

# TAKE ADVANTAGE OF ALL DOWNTOWN MILWAUKEE HAS TO OFFER!

Millennials to empty nesters are moving downtown in droves. Entertainment options and restaurants are booming. Business expansion and relocation announcements dominate the headlines. With investment at an all-time high, there's no denying that the environment for businesses in downtown Milwaukee has never been more attractive. From employee satisfaction to convenience and prestige, downtown Milwaukee offers a growing list of competitive advantages.

## DOWNTOWN HAS A HIGHLY EDUCATED WORKFORCE

Is your company looking for talented, world-class workers who are highly educated? Downtown Milwaukee is not only the economic engine for the region, but it also features the highest concentration of young and educated residents. More than 71% of downtown residents, 25 years and older, hold associate, bachelor's, graduate or other advanced degrees. Of that, 67% have earned at least their bachelor's degree.

The percentage of downtown's 25 and older population that have advanced degrees is more than 30% higher than the region's and almost double the state's percentage.

## Percentage of Residents with Advanced Degrees



Source: US Census Bureau, American Community Survey.



## DOWNTOWN EMPLOYEES LOVE LIVING NEAR THEIR WORK

Downtown Milwaukee has an "Extremely High Live-Work Quotient," with 31% of our workers living in or within one mile of Downtown. This drastically cuts commute times, and leads to higher worker productivity and satisfaction, better quality of life, and stronger employee retention.

Source: International Downtown Association.

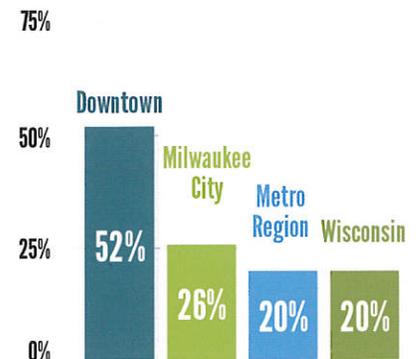


## INVESTORS LOVE DOWNTOWN MILWAUKEE

"It's very exciting what's going on there with Northwestern Mutual's new building, the streetcar, all of the art sculptures ... We love the attitude of people in Milwaukee and we love the energy it is creating."

Keith Jaffe, Middleton Partners, ownership of 411 East Wisconsin Center

## Percentage of Millennial-Aged Residents



Source: US Census Bureau, American Community Survey.



## HEAR IT DIRECTLY FROM OUR CEOS

Downtown Milwaukee's CEOs have a strong, positive affinity for downtown and feel that it is on a continued upward trajectory.

Downtown CEOs love the proximity to existing and potential clients. They know that a downtown location gives them the best ability to attract and retain talent. And just as important, they love the prestige and image portrayed by a successful and growing downtown.

These competitive advantages and many more benefits are ready and waiting for you!

According to Milwaukee Downtown's CEO Call Program, more than 85% of the surveyed downtown CEOs also believe that the business climate today is stronger or much stronger than just a few short years ago, and this sentiment continues to grow.

## A FEW CATALYTIC PROJECTS RESHAPING DOWNTOWN



MILWAUKEE BUCKS ARENA



NORTHWESTERN MUTUAL MIXED-USE TOWER



THE MILWAUKEE STREETCAR



BMO HARRIS FINANCIAL CENTER

## INVESTORS LOVE DOWNTOWN MILWAUKEE

"We think Milwaukee is steadily becoming one of the region's most livable and energetic urban areas. It's the Portland of the Midwest."

**Matt Garrison,**  
R2 Companies, ownership of 1 million SF Downtown Post Office  
redevelopment project

# DOWNTOWN MILWAUKEE BY THE NUMBERS

**\$4.2+ billion**  
in completed projects since 2005

**\$1.6+ billion** under construction

**\$1.8+ billion** on the drawing table

**67,000+**  
higher education students

**2,400+** housing units finished in  
2017 or currently under construction

**83,490** jobs held downtown

**7.1%** retail space vacancy rate,  
down from 8.5% in 2012

**16%** office space vacancy rate,  
down from 21.9% in 2012

**31%** of downtown workers living in  
or within one mile of downtown

**26,000+** residents and growing

**\$3.45 billion** in annual tourism  
sales for Milwaukee County

**\$240 million** generated annually  
by nighttime economy

**18%** of city's property value found  
in downtown's **2.7** square miles

**112** job density per acre,  
ranking 25th nationally  
among employment hubs

**12+ million** annual visitors  
for major attractions