

THE HOP

— STREETCAR —

PRESENTED BY
 **POTAWATOMI**
HOTEL & CASINO



Record Ridership




- 2,175 riders per day in June
- 3,821 riders per day since Summerfest
- 4,149 riders per day in July
- 8,968 riders on July 13, single day record



The Vision



Total Streetcar Project Costs

Segment	Action	Local Cost
 to Wisconsin Ave	Engineering & Capital (100% Local Funds)	\$28M
 Bronzeville to Walker's Point	Commit Project Development costs	\$18.3M
 Walker's Point Alternatives Analysis	Further study beyond 1st St/Pittsburgh Ave	\$0.5M
		TOTAL \$46.8M

Streetcar Funding Plan

TID		Funding	Uses
#39	Hilton	\$4.0M	to Wisconsin Ave
#41	Time Warner Riverwalk	\$12.5M	Bronzeville to Walker's Point
#48	Park East	\$16.0M	to Wisconsin Ave
#88	4th/Wisconsin	\$8.0M	to Wisconsin Ave
#56	Erie/Jefferson	\$5.8M	Bronzeville to Walker's Point
#75	Reed Street Yards	\$0.5M	Walker's Point Alternatives Analysis
TOTAL		\$46.8M	

Streetcar Funding Plan

TID	Total Funding	Previously Approved	New Funding	Payoff
#39 Hilton	\$4.0M	\$4.0M	--	2023 (Year 23)
#41 Time Warner Riverwalk	\$12.5M	\$8.0M	\$4.5M	2023 (Year 23)
#48 Park East	\$16.0M	--	\$16.0M	2025 (Year 24)*
#88 4th/Wisconsin	\$8.0M	\$8.0M	--	2033 (Year 18)**
#56 Erie/Jefferson	\$5.8M	--	\$5.8M	2021 (Year 18)
#75 Reed Street Yards	\$0.5M	--	\$0.5M	2023 (Year 14)
TOTAL:	\$46.8M	\$20.0M	\$26.8M	

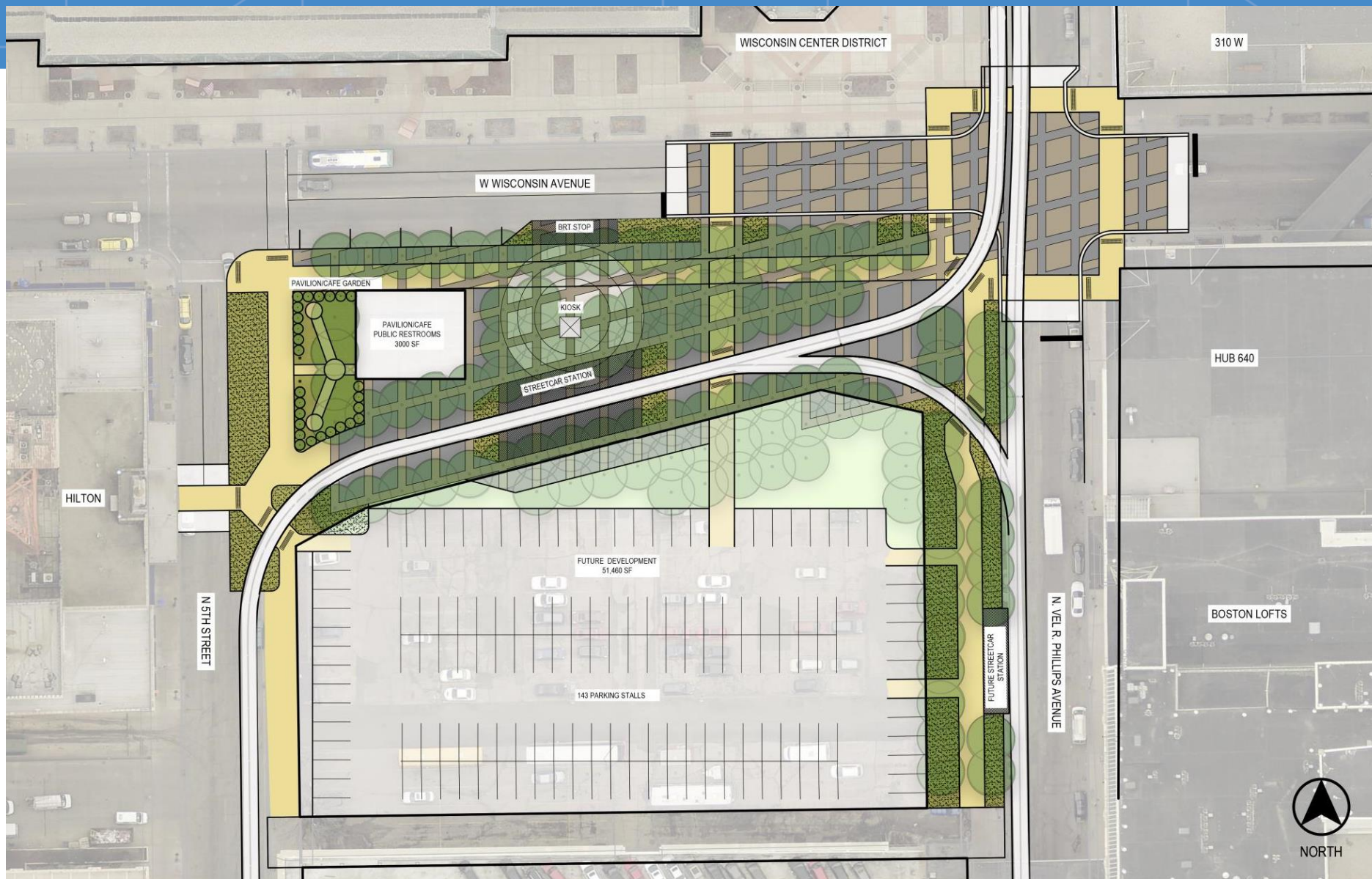
*Including \$5.0M for plaza

**Subject to future development proposal



A Signature Urban Plaza

A Signature Urban Plaza



A Signature Urban Plaza

THE PROJECT

- > Construct an approximately 0.9- acre urban plaza at Vel R. Phillips Ave. and Wisconsin Ave. at the site of an existing RACM-owned parking lot
- > Streetcar and Bus Rapid Transit stops
- > Envisioned as a green oasis with groves of trees and a future pavilion/café

COSTS AND FUNDING

- > Approximately \$5M to complete design and construction of the plaza
- > Funded through nearby local tax increment financing (TID #48: Park East)

SCHEDULE

- > September 2019: Complete design of plaza
- > October 2019: Commence plaza construction
- > July 2020: Plaza open before DNC

A Signature Urban Plaza



A Signature Urban Plaza



A Signature Urban Plaza



Vel R. Phillips

- > **First African-American:**
 - Secretary of State (WI)
 - Judge in WI
 - Milwaukee Common Council
- > **First Woman:**
 - Secretary of State (WI)
 - Judge in Milwaukee County
 - Milwaukee Common Council
- > **First African-American Woman:**
 - To graduate from UW-Madison Law School



Vel R. Phillips

- > **First African-American:**
 - Secretary of State (WI)
 - Judge in WI
 - Milwaukee Common Council
- > **First Woman:**
 - Secretary of State (WI)
 - Judge in Milwaukee County
 - Milwaukee Common Council
- > **First African-American Woman:**
 - To graduate from UW-Madison Law School
 - Elected to Democratic National Committee



VEL R. PHILLIPS PLAZA

AT VEL R. PHILLIPS AVENUE AND WISCONSIN AVENUE

