

THE HOP

— STREETCAR —

PRESENTED BY
 **POTAWATOMI**
HOTEL & CASINO®





Results & Performance: The Hop is a Success

Construction of the M-Line

- On-time and on-budget
- 61,500 RPP hours, with over \$2M in wages
- 38% minority workforce
- \$33.83 average wage
- Over \$14M in DBE contracts



Hop = Ripple Effect Across Entire City

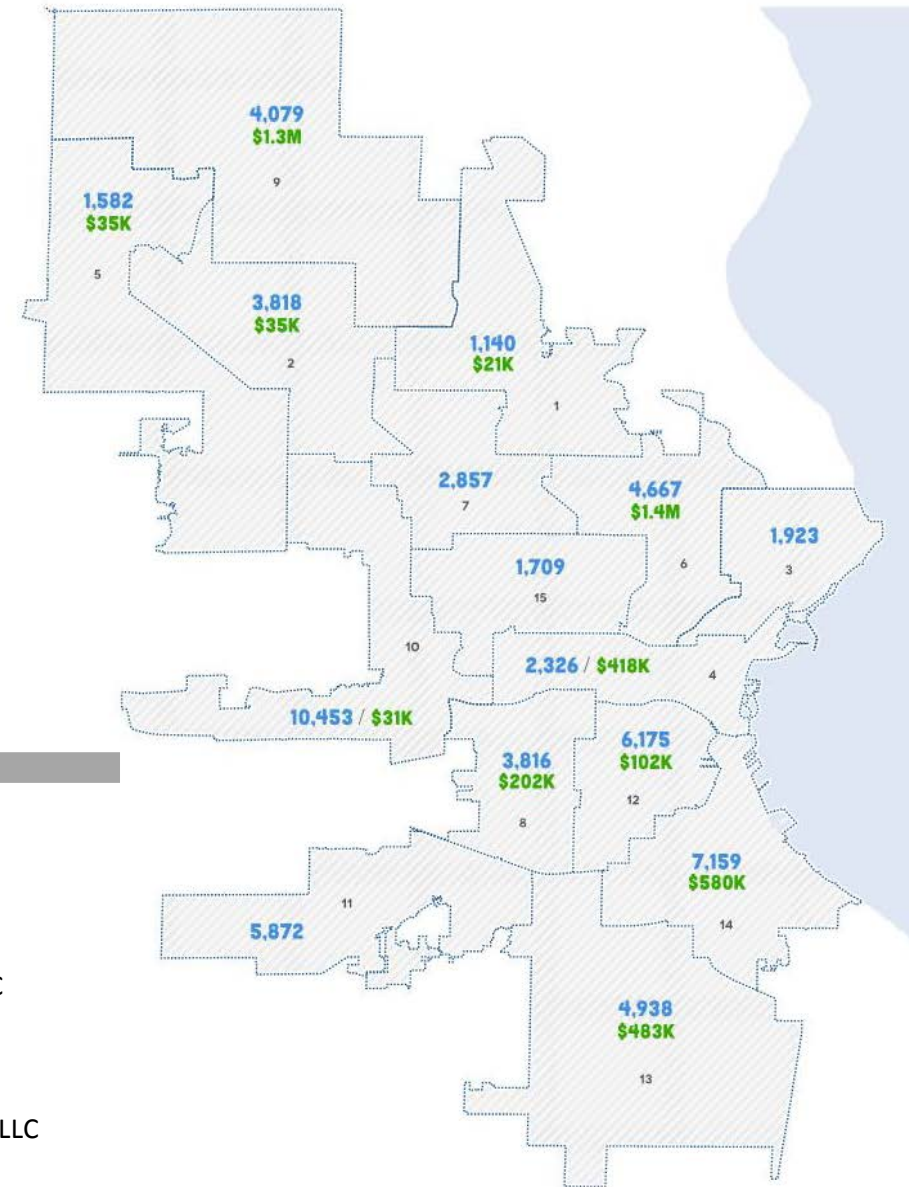
- > Economic impact felt in every aldermanic district in the city
- > Jobs and economic impact primarily outside of downtown
- > 36 full-time jobs

DBE Firms (partial list)

Gordon Solutions, LLC
 Equity Supply Group, LLC
 Heider & Bott Co.
 J.C.P. Construction, LLC
 Marek Landscaping, LLC
 P3 Development Group, LLC
 Prism Technical, LLC
 Thomas A. Mason Co., Inc.
 E.F.H. Trucking, LLC
 Community Traffic Control, LLC
 South Star Trucking, LLC
 K. Singh & Associates, Inc.
 Hetzel Tile & Marble, Inc.

ECONOMIC RIPPLE EFFECT OF THE HOP

BY ALDERMANIC DISTRICT



61,500
RPP hours

\$2M+
in wages

38%
minority workforce

\$33.83
average wage*

Over **\$14M** in
DBE contracts

36
Hop employees

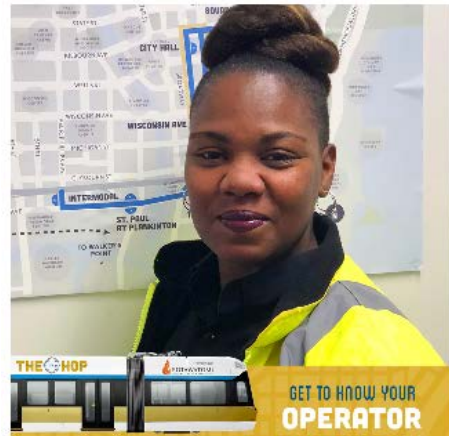
* Wage rate shown does not
include fringe benefits.

LEGEND

RPP WORKER HOURS
during construction

DBE CONTRACT TOTALS
by aldermanic district in
City of Milwaukee

Get to Know Your Operator



NAME:

Nicole Martin

HOMETOWN:

Milwaukee has been home for the past 43 years!

WHERE DID YOU GRADUATE HIGH SCHOOL?

Rufus King High School

WHERE DID YOU ATTEND COLLEGE?

Sanford Brown University



NAME:

Ventson Jones Jr.

HOMETOWN:

Milwaukee, born and raised. I grew up on the north side near the Sherman Park area.

WHERE DID YOU GRADUATE HIGH SCHOOL:

Pulaski High School

WHERE DID YOU ATTEND COLLEGE:

I'm finishing up my associates degree in business at MATC.



NAME:

Bob Franson

HOMETOWN:

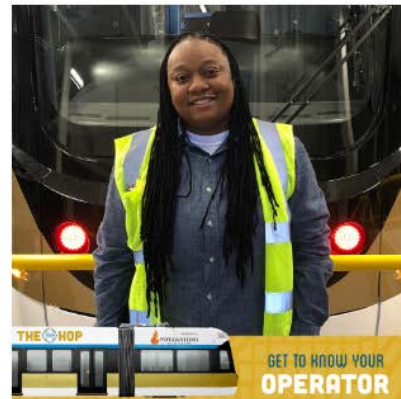
I have lived in Milwaukee for 60 years! I was away in the Marine Corps for a little bit but came back to call Milwaukee home again.

WHERE DID YOU GRADUATE HIGH SCHOOL?

Milwaukee Tech

WHERE DID YOU ATTEND COLLEGE?

I went straight into the service at 17 years old.



NAME:

Ariane Nelson

HOMETOWN:

Chicago, Illinois

WHERE DID YOU GRADUATE HIGH SCHOOL:

Madison University High School on Milwaukee's northwest side.

WHERE DID YOU WORK PRIOR TO JOINING THE HOP:

Regional Transportation District in Denver, Colorado.





PRESENTED BY

POTAWATOMI
HOTEL & CASINO

Grand Hop-ening Nov. 2 - 4, 2018

16,409 total rides during opening
weekend

Ridership (Nov '18 – Jan '19)

- > Over 200,000 rides in first three months
- > 2,109 average daily rides (1,850 projected)
- > 4,882 highest single day total (December 15, 2018)



Commitment from Business Community - Sponsorship & Marketing

- > Potawatomi Hotel & Casino Corporate Sponsor
 - > 12 years, \$10 million
 - > Includes free rides for the first 12 months
- > Bucks Playoff Vehicle



John December





Development Along The Hop

The Value

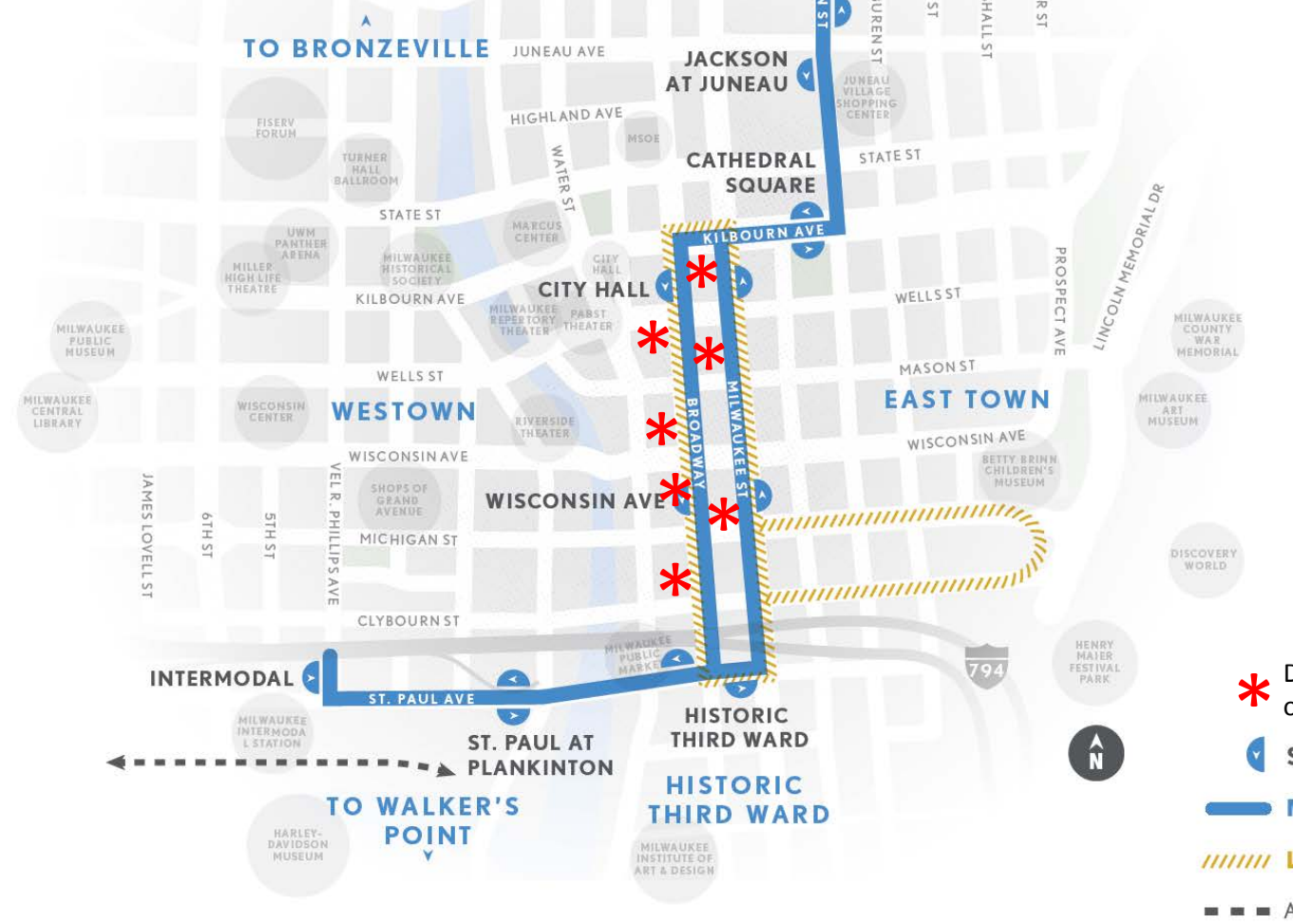
- > 435 apartment units under construction or planned directly on the M-Line or L-Line
- > 660 new hotel rooms under construction or planned along the M-Line or L-Line
- > 27.9% growth in new property value from 2015-2018 within 1/4-mile of the M-Line
- > Downtown represents 3.5% of the City's land area, but represents 22.6% of the City's assessed value



Broadway Projects

THE HOP

STREETCAR



- * Development Projects on Broadway
- v STREETCAR STOPS
- M-LINE
- - - - - L-LINE (FUTURE ROUTE)
- - - - - AMTRAK INTERCITY RAIL

Streetcar Lofts

Address: 828 North Broadway

Project: 90 market-rate apartments

Developer: Paul Dincin, Catapult Realty, LLC

Investment: \$15m

Status: Under Construction, completing in early 2020

Notes: As office building had a 20% occupancy rate. No city financial assistance.

“Dincin cited the building's placement on downtown's new streetcar service and its proximity to City Hall, the future BMO Tower, the North Water Street nightlife district and other attractions.”



BMO Tower

Address: 207 East Wells Street

Project: Class A, 25-story office tower with 360,000 SF and first floor retail.

Developer: Irgens Development

Investment: \$137m

Status: Under Construction, completing in late 2019

Notes: No city financial assistance.

"I'm very bullish on the streetcar and the positive impact that will have on downtown"

– Mark Irgens, Irgens Development



Milwaukee Athletic Club

Address: 758 North Broadway

Project: Renovation of the Milwaukee Athletic Club and creation of a 99-room hotel

Developer: Josh Jeffers and Tony Janowiec

Investment: \$69m

Status: Under Renovation, reopening in 2020

Notes: No city financial assistance.

"It's a natural requirement in the evolution of an urban city"

– Tony Janowiec



Two-Fifty

Address: 250 East Wisconsin

Project: Renovation of Class B, 200,000 SF office building

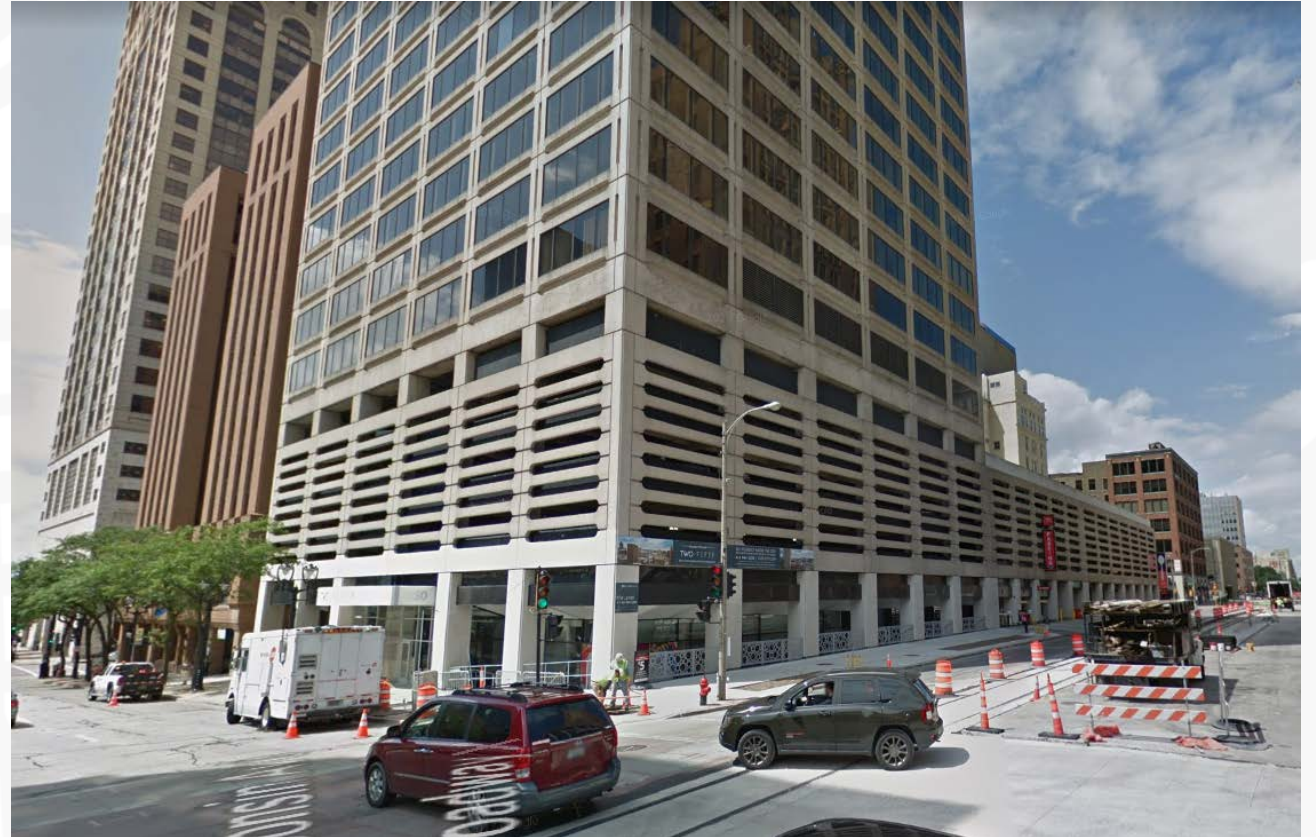
Developer: Millbrook Real Estate Company

Investment: \$10m+ renovation

Status: Under Renovation, completing in 2019

Notes: Apr. 30% office occupancy when purchased and 0% retail occupancy. No city financial assistance

"Sweeney and Chase Gravengood, the building's general manager, also said the growing number of downtown housing developments, as well as such projects as the new streetcar and Milwaukee Bucks arena, will help Two-Fifty."



Broadway Storefronts

Address: 219-27 North Broadway

Project: Renovation of two small retail storefronts

Developer: David Uihlein

Investment: N/A

Status: Under Construction, completing in late 2019

Notes: *Had been vacant, blighted storefronts for decades. No city financial assistance.*



The Kinn Hotel

Address: 600 North Broadway Street

Project: 45 room boutique hotel with first floor restaurant and rooftop lounge

Developer: Joca Properties

Investment: \$15M

Status: In approval process

Notes: Proposal would transform a vacant commercial building into a destination on the 600 block of N. Broadway

Developer Charles Bailey said “It’s proximate to just about everything. We love the proximity to the 3rd Ward. We love the proximity to the lakefront.” “Bailey also noted the building’s position on the Milwaukee streetcar line.”

– Charles Bailey



The Huron

Address: 503-531 North Broadway

Project: Class A, 11-story office building with 153,000 SF and first floor retail.

Developer: Josh Jeffers, J. Jeffers & Co.

Investment: \$54m

Status: Starts construction in 2019

Notes: Had been a surface parking lot for decades. No city financial assistance

“Another huge part of all of this is the streetcar.”

– Josh Jeffers

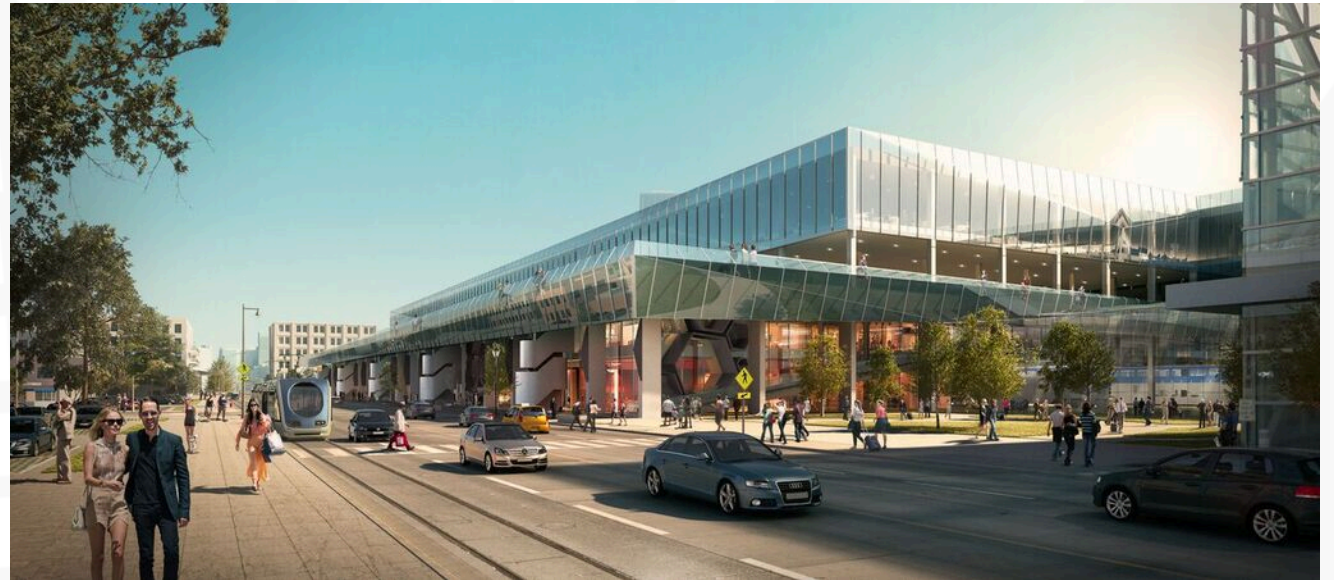
"Other advantages will include ample parking, the capability to place a sign on the building's exterior and a location along The Hop"

– Jack Enea, Husch Blackwell (anchor tenant)



Other development along the route

“The group that bought the development site, west of North Jefferson Street between East Michigan and East Clybourn streets, is Hop City Lodging LLC. That's a reference to The Hop, Milwaukee's new streetcar service” ‘These are all good things for the market and the downtown area in general,’ Bhakta said of the streetcar.”





Delivering the Momentum to the Neighborhoods

Extending the Original LPA (Approved in 2011)



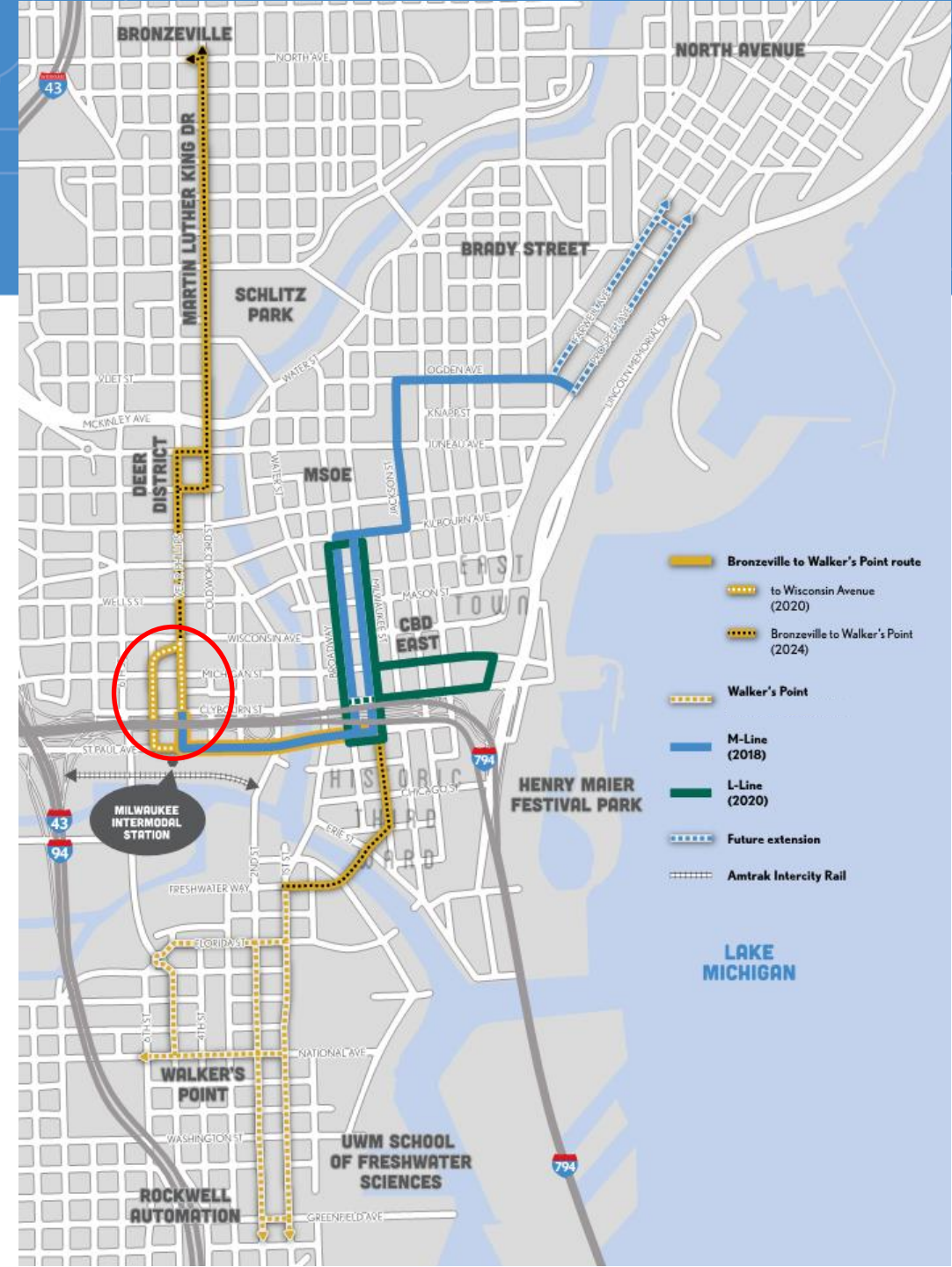
The Vision



Getting to Wisconsin Ave by July 2020

THE PROJECT

- 0.4 mile M-Line extension
- Advances the Locally Preferred Alternative adopted by Common Council
- Stations at Intermodal Station and new plaza
- Implements first section of Bronzeville Extension



Getting to Wisconsin Ave by July 2020

COSTS AND FUNDING

- > \$28 million to complete final design and construction
- > Funded through existing local tax increment financing districts



Getting to Wisconsin Ave by July 2020

SCHEDULE

- > July 2019: Complete utility agreements and commence construction
- > September 2019: Complete streetcar final design
- > October 2019: Commence streetcar construction
- > May 2020: Complete construction
- > May-June 2020: Operations testing
- > July 2020: Passenger service



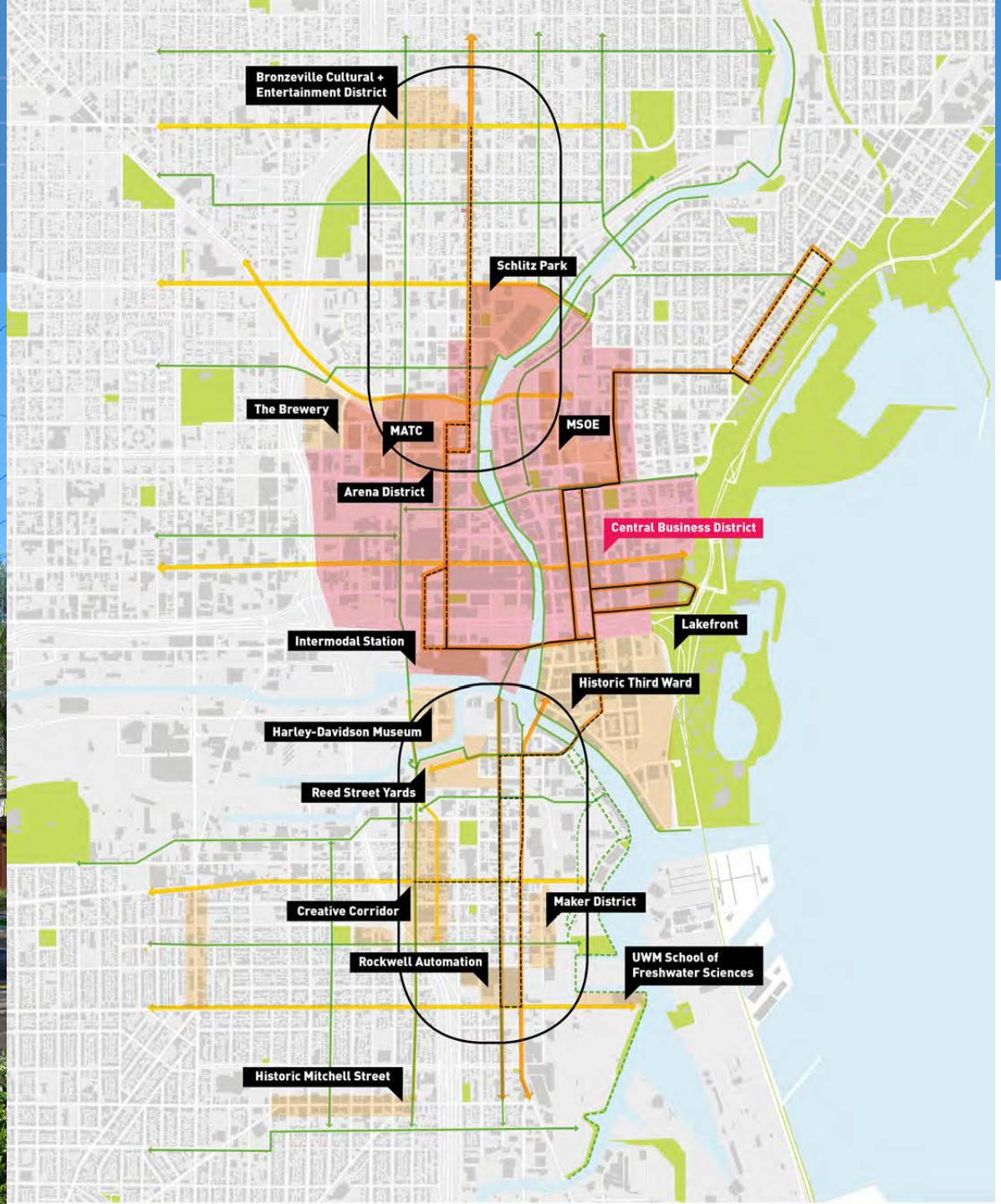
Extension to Bronzeville and Walker's Point

THE PROJECT

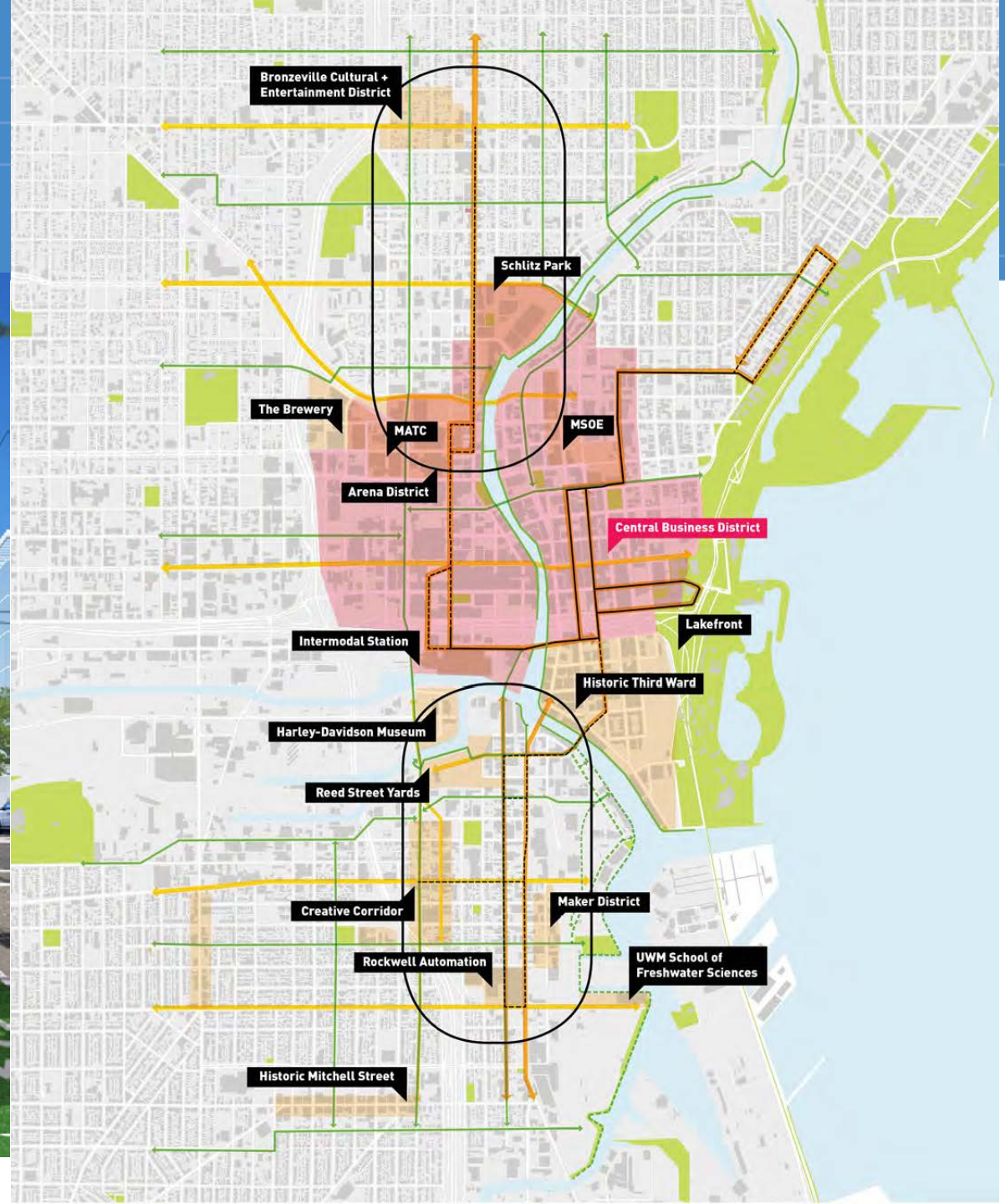
- 3.0-mile route between Bronzeville and Walker's Point
- Complete engineering and environmental studies
- Request entrance into federal funding program
- Evaluating future route alternatives for Walker's Point



Bronzeville TOD Plan (2018)



Walker's Point TOD Plan (2018)



Extension to Bronzeville and Walker's Point

COSTS AND FUNDING

- > \$18.3M from local TIF districts to fund project development activities
- > Potential for 50/50 federal and local match as part of federal funding program
- > Total project cost is approximately \$150M-\$160M (Planning Estimate)
- > \$0.5M from local TIF districts to study future route alternatives in Walker's Point






Extension to Bronzeville and Walker's Point

SCHEDULE

- > Fall 2019: Commence engineering and environmental services
- > Summer 2020: Common Council meeting – commit remaining funds for local match
- > September 2020: Submit Small Starts request for federal funding
- > Spring/Summer 2022: Receive federal funding grant agreement and commence construction
- > 2024: Open for passenger service



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	

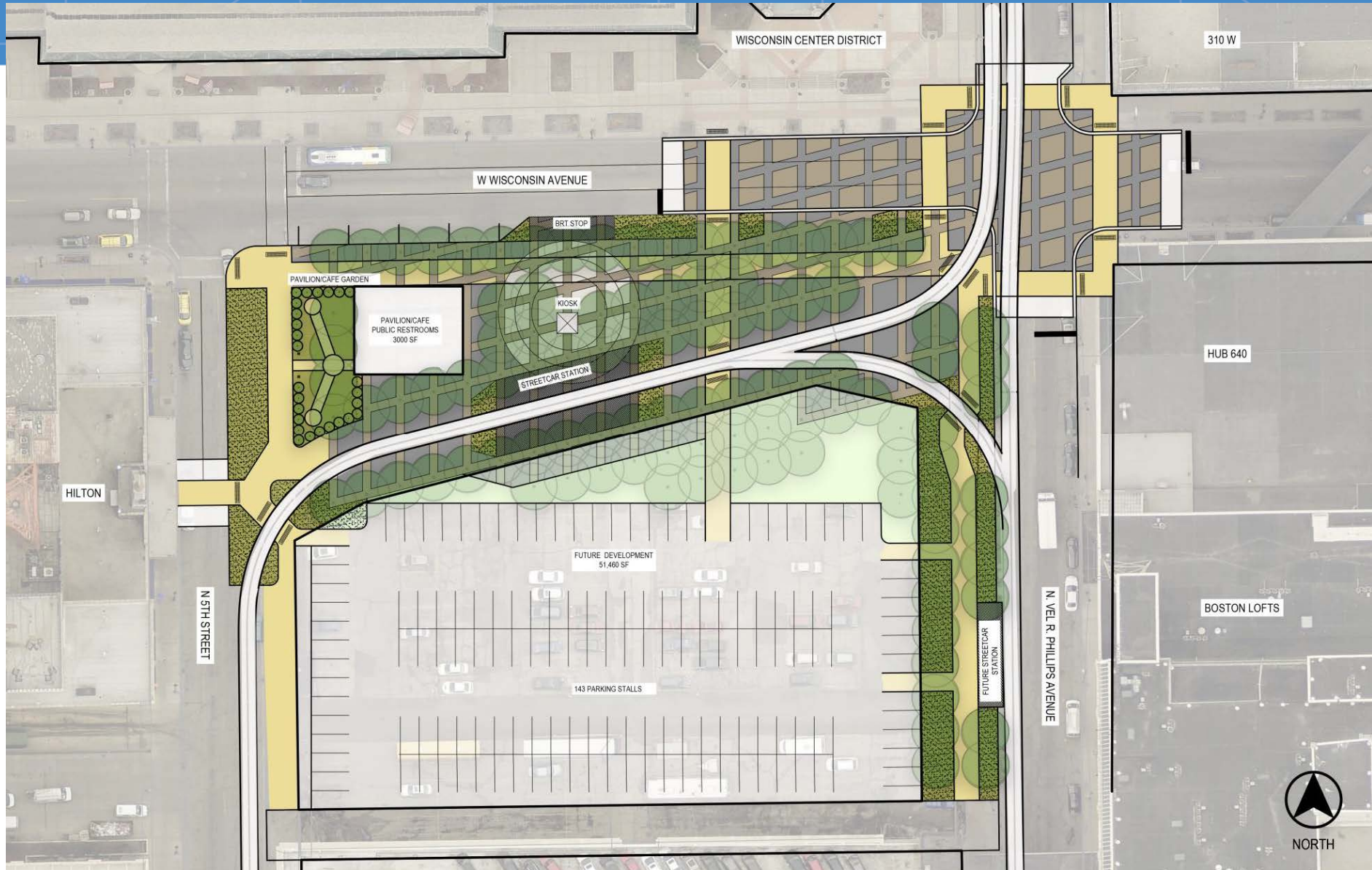
*Including \$5.0M for plaza

**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)

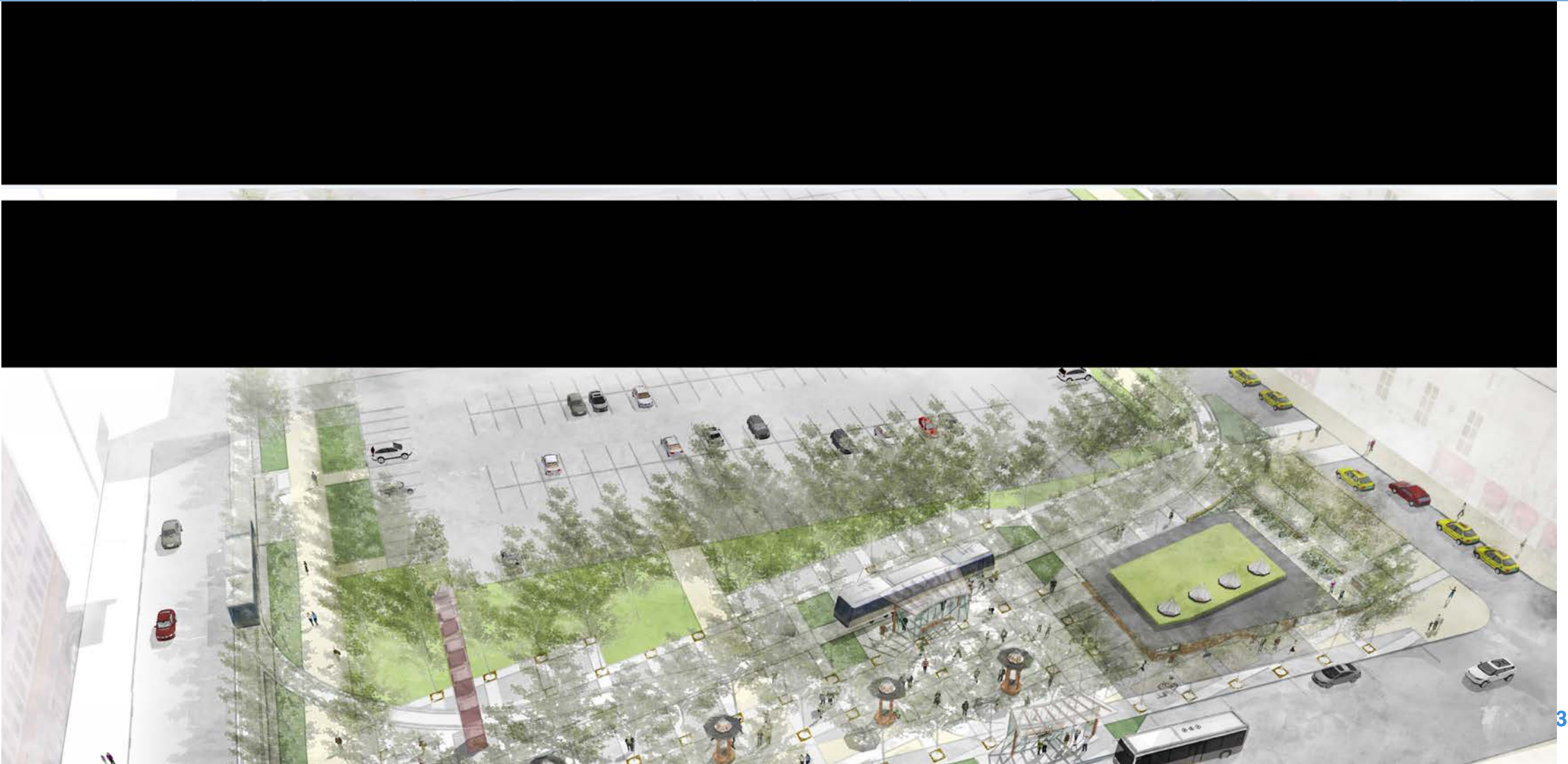
SCHEDULE

- > 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

VEL R. PHILLIPS PLAZA

AT VEL R. PHILLIPS AVENUE AND WISCONSIN AVENUE

