

# MKE United

Greater Downtown Action Agenda

# Background

- To develop an overarching vision by the public and private sector with community input
- Private Downtown development seemed episodic
- How can Downtown development spread into the neighborhoods?
- Downtown Task Force was formed to explore options
- Toni Griffin brought in to consult on an initial strategy

# What is MKE United?



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# OVERVIEW

The **MKE United Greater Downtown Action Agenda** is a comprehensive planning process through which we will create a shared and inclusive vision for the neighborhoods surrounding and including Downtown Milwaukee, supported by a strategic Action Agenda to make that vision a reality.



Our city is at a critical crossroads. We are experiencing once-in-a-generation development in and around downtown, creating tremendous new opportunities.



We have an opportunity to leverage these developments to ensure that all members of our community share in the prosperity and growth occurring in Greater Downtown.

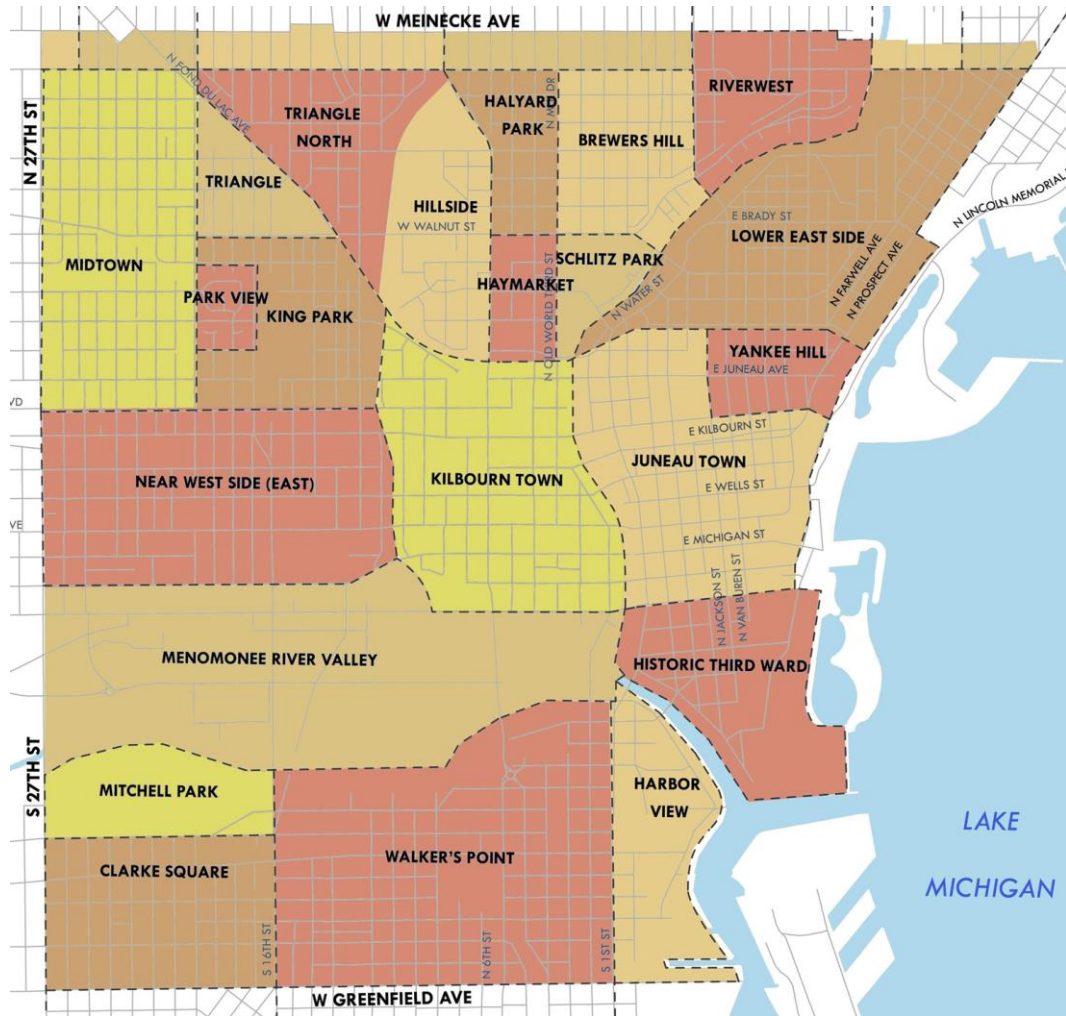


Now is the time to create a shared and inclusive vision for a Greater Downtown that works for everyone, supported by a strategic action agenda to make that vision a reality. **MKE United is how we will do it.**

# Where is the *Greater Downtown*?



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# What will MKE United do for the City?



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# Outcomes/Goals

- Build better economic, transportation and cultural connections
- Prioritize inclusive development opportunities to grow and strengthen businesses and jobs
- Create a stronger downtown and neighborhood identity
- Increase the density of housing, jobs, and entertainment/cultural amenities



# Outcomes/Goals

- Identify necessary priorities, actions, resources, and tools required for implementation and timeframes for execution
- Create new capacities for building relationships, networks, partnerships, and accountabilities for implementation
- Build enthusiasm and a welcoming environment for all the neighborhoods of downtown

# Current Funders

- Johnson Controls, Inc
- Harley-Davidson
- Greater Milwaukee Foundation
- City of Milwaukee
- Herb Kohl Philanthropies
- Northwestern Mutual
- We Energies
- Kresge Foundation
- US Bank
- Associated Bank
- Bader Foundation
- BMO Harris Bank
- Potawatomi
- PNC Bank
- Fund for Lake Michigan

Where are we now?



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# Where We've Been

- Inspiring a shared and inclusive vision for the Greater Downtown
- Reached **1,500+** contacts through extensive community outreach, including:
  - Four Community Workshops with 100+ participants
  - Five Happy Hours with 200+ participants
  - 21 Community Ambassador Events, BID, Leadership meetings
  - 300+ newsletter subscribers
  - 800+ survey participants
- Developed 6 *Transformative Directions*



# WHO

## TRANSFORMATIVE DIRECTION 1: "A JUST MILWAUKEE"

### WHAT WE HEARD

#### MKE UNITED MUST:

Address **segregation** and prevent **displacement**

Make the Greater Downtown more **family friendly**

Ensure **sustainable housing** development








### OUR NEW DIRECTION

 = Edits based on what we heard

The opportunity to plan for racially mixed, mixed-income neighborhoods can be built around existing employment districts with diverse business and job populations.

MKE United must:

-  Have both a retention and attraction strategy to grow **neighborhood** population
-  Preserve, strengthen and celebrate the authentic ethnic, **cultural** and industrial identities of its **historic** neighborhoods
-  Be intentional about creating mixed income and racially mixed neighborhoods that minimize displacement and **racial segregation**
-  Foster the population diversity and density needed to attract and retain desired businesses and amenities
-  Be a model of public safety and be perceived as a **safe place to live, work and play**

# 2

# WORK

## TRANSFORMATIVE DIRECTION 2: "INCLUSIVE GROWTH"

### WHAT WE HEARD

#### MKE UNITED MUST:

Focus on **industry clusters** like Food and Beverage

Prioritize **family-sustaining jobs**


Focus on both **new job creation** and **increasing employment rates**

Lessen regulatory struggles to **make it easier to do business** in Milwaukee

Fuel growth through **education** and **training**



### OUR NEW DIRECTION

 = Edits based on what we heard

Place-based job and business growth in the Greater Downtown centered on eight target industry clusters is essential to creating improved job access and wealth creation for Milwaukee city residents and growing the economy of the region.

MKE United must:

-  Create place-based **employment districts and business growth in target industry clusters**
-  Create more jobs for Milwaukeeans with both a diverse selection of skillsets and a range of wages **that help residents move out of generational poverty**
-  Incubate, **grow and support** more local entrepreneurs to help preserve and promote an authentic Milwaukee
-  **Attract business, jobs and new talent** in target industry clusters that help to grow both the local and regional economy
-  Provide education, training and networking **opportunities for its homegrown talent to fully participate in the city's economic prosperity**



## TRANSFORMATIVE DIRECTION 3: "AUTHENTIC NEIGHBORHOODS OF CHOICE"

### WHAT WE HEARD MKE UNITED MUST:








### OUR NEW DIRECTION

 = Edits based on what we heard

The Greater Downtown can provide different "lifestyle neighborhood" choices that **retain existing, as well as attract new** residents and household types.

MKE United must:

-  Create diverse, attractive and affordable housing choices that retain existing residents, **including families, seniors, couples and millennials**
-  Increase homeownership and home purchase options
-  Create distinct neighborhoods with unique identity and lifestyle offerings that expand the choices to live in Milwaukee
-  Honor community (social) and neighborhood (physical) authenticity
-  Provide **high quality-of-life amenities including high-quality schools, safe streets and commercial and public services**

# 4 EAT, SHOP, PLAY

## TRANSFORMATIVE DIRECTION 4: "THE FRESH COAST DESTINATION"

### WHAT WE HEARD

#### MKE UNITED MUST:








### OUR NEW DIRECTION

 = Edits based on what we heard

The Greater Downtown's authentic offerings position the core as **"America's Fresh Coast"** for residents, as well as regional and global visitors.

MKE United must:

-  Create more places for people of different backgrounds and cultures to meet and break down racial/ethnic/class barriers
-  Strengthen and attract retail and cultural destinations that represent every culture of the city, including authentic and chain food, culture, and shopping options
-  Fill retail gaps and capture more in-town retail spending across all retail categories
-  Ensure that shop and play destinations are better connected by improved pedestrian walkability, cross promotional programming, and cross collaboration among corridor improvement districts
-  Reorient the lakefront as the "front door" to the city





## TRANSFORMATIVE DIRECTION 5: "ACCESS AND MOBILITY FOR ALL"

### WHAT WE HEARD

#### MKE UNITED MUST:

Improve **walkability**

Improve **public transit**,  
first focusing on  
**reliability** then **safety**

Establish a **regional  
transit authority**

Seek a community  
**consensus on parking**






### OUR NEW DIRECTION

 = Edits based on what we heard

Creating a new "culture of transit" in the Greater Downtown by **developing** new modes of transit that provide better intra-downtown and neighborhood connections.

MKE United must:

-  Link all of its existing and emerging employment **and destination districts** through **new or improved** transit line options
-  Improve **reliable, safe and comfortable** access to and efficiency of existing transit lines that connect **Milwaukee neighborhoods and the region** to the Greater Downtown
-  Improve pedestrian **walkability** and connection between destination districts and activity corridors

# 6

# ENGAGE



## NEW TRANSFORMATIVE DIRECTION 6:

### "A NEW CAPACITY TO ENGAGE AND ACT"

Based on civic and community feedback, we have added a **new transformative direction**:

## WHAT WE HEARD

### MKE UNITED MUST:

**Involve the community**  
more in decision-making processes

Create **more opportunities** for networking and connection

**Build young leaders**

There is **disproportionate access** to information across racial and socio-economic lines

**Increase education** around policy, development, and financing



## OUR NEW DIRECTION

**Creating a culture of collective impact through shared leadership and collaboration to improve civic engagement, ownership and action.**

### MKE United must:

- 📍 Support the strengthening of Milwaukee's civic engagement infrastructure through improved capacity within engagement networks, organizations and activists
- 📍 Grow leadership capacity within all community sectors in a manner that is diverse by race, income and gender
- 📍 Attract capital to support new and existing leadership and organizations to support improved implementation capacity long term
- 📍 Continue to promote engagement methods that build cross-sector decision-making tables, networks and partnerships

# Early Action Items

- Commercial corridor work with LISC
  - Brew City Match: modeled after Detroit's Motor City Match
  - Received grant funding from Chase
  - Loveland Technologies – asset mapping
  - Launch of SPARC
- Public Policy Forum research re: shared revenue
  - *Making Ends Meet* – updated report
  - *On the Money* – revenue structure and shared revenue
  - On-going education campaign
- Detroit visit

# What's Next?



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# What's Next?

- **Fall 2017:** Phase 1 summary document
- **Early 2018:** Strategic Action Session (SAS)
- **Q1 2018:** Synthesis and development of action agenda items
- **Summer 2018:** Action agenda completed

# PHASE 2 ACTION AGENDA DELIVERABLES WILL DESCRIBE:



## I M P L E M E N T A T I O N T I M E L I N E





# Questions/Comments