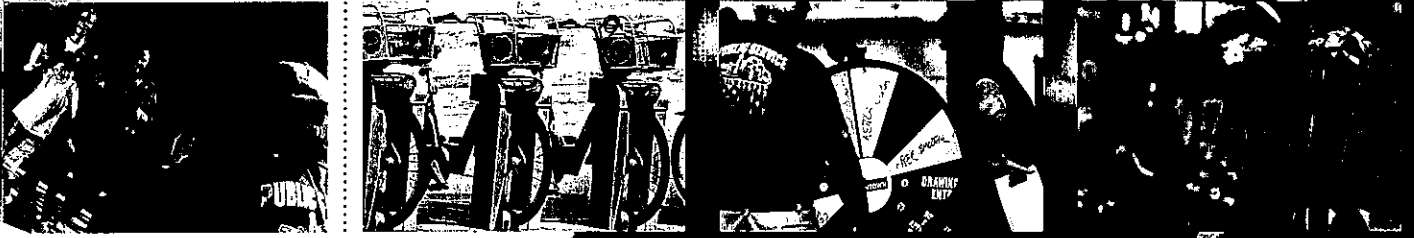


Ripple Effect





▶ From the CEO's Desk -



DURING MY 17-YEAR TENURE IN LEADING MILWAUKEE DOWNTOWN, never have transportation and connectivity been more top of mind than the present.

From the approval of the Milwaukee Streetcar by the Common Council in February 2015, to discussions surrounding the in-fill of street-level gaps near the new multipurpose arena location and Lakefront Gateway Project, the notion of getting around with ease has become a hot topic for

our downtown community.

Fortunately, many projects to improve connectivity are already in play. In fact, Milwaukee Downtown has been working behind the scenes on several initiatives as it is one of our organization's top goals.

On a broader scale, Milwaukee Downtown has been working with MetroGO! to aid in advocating for improved regional connectivity. One of MetroGO!'s top priorities has been to ensure workers throughout southeast Wisconsin can connect to jobs through public transportation. Proposed solutions that the organization is currently vetting include a sophisticated rapid bus transit system or fixed rail system.

Improving our connectivity to the region is also the goal of the renovations at the Milwaukee Intermodal Station. The station's train shed and platform are being revamped to make the hub a more user-friendly destination, especially for guests with disabilities. While already serving 1.4 million users annually, the improvements should further expand our reach of regional visitors.

And along with the upcoming Milwaukee Streetcar, smaller projects are helping to enhance the pedestrian flow in Milwaukee's central business district. Several years ago, Milwaukee Downtown's Responsible Hospitality Task Force identified the passageway between the Historic Third Ward and central business district as an impediment. As construction along I-794 begins to wind down, soon the underpass will boast new lighting and landscaping, making the passageway more pedestrian-friendly.

Services such as Bubl'r Bikes and the Milwaukee Trolley Loop have also improved connections from Point A to Point B. Milwaukee's bike-share program, Bubl'r Bikes, made a splash with its debut last year and will continue to have a ripple effect throughout downtown. And the Milwaukee Trolley Loop, downtown's privately funded seasonal service, remains a valuable amenity as evidenced by our record-breaking ridership on July 3.

This is an exciting time for transportation and connectivity in our community. Let's not lose sight of the progress that's already been made. There's still work to be

done. With the delays in progress already at work, we have the opportunity to push out these into a world-class, world-leading and desirable hub.

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Downtown's Emerging Entrepreneurs

EARLIER THIS YEAR, Kiva Zip loans entered the Milwaukee marketplace. Kiva's crowd-funded model supports local entrepreneurs by offering 0% interest loans of up to \$5,000.

Another component key to Kiva's success is their ability to vet entrepreneurs through local organizations. When Kiva enters a market, local organizations are inducted as trustees to endorse entrepreneurs within their community. Milwaukee Downtown was one of several Milwaukee organizations invited to participate as a trustee.

Part of Milwaukee Downtown's role was to recommend two emerging entrepreneurs. Given their comprehensive business plans and unique product offerings, The MKE Fashion Incubator and Rock Paper Scissors were the two businesses selected for endorsement by Milwaukee Downtown. And with crowd-sourced funding secured within one week of exposure on the Kiva website, both The MKE Fashion Incubator and Rock Paper Scissors were given the extra boost they needed to help them both open their doors in the central business district in spring.

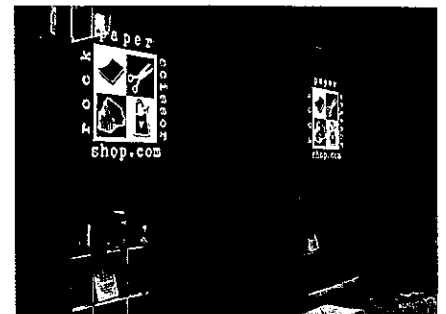
Threading Together Milwaukee's Creatives

The MKE Fashion Incubator, 608 N. Broadway, focuses on fashion design resources and support services to foster industry growth, attract talent and expand local opportunities for designers. Founded by Terry Schaefer and now led by Gretchen Robers, Mary Pape, Iris Acevedo and Brenda Schmidt, the Incubator supplies local designers a nurturing environment that is equipped with 14 sewing machines, multiple cutting tables and sergers available for use. It also offers co-working spaces in addition to workshops and open sewing time. The latest collaborations include a partnership with Swoon Swimwear to create swimsuits designed and made in Milwaukee, plus a community collaboration with Discovery World's Summer Fashion Camp.

The Incubator also offers private lessons, and weekend and evening classes, including Sewing 101, Family Sewing Workshops, Mending Monday and Sip & Stitch. **For more information on The MKE Fashion Incubator, visit mkefashionincubator.com.**

Shaking Up Milwaukee Street with Local Art & Gifts

Rock Paper Scissors, owned by Kelly Everson, is another new store highlighting local artists' creativity. Located at 757 N. Milwaukee Street, the boutique features a variety of exclusive wares from lighting and furniture to homemade gifts like jewelry and paintings, appropriate for all budgets. Such one-of-a-kind items include hand-painted ceramic and glass vases by Dye Drop, concrete vases and home décor pieces by Badseed, and handwoven rugs, table runners, placemats and throw blankets by One Who Weaves. **To learn more on Rock Paper Scissors, visit rockpaperscissorshop.com.**



A Week to Feel Appreciated

Downtown Employee Appreciation Week



IT PAYS TO WORK DOWNTOWN.

Just ask the 81,000 employees who make up downtown Milwaukee's workforce.

Returning July 27 -- 31 for its 10th year, Downtown Employee Appreciation Week will offer its fan favorites and new twists to after-hours events.

The fun begins Monday with a ribbon-cutting ceremony at 11:45 a.m. in Red Arrow Park, followed by the launch of free lunch for the week, and plenty of games, prizes and discounts exclusive to downtown employees.

New this year, office challenge games will be revamped by the games' sponsor, Associated Bank, and loads of new 1,000-item daily giveaways will sweeten employees' lunch breaks.

To spread the fun around our downtown neighborhood, lunchtime activities will continue to rotate to various areas of downtown throughout the week. Look for us in Red Arrow Park on Monday, Pere Marquette Park on Tuesday, Schlitz Park on Wednesday, Zeidler Union Square on Thursday and Cathedral Square Park on Friday.

Also new are three evening events -- an I Work Downtown Kickball Tournament on Wednesday, a 5K Fun Run with Milwaukee Running Festival





DOWNTOWN EMPLOYEE
APPRECIATION
WEEK



on Thursday and an I Work Downtown Happy Hour Boat Cruise on Friday. Preregistration is required for the kickball tournament and boat cruise.

In addition, downtown workers can enjoy one of our many returning after-hours functions like the I Work Downtown Volleyball Tournament on Monday and Tuesday, and Downtown's Grandest Happy Hour on Thursday. Sorry, registration for the volleyball tournament has closed!

While there are many year-round benefits to working in Milwaukee's central business district, no week packs more perks than Downtown Employee Appreciation Week. For a full schedule of events, giveaways and employee discounts, visit milwaukeedowntown.com/iworkdowntown.



MONDAY | JULY 27

11:45am – 1:30pm

**Opening Ceremony
RED ARROW PARK**

- Office Challenge Games
- Spin-to-Win Wheel
- Bucks Basketball Shootout
- Feeding America Fund/Food Drive
- Brewers' Racing Sausages
- Noon Giveaways
- Cousins Subs: 1,000 mini subs & 1,000 bags of chips
- Davians Catering: 1,000 brat sliders
- Starbucks: 1,000 iced coffee samples
- DoubleTree by Hilton: 1,000 chocolate chip cookies

5:00pm – 8:00pm

**I Work Downtown
Volleyball Tournament
BRADFORD BEACH**

- Registration now closed.

THURSDAY | JULY 30

11:45am – 1:30pm

**Daily Downtown
Employee Celebration
ZEIDLER UNION SQUARE**

- Office Challenge Games
- Spin-to-Win Wheel
- Bucks Basketball Shootout
- Health, Beauty & Wellness Expo
- Feeding America Fund/Food Drive
- Brewers' Racing Sausages
- Playworks Adult Recess
- Noon Giveaways
- Refuge Smoothie: 1,000 healthy wraps and carrot sticks
- Noodles & Company: 1,000 mini bowls of Bangkok Curry and Cucumber Tomato Salad

5:00pm – 7:00pm

**Downtown's Grandest
Happy Hour
THE SHOPS OF GRAND AVENUE –
CENTER COURT**

5:00pm – 7:00pm

**5K Fun Run –
MKE Running Festival
PERE MARQUETTE PARK**

TUESDAY | JULY 28

9:30am – 10:30am

**World's Largest
Coffee Break
CATALANO SQUARE**

11:45am – 1:30pm

**Daily Downtown
Employee Celebration
PERE MARQUETTE PARK**

- Office Challenge Games
- Spin-to-Win Wheel
- Bucks Basketball Shootout
- Feeding America Fund/Food Drive
- Brewers' Racing Sausages
- Noon Giveaways
- Irita Pita: 1,000 mini pitas & 1,000 bags of chips
- Joey Buona's: 1,000 cannoli cups

5:00pm – 8:00pm

**I Work Downtown
Volleyball Tournament
BRADFORD BEACH**

- Registration now closed.

FRIDAY | JULY 31

11:45am – 1:30pm

**Closing Ceremony
CATHEDRAL SQUARE PARK**

- Office Challenge Games
- Spin-to-Win Wheel
- Bucks Basketball Shootout
- Feeding America Fund/Food Drive
- Brewers' Racing Sausages
- Playworks Adult Recess
- Noon Giveaways
- Noodles & Company: 1,000 mini bowls of Macaroni and Cheese & 1,000 rice krispie treats
- Miller Bakery: 1,000 pretzel bites
- 600 East Cafe: Ja Mochas

6:00pm – 8:00pm

**I Work Downtown Happy
Hour Boat Cruise
MILWAUKEE RIVER CRUISE LINE –
PORT OF CALL BISTRO**

- Preregistration required.

WEDNESDAY | JULY 29

11:45am – 1:30pm

**Daily Downtown
Employee Celebration
SCHLITZ PARK**

- Office Challenge Games
- Spin-to-Win Wheel
- Bucks Basketball Shootout
- Feeding America Fund/Food Drive
- Brewers' Racing Sausages
- Playworks Adult Recess
- Noon Giveaways
- The Brown Bottle: 1,000 beer cheese nuggets
- Davians Catering: 1,000 sliders & 1,000 cups of coffee
- Milwaukee Bucks: 1,000 ice cream cups

5:00pm – 8:00pm

**I Work Downtown
Kickball Tournament
MSOE ATHLETIC FIELD**

- Registration now closed.

DOWNTOWN PASSPORT

Prizes Galore!

Get your Downtown Employee Appreciation Week passport stamped at three or more activities and be eligible for fabulous downtown prizes. Print out your passport at milwaukeedowntown.com/iworkdowntown or pick one up from a Public Service Ambassador at the Milwaukee Downtown info tent. Passports and Spin-to-Win entries must be turned in by 12:30pm on Friday, July 31 to be eligible to win.

Milwaukee Downtown Leads Fundraising for Alleviating Chronic Homelessness

Innovative solutions target the chronically homeless in Milwaukee.

"By providing permanent, independent housing without prerequisites for sobriety and treatment, and by offering support services through consumer-driven Assertive Community Treatment teams, Housing First removes some of the major obstacles to obtaining and maintaining housing for consumers who are chronically homeless."

Dr. Sam Tsemberis - Keynote Speaker & Founder of Pathways to Housing



LAST MONTH, Milwaukee Downtown hosted a symposium for the downtown business community on chronic homelessness and aggressive panhandling. The discussion with City and County leaders followed the recent unveiling of a \$1.8 million plan to end chronic homelessness in Milwaukee County over the next three years. Dr. Sam Tsemberis, founder and CEO of Pathways to Housing, was the keynote speaker for the summit offering innovative solutions and success stories of his housing-first model, which has proven to be effective in New York City, Washington D.C. and Philadelphia.

At the conclusion of the symposium, panelists presented three local solutions that would be supported by the Milwaukee County Housing Division and District Attorney's Office. The plan calls for the addition of a community prosecutor for downtown, addition of a homeless outreach worker for downtown and the opening of a new homeless resource center.



The implementation of these three strategies would provide immediate access to diversion services to assist the business community and provide accountability to those who habitually exhibit nuisance behaviors in the central business district. The cost to implement these initiatives is approximately \$230,000 annually. Milwaukee Downtown, BID #21 is currently seeking the funding to fulfill these much-needed services. If you would like information on getting involved, contact Beth Weirick at bweirick@milwaukeedowntown.com.

ADDITION OF A COMMUNITY PROSECUTOR

Community prosecution is founded on the idea that prosecutors have a responsibility not only to prosecute cases, but to solve public safety problems, prevent crime and improve public confidence in the justice system. Around the country, prosecutors are taking on new responsibilities that reflect this shift – working out of neighborhood offices and collaborating with others (including residents, community groups and other government agencies) in the development of problem-solving initiatives. In many cases, community stakeholders actually help to set the crime fighting agenda and participate in the solutions. Definitions of success are changing as well. Rather than simply tallying cases won or jail sentences imposed, community prosecutors are measuring the effect of their work on neighborhood quality of life, community attitudes and crime.

ADDITION OF A HOMELESS OUTREACH WORKER

Through the Milwaukee County Housing Division's new homeless initiative, the Division has expanded its role to provide homeless outreach as a component of the Housing First model. This plan proposes a homeless outreach worker, staffed by Milwaukee County, who will be dedicated solely to the downtown area. This individual will have a consistent presence with an outreach vehicle, and would be a first point of contact for businesses via cell phone for any homeless-related issues downtown. Outreach staff will coordinate an immediate housing and service plan to quickly get individuals off the street. Outreach staff will also be actively engaged with the Community Prosecutor to ensure accountability for nuisance behaviors.

Modeled after a successful program in Minneapolis, Milwaukee County is proposing to open a new homeless resource center in conjunction with a new permanent supportive housing development in Milwaukee. Cardinal Capital Management, the County's leading supportive housing provider, has received Low Income Housing Tax Credits for a new 24-unit supportive housing development focusing on harm reduction that would be located close to downtown. The target population for this project is individuals that are homeless and have severe alcohol addictions. The community space of this building has been designed to allow for a resource center for homeless individuals. This resource center would focus on referrals for treatment, services, housing, employment, and other needs to allow individuals to exit and remain out of homelessness.

MKE BLUEPRINT

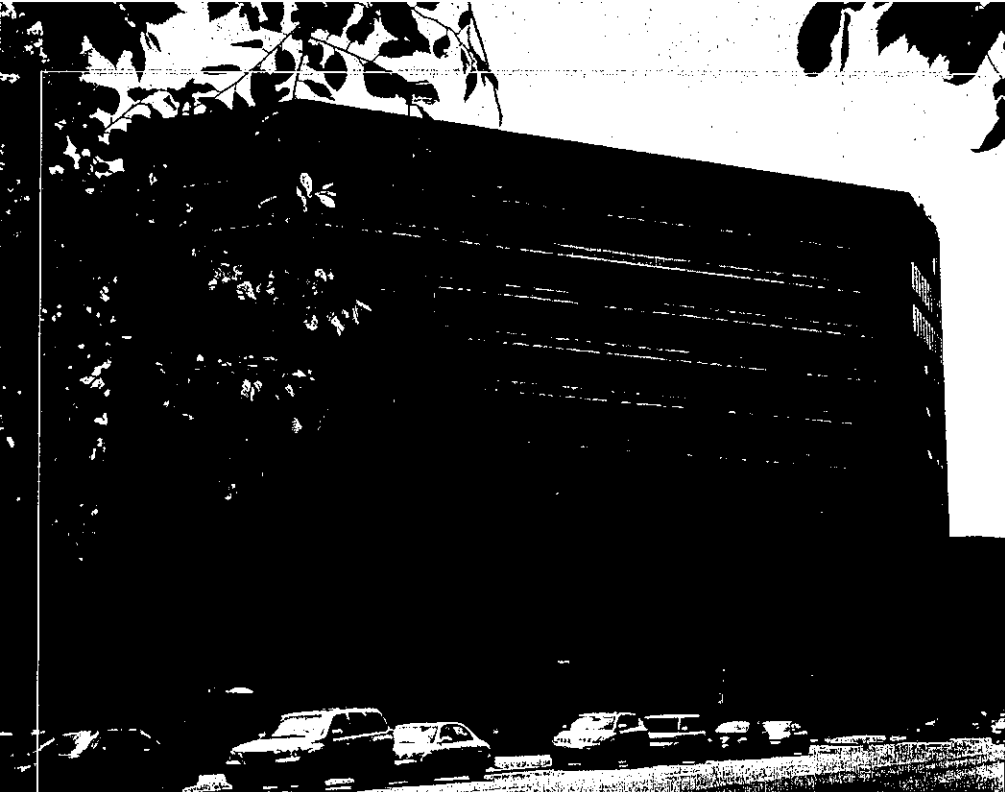


Downtown Milwaukee's Changing Landscape

Milwaukee Downtown, BID #21 | 600 East Wells Street | Milwaukee | 414.220.4700 | MilwaukeeDowntown.com



The 833 East building is part of the renaissance reshaping Milwaukee's downtown skyline with more to come!



The Buckler - 401 West Michigan

reinvention of the former UMB property and its surrounding eight acres, Westtown is positioned to emerge as downtown's hottest new neighborhood.

Most importantly, there are adaptive reuse projects currently underway and scheduled for completion during 2015 that are converting nearly 500,000 sq. ft. of obsolete office space into approximately 350 new apartments. These new residences, representing approximately \$60 million in combined private and public investment, are the essential density component to making a vibrant hub of people who will live, shop, dine and work in Westtown.

Westtown Becomes Downtown's Next Hottest Neighborhood

With high-profile developments like Northwestern Mutual's headquarters tower, Jirgens' 833 East Michigan office building and the Lakefront Gateway project, the East Town neighborhood has garnered the attention of many downtown observers.

west of the Milwaukee River has been lively, yet much more under-the-radar. Building on the momentum of significant redevelopment projects such as Schlitz Park and The Brewery, planned catalytic developments like the multipurpose arena entertainment district, and Marquette University's planned

At the same time, redevelopment



MKE Lofts - 725 North Plankinton

Earlier this year, the Milwaukee Common Council voted to approve the Milwaukee Streetcar. The decision was a victory for downtown Milwaukee, advancing economic development opportunities and improving connectivity within the central business district.

Since 2005, over \$2.6 billion has been invested in completed private and public projects in and around the central business district, spurring a dramatic turnaround that has re-established downtown as a vibrant center of activity. In addition, \$980+ million is currently being invested in projects under construction, and another \$1.2+ billion awaits in proposed projects.

As demonstrated by other cities with fixed transit, the 2.5-mile Milwaukee Streetcar system, which includes connections to the Lakefront and Couture, could spur investment near and along the route, attract and retain businesses and talent, appeal to millennials who are less likely to own cars, and further establish Milwaukee as a world-class city that can compete globally.

• Common Council Approval

• Public Utility Construction Start
• Vehicle Selection

• Mainline and Maintenance Facility Bidding & Contractor Selection

• Mainline and Maintenance Facility Construction Start

Together, these three projects will provide Westtown with greater residential density and create additional demand for retail and consumer services.

MKE LOFTS

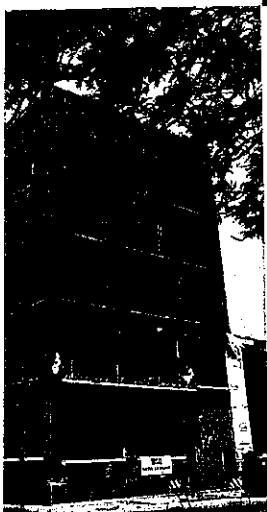
Local developer HKS Holdings is taking on the historic rehabilitation of the century-old Posner Building on West Wisconsin Avenue to create the MKE Lofts. Currently home to Mo's Irish Pub, the building will boast 105 apartments. Amenities will include in-unit laundry, stainless steel appliances, heated underground parking, a fitness facility and a club room. The developer is seeking tenants for 8,000 sq. ft. of new ground floor commercial space as part of the redevelopment.

THE BUCKLER

The former Blue Cross Blue Shield HQ building on 4th and Michigan will soon become The Buckler, offering 207 luxury market-rate units overlooking Zeidler Union Square. Phoenix Development Partners along with Chicago-based CA Ventures LLC will invest \$30.6 million into the building. When complete, The Buckler will tout underground and surface parking, a basketball court, fitness center, conference room, party room and courtyard with a fire pit.

700 LOFTS

Just a few blocks west of The Buckler will be 700 Lofts – a redevelopment by Kenosha-based Bear Development. Combining historic preservation and affordable housing tax credits, the repurposed building will have 49 apartments, 41 of which will be reserved for residents earning less than 60% of the area's median income. 700 Lofts will offer underground parking, a community room, activity room and fitness center.



700 Lofts - 700 West Michigan

• 25 North Plankinton Avenue	• 401 West Michigan Street	• 700 West Michigan Street
• HKS Holdings	• Phoenix Development Partners	• Bear Development
• \$21.9 Million	• \$30.6 Million	• \$6.7 Million
• 105 Units	• 207 Units	• 49 Units
• Studios, 1/2, 1 1/2, 2 Bed, 3 Bed	• \$750 - \$3,000+	• \$550 - \$1,000
• Heated Underground	• Underground & Surface	• Underground
• Late Summer 2015	• Late Summer 2015	• Late Summer 2015
• mkelofts.com	• bucklerprospectportal.com	• 700loftsmilwaukee.com



"The Milwaukee Streetcar is a game changer for downtown," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "We look forward to seeing this catalytic project come to fruition, and know the success of the starter system will prompt expansions to near-downtown neighborhoods and beyond for the benefit of our city and region."

Delivery of First Vehicle

• Maintenance Facility Construction Complete

• Mainline Construction Complete
• System Testing & Startup

• Revenue Service Starts



Milwaukee Among Many Urban Centers Re-emerging as a Workplace Destination

Downtowns across the country are experiencing an upward growth trajectory as new businesses emerge, existing businesses grow or relocate, and more and more people flock to the urban center for living options.

People Moving

As evidenced by these trends, changing preferences and redefining core values are making cities magnets for downtown dwellers. Educated younger people in particular, ones that prefer alternative transportation modes, have a propensity to rent over buy, seek a vibrant nightlife and thrive on socio-economic diversity, are choosing to live in walkable urban neighborhoods with these characteristics.

In the City Observatory's "The Young and the Restless and the Nation's Cities" study, Joe Corrigan demonstrates that talented younger adults are much more likely to live in urban neighborhoods. Today, young adults with four-year degrees are approximately 126% more likely to live in downtowns or in nearby neighborhoods than other metropolitan residents.



Businesses Following

With talented workers concentrating in or adjacent to downtown, employers are following suit with their locational decisions. In the same study, Corrigan states "...the growing preference of talented young workers for urban living is influencing the location decisions of private firms. Access to labor is a critical competitive factor...as a result, many firms decide to locate in places where they can easily find lots of talented workers and where it is relatively easy to attract more."

This trend is also echoed by the Smart Growth America study titled "Core Values: Why American Companies are Moving Downtown." After interviewing nearly 500 companies that have either relocated, opened new offices, or expanded in walkable downtowns between 2010 and 2016, six common themes emerged. The top reason for investment in downtowns was being able to attract and retain talented workers. Employers cited the need to fulfill employees' wishes to be in a neighborhood with restaurants, cafes, cultural institutions, entertainment and nightlife, as well as easy access to public transportation.

Northwestern Mutual affirms this

motivating factor with its decision to build a new \$450 million world headquarters in downtown Milwaukee rather than a suburban location. While there were additional costs with a downtown location, Northwestern Mutual expressed that a "downtown location was worth the additional cost... professionals, especially young people, increasingly want to live and work in an urban environment."

Nationally, companies like GE in Cincinnati, Motorola Mobility and Hillshire Brands Co. in Chicago, Quicken Loans and Fifth Third Bank in Detroit, and Yahoo, VISA and Pinterest in San Francisco have all decided to move completely or expand in their respective downtowns to be closer to their talent pools as a means to recruit and retain the best employees.

Live-Work Dynamic

In 2013, the Philadelphia Center City District prepared a report documenting the live-work dynamic in 21st century U.S. cities for the International Downtown Association. The study, titled "Downtown Rebirth," demonstrated that America's 150 largest cities hold 30% of all jobs in the country, and the 231 major employment centers within them contain 18.7 million

jobs – 14.4% of total U.S. employment. Nationwide, downtowns are the preferred place for work, entertainment and living.

Locally, downtown Milwaukee is a leader in this trend. Downtown Milwaukee has an “extremely high live-work quotient” with 30.9% of its downtown workforce living within the central business district or in a one-mile radius of downtown. For comparison, downtown Denver shares the same live-work quotient as Milwaukee.

“Downtown Milwaukee’s live-work quotient is extremely high,” said Paul Levy, president and CEO of Center City Philadelphia, and author of the “Downtown Rebirth” study. **“And like many major cities, the residential population living within a mile of downtown is growing faster than the rest of the city, and sometimes faster than adjacent suburbs.”**

Perhaps most interesting are the impacts of this trend on the urban environment and real estate market. According to the 2014 Urban Land Institute’s annual “Emerging Trends” report, “...the growth of generation Y [or millennials] and its impact on all sectors of commercial real estate could be the singular most dominant trend for many years. This group lives, works, and plays in different ways than previous generations. The impact will be felt by all real estate sectors.

This generation will be more urban and less suburban; they won’t want to drive as much but will want to be mobile. From in-town rental housing to collaborative office space to close-in warehousing to ensured same-day delivery from online retailers, gen Y will be a noticeable force in shaping commercial real estate.”

With concrete evidence mounting daily, these trends provide support for policy makers, public sector officials, and the development community to continue cultivating an environment in downtown Milwaukee that is poised to reap the multitude of benefits that will come as this urban revitalization trend persists.

TOOLS AND INCENTIVES

Milwaukee Downtown Business Development Loan Pool

Milwaukee Downtown, BID #21, partnered with First Bank Financial Centre (FBFC) to create the Milwaukee Downtown Business Development Loan Pool (BDLP) program as a financing tool for potential financing to assist in commercial revitalization efforts, increase capital investments, and provide support to new and existing property owners and businesses located within the boundaries of BID #21. The program can provide low-cost loans to businesses and property owners for redevelopment or improving commercial and office building structures. Loans generally range from \$10,000 to \$25,000 with fixed interest rates as low as 1.0%.

Kiva Zip Loans

Kiva Zip is an online program that provides 0% interest loans for small businesses and entrepreneurs through a crowdfunding platform. The Kiva Zip program aims to expand access to capital (loans up to \$5,000) and connect entrepreneurs with the global community. Milwaukee Downtown, BID #21, is a trustee of the program and is seeking small businesses and entrepreneurs to work with and endorse for the Kiva Zip loans.

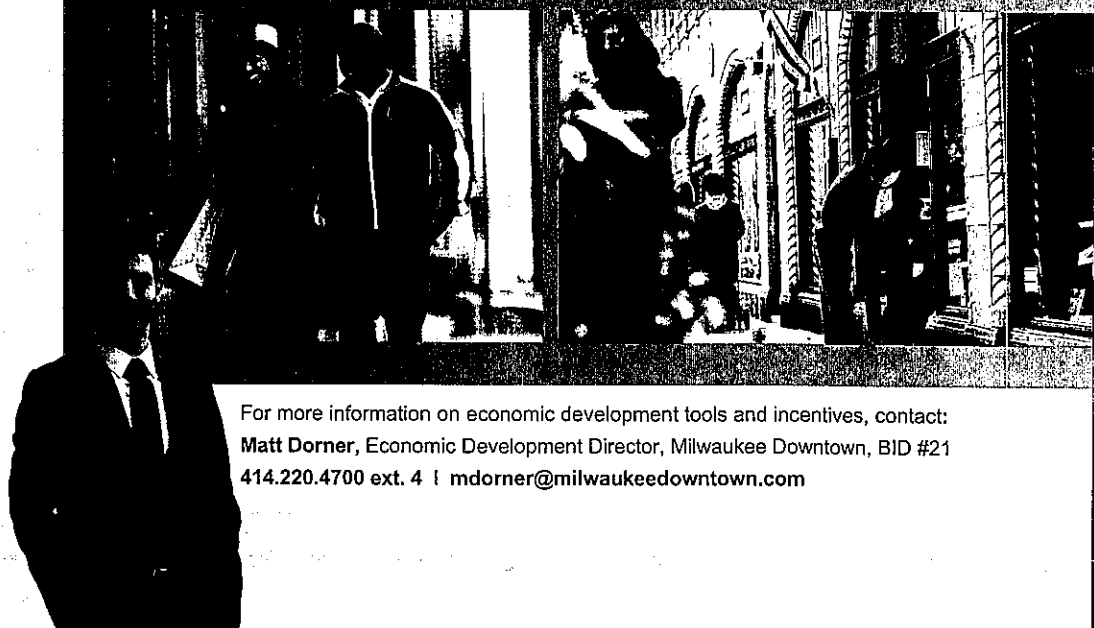
PACE Financing

Milwaukee Downtown, BID #21, has partnered with PACE Equity to establish a \$20 million financing pool to facilitate energy efficiency improvement projects for commercial properties located within the boundaries of BID #21. The Property Assessed Clean Energy (PACE) financing pool assists commercial property owners to affordably finance building upgrades such as heating and cooling systems, roofs, elevators, mechanicals, lighting, controls and solar. PACE financing can be used for building renovations, energy upgrades, or new construction.

PACE allows commercial property owners to pay for improvements over a longer period of time with 0% interest while keeping the benefits of lower energy and maintenance bills. Payments are collected through the property tax system and projects are designed so the property owners pay for the special district while resulting in net positive cash flow.

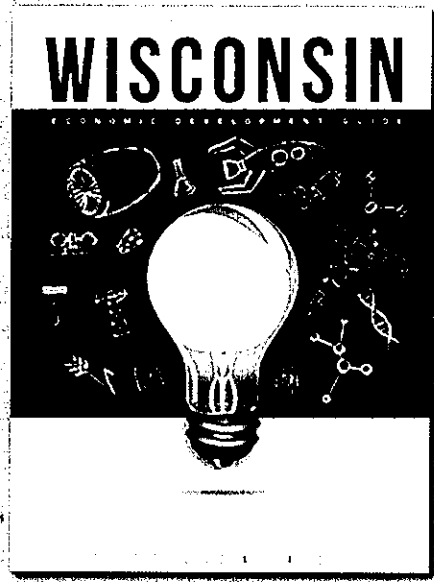
Facade and Whitebox Grants & Retail Investment Fund

Milwaukee Downtown has offered programs to assist property owners and businesses in improving the interior and exterior of commercial properties while other programs are underway. Grants are provided through Milwaukee Downtown staff works with the City of Milwaukee to fund these and other programs in the best way possible and ensure commercial revitalization projects are successful. In most instances, BID #21 programs are coordinated with City programs to bring projects to fruition.



For more information on economic development tools and incentives, contact:
Matt Dorner, Economic Development Director, Milwaukee Downtown, BID #21
414.220.4700 ext. 4 | mdorner@milwauekedowntown.com

Wisconsin
Economic
Development
Center
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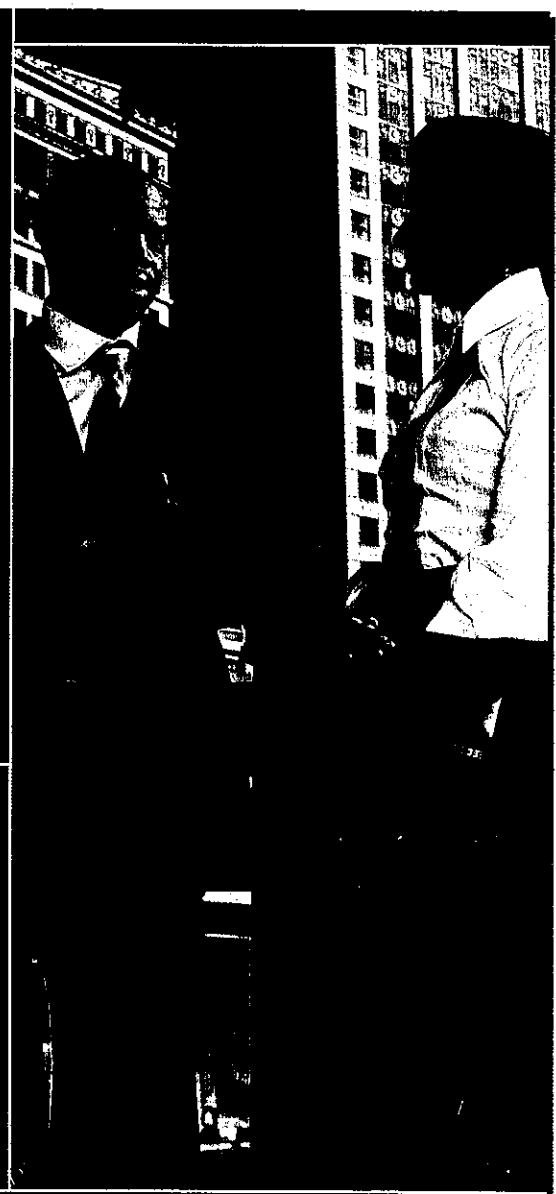
Milwaukee Downtown has a prominent advertising presence in the first-ever Wisconsin Economic Development Guide. More than 15,000 printed editions will be sent out to showcase Wisconsin and attract businesses to downtown Milwaukee and the state as a whole.

As a known top priority among site selection consultants and companies making locational decisions, the Milwaukee Downtown advertisement focuses on downtown's highly educated, skilled and available talent pool.

The Wisconsin Economic Development Guide will also be packaged with the September issue of Site Selector Magazine. In the meantime, the guide can be found online at siterelection.com/cc/wisconsin/.

DOING BUSINESS IN DOWNTOWN MILWAUKEE

MEANS TAPPING INTO AN UNRIVALED WORKFORCE



A YOUNG, VIBRANT & EDUCATED WORKFORCE

Over 60% of employees are age 30 to 54 and 21% are 29 or younger. Nearly one-third of employees have a Bachelor's or advanced degree.

BUILDING ON UNPRECEDENTED MOMENTUM

More than \$5 billion of recently completed, under construction and proposed private and public investments.

A CONSTANT POOL OF TALENT

Home to over 10 colleges and universities and 97,000 students, Downtown Milwaukee is home to renowned programs like freshwater science, biomolecular engineering and sports law.

A GREAT PLACE TO LIVE TOO

Among its downtown peer cities, Downtown Milwaukee has the largest number and percentage of residents age 25 to 34.

www.milwaukeedowntown.com/doing-business



600 E. Wells Street
Milwaukee, WI 53202

With Class A office space opportunities under construction and for more reasons to locate your business in Downtown Milwaukee, contact Matt Dorner at mdorner@milwaukeedowntown.com or 414-220-4700 ext. 4.



Downtown Milwaukee's First Class A Building in Over a Decade Takes Shape

If you live or work in downtown Milwaukee, you're bound to see the significant progress made at Irgens' 833 East. Construction of the \$102-million catalytic project began in June 2014.

After a year of preliminary construction, 833 East will have the building's structural steel topped off this summer.

Once complete, the building will offer 358,000 sq. ft. of Class A space, including 454 fully enclosed parking spaces. 833 East will be the newest addition to the US Bank Center campus, which includes 1.8 million sq. ft. of office space and is currently over 99% occupied.

And while occupancy isn't scheduled to open until February 2016, 833 East already has a commitment from anchor tenant Godfrey & Kahn to lease the building's top four floors, as well as commitments from Irgens, Colliers International, Jason, Inc., First American and Cresa Milwaukee.

Economic Impact to Date

- 400 jobs created by project construction
- 2,300 tons of structural steel
- 1,500,000 lbs. of reinforcing steel
- 20,000 cubic yards of concrete
- 25,000 sq. ft. of building enclosure glass





Please Support Downtown's Latest Wave of New Businesses

Agave Southwestern Bar & Grill
800 N. Plankinton Avenue
414.249.5976
agavemke.com

Alc Asylum Riverhouse
140 N. Old World Third Street
414.269.8700
riverhousemke.com

Amilinda
315 E. Wisconsin Avenue
414.669.8683
amilinda.com

Colour Palate
789 N. Water Street
414.395.3164
colourpalate.com

ConsortiEX Inc.
1000 N. Water Street, Suite 950
consortiex.com

Dermatology Associates of Wisconsin Forefront Dermatology
735 N. Water Street, Suite 830
414.273.1222
forefrontdermatology.com

Escape Chambers
The Shops of Grand Avenue – Second Floor
275 W. Wisconsin Avenue
414.273.1091
escapechambers.com

First Bank Financial Centre
400 E. Wisconsin Avenue
fbrcwi.com

First Merit Bank
535 E. Wells Street
414.291.3951
FirstMerit.com

The Garden
727 N. Milwaukee Street
thegardenmke.com

Genius@Work
611 N. Broadway
414.271.6611
geniusatwork.net

Kickapoo Coffee
232 E. Erie Street
Opening Soon!

Kit and Ace
315 N. Broadway
kitandace.com

Lucid Light Lounge
729 N. Milwaukee Street
414.431.5557
lucidmke.com

Milwaukee Garden Bar & Grill
611 N. Broadway

MKE Fashion Incubator
608 N. Broadway, 3rd Floor
mkefashionincubator.com

Plum Lounge
780 N. Jefferson Street
414.210.3236
plumlounge.com

Pita Pit
231 E. Wisconsin Avenue
414.930.0910
pitapitusa.com

The Pub Club
1103 N. Old World Third Street
414.988.5000
mke.thepubclubmilwaukee.com

Rock Paper Scissors
757 N. Milwaukee Street
414.982.5653
rockpaperscissorshop.com

Stark Investments
735 N. Water Street, Suite 790
414.294.7000
starkinvestments.com

Vagabond
1122 N. Edison Street
414.223.1122
vagabondmke.com

Ward4 Milwaukee
333 N. Plankinton Avenue
ward4mke.com

West Elm
342 N. Water Street, Suite 100
414.224.0216
westelm.com

Xankia
222 W. Wells Street
414.817.0241
banhminhuy.com



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600 East Wells Street | Milwaukee, WI 53202
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Summer Trolley Loop Greet's Influx of Downtown Visitors

THE MILWAUKEE TROLLEY LOOP presented by VISIT Milwaukee began service of its "Hop 'n Shop, Wine 'n Dine" route in early June. The 40-minute loop connects passengers to businesses and attractions in the East Town, Westtown and Historic Third Ward neighborhoods, Thursdays through Saturdays from 11 a.m. to 9 p.m. until Saturday, Sept. 5.

Not only is the Milwaukee Trolley Loop a user-friendly service for out-of-town guests, it's also quite affordable. At just \$1 per ride, the service remains a popular option among many Milwaukee families looking for daytrip excursions.

"The Milwaukee Trolley Loop is a beneficial service to our downtown community," said Beth Weirick, CEO of Milwaukee Downtown, BID #21.

"The service allows out-of-towners and residents alike to enjoy affordable and user-friendly public transportation that links them to all of downtown Milwaukee's summer attractions.

We are grateful for the support of our community partners and look forward to delivering another successful season."

Destinations along the Milwaukee Trolley Loop route include the Milwaukee Public Market, Wisconsin Center, Milwaukee Public Museum, Marcus Center for the Performing Arts, Milwaukee Art Museum, Discovery World at Pier Wisconsin, Betty Brinn Children's Museum, The Shops of Grand Avenue,

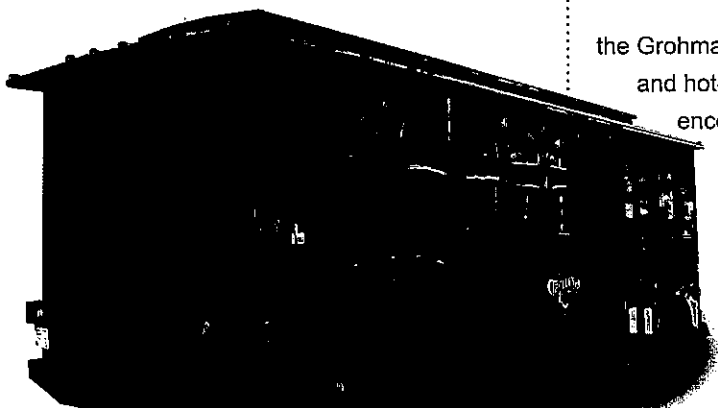


Hop 'n Shop, Wine 'n Dine on our 40-minute downtown trolley loop this summer.

the Grohmann Museum, and the theater and hotel districts. The route also encompasses downtown's many restaurants, shops, spas and salons. Route information is available at milwaukeedowntown.com or by calling 414.562.RIDE.

The 2015 service is

supported by its lead contributors, VISIT Milwaukee and Milwaukee Downtown, BID #21, with additional support from the Historic Third Ward Association, Harley-Davidson Museum, East Town Association, Milwaukee Art Museum, The Shops of Grand Avenue, Usinger Foundation and Wisconsin Cheese Mart.



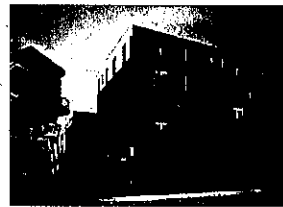
▶ Bike Planters Put New Spin on Wisconsin Avenue's Landscape

BIKE PLANTERS. They're new fixtures along Wisconsin Avenue's landscape, but who is behind this recent, innovative shift in gears? Well, that would be none other than Milwaukee Downtown's Landscape Crew, led by K&E.

Last summer, the crew installed a prototype along East Wisconsin Avenue. Met with much acclaim, K&E has now expanded the program by upgrading and installing 26 bikes from 10th Street to the foot of Wisconsin Avenue. Thanks for keeping downtown one spoke above the rest!



▶ Signs of Fresh Thyme Sprout at The North End



A new organic grocer will soon plant its roots in The North End – a neighborhood designed by Mandel Group.

Fresh Thyme Farmers

Market will open a 29,000 sq. ft. store at the corner of Water and Pleasant streets by late 2015. Above the street-level store will be 168 market-rate apartments – the third phase of The North End. Phases one and two include 238 apartments combined, with a fourth phase planned which will include 250 apartments.

The store will offer customers approximately 100 underground parking spaces and 17 spaces in an adjacent lot, and bring 85 full-time jobs to the market.

Fresh Thyme hangs its hat on hormone-free meat, seafood flown in daily, baked goods from local artisan bakeries, healthy to-go meals, organic bulk foods, earth-friendly cleaning supplies, and gluten-free and dairy-free options. More information is available at freshthyme.com.

MetroGO! Sparks Regional Conversations on Transit

Minneapolis/St. Paul and Cleveland successes point to need for regional transit plan for Greater Milwaukee.

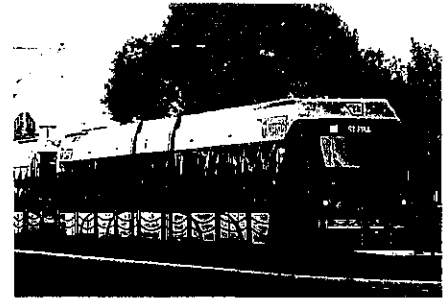
AT A FORUM HELD IN JUNE, METROGO!, a regional nonprofit group that was created to bring together the fresh and innovative strategic plans of the Regional Transit Initiative and the historic resources of Transit NOW, brought to light the economic impacts of public transportation on cities. Highlighting projects in Minneapolis and Cleveland, the goal was to demonstrate the need for bus and rail expansions throughout southeastern Wisconsin.

Guests on the panel included Michael Schipper, deputy general manager for engineering and project management at the Greater Cleveland Regional Transit Authority, and David Frank, director of economic policy and development for the City of Minneapolis. A panel of local leaders helped to facilitate a lively discussion revealing common challenges, differences in solutions and comparisons of success.

One common thread between Minneapolis and Cleveland was a boost in economic development from investment in transit. In the case of Cleveland's HealthLine, a state-of-the-art bus-rapid transit system which opened in 2008, the city saw \$6.3 billion in development along the line and 7,200 housing units. And with Minneapolis/St. Paul's Green Line Light Rail launched just last year, \$2.8 billion in development has already occurred along with 13,700 housing units.

While the Milwaukee Streetcar is a start to improving connectivity in downtown Milwaukee, it doesn't solve the larger issue of access to public transportation for the region. Some at the forum suggested cheaper alternatives to rail such as improvements to the existing bus system, or a sleek and sophisticated rapid bus service. MetroGO! will continue to advocate for regional connectivity in southeastern Wisconsin to keep the region a competitive one. A follow-up forum will be hosted in fall 2015.

More information on MetroGO! is available at bit.ly/MetroGO-Brochure1 or [facebook.com/MetroGo](https://www.facebook.com/MetroGo)



Minneapolis/St. Paul's Green Line Light Rail has seen \$2.8 billion in new development and 13,700 housing units built along the route.



Cleveland's HealthLine saw \$6.3 billion in new development and over 7,200 housing units surface along the bus-rapid transit route.



Bublr Bikes Ride Wave of Success Into Second Season



An environmentally and cost-conscious alternative means of transportation.



BUBLR BIKES, MILWAUKEE'S BIKE-SHARE PROGRAM installed late last year, is riding a wave of success. With a few tweaks to the program, Bublr Bikes rolled out its second season in mid-March offering increased accessibility and more cost-effective service.

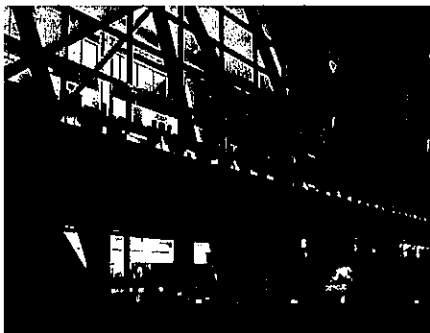
Perhaps most different from its inaugural year was the introduction of a simpler pricing structure with lower rates. Single rides now cost travelers \$3 per ride for up to 30 minutes and \$3 per additional 30 minutes, a perfect price for those looking to test out the program or run an occasional errand. Those interested in regular use have the option of purchasing a 30-day Bublr pass, which is \$15 per month and includes unlimited 60-minute rides. Monthly pass-holders will be charged an extra \$3 for every 30-minute interval above rides lasting longer than an hour.

Another adjustment was their expansion of service. In June, Bublr Bikes added a station on Brady Street. Other operating stations include the US Bank Center, Discovery World, 411 East Wisconsin, Milwaukee Public Market, Intermodal Station, Wisconsin Center, Water Street, Red Arrow Park and Schlitz Park. Another 20-30 stations and 200 more bikes are expected to be added yet this year. In future years, Bublr Bikes hopes to expand to over 100 stations and 1,000 bikes. Users can rent a bike from any automated kiosk and return it to any station near their destination.

Bike-share programs are becoming more and more popular as environmentally and cost-conscious consumers look for alternative means of transportation. The Bublr Bikes system is a public-private partnership between the City of Milwaukee and Bublr Bikes, a Milwaukee-based not-for-profit organization, with additional support from many other public and private partners. **More information is available at bublrbikes.com.**

► Milwaukee Intermodal Station Makes ADA Improvements

All passengers will enjoy enhanced comfort, safety and convenience.



THE WISCONSIN DEPARTMENT OF TRANSPORTATION is renovating the Milwaukee Intermodal Station Passenger Concourse and Platform. The upgrade and improvements will allow the new facility to meet requirements of the Americans with Disabilities Act (ADA). In addition to accommodation, the new structure will provide comfort, safety, efficiency and modernization for all travelers.

The project entails removing the existing train shed and platforms, and constructing a new structure. The

new facility will include a mezzanine spanning five tracks and three boarding platforms; stairways, escalators and an elevator; and improved ventilation, lighting and signage.

Work on the Milwaukee Intermodal

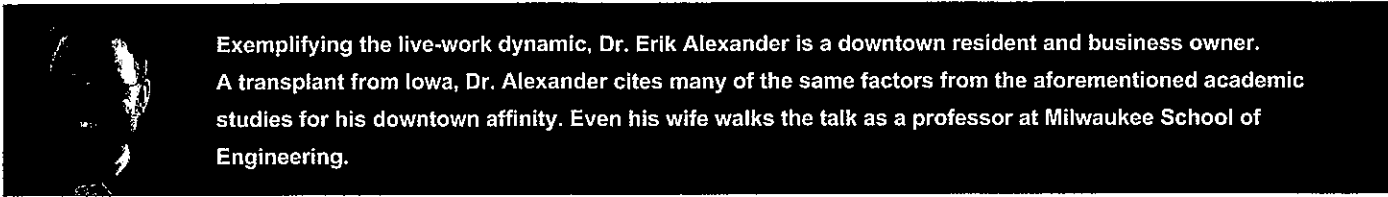
Station has been carefully coordinated in phases to facilitate travelers' ease-of-use during construction. Demolition of the building, tracks and platforms began at the start of 2015, and in June, crews began building construction. The DOT intends to unveil the project by the close of the year.



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WELCOME TO THE NEIGHBORHOOD:

Dermatology Associates of Wisconsin/Forefront Dermatology



Exemplifying the live-work dynamic, Dr. Erik Alexander is a downtown resident and business owner. A transplant from Iowa, Dr. Alexander cites many of the same factors from the aforementioned academic studies for his downtown affinity. Even his wife walks the talk as a professor at Milwaukee School of Engineering.

Dermatology Associates of Wisconsin/Forefront Dermatology | 735 N. Water Street, Suite 830 | forefrontdermatology.com/location/milwaukee

Q. When did your downtown office open?

A. I opened my clinic in June 2014, seeing patients one day per week. We increased to two days per week in January 2015 and are looking to add more as demand dictates.

Q. What were some of the factors or considerations in choosing a downtown location/office?

A. As a downtown resident, I know there is a demand from people who want to receive services in close proximity to their homes. Additionally, many people don't want to have to take a half or whole day off work to travel to a simple doctor visit. As the downtown area was previously a desert for dermatology services, locating my office centrally allows me to more conveniently bring my services closer to those who need them. As a dermatologist, it is very nice to be able to offer patients the dignity and warmth of an office-based practice rather than the often unwelcoming sterility of a hospital-based practice, and being able to walk to work sure doesn't hurt.

Q. What do you like best about working downtown?

A. It makes me feel connected to the city I love. My morning walk or bike ride through the urban environment with many fellow commuters starts my day with a level of engagement a drive to the suburbs just cannot match. I then have the privilege to spend my day endeavoring to help a wide variety of patients that trust me with their health. I meet a wonderful combination of downtown employees, residents, and others who just find downtown a convenient place to travel for their medical services.

Q. How many employees work at your downtown office?

A. Our office has one receptionist and two medical assistants.

Q. How have your employees embraced the urban environment?

A. My employees love working downtown. They all work at some of our other clinic locations as well, but they constantly badger me to add more days at our downtown location as they find it far preferable. Every day has a level of energy and vibrancy that is unique to this location. During breaks in the day, they are quick to set out to explore the area, grab lunch at a new place, run an errand, or just relax

by the river. They have helped me arrange skin cancer screenings and educational events for downtown employees. We are constantly working to be helpful and productive neighbors in the downtown business community.

Q. What do you like best about living downtown?

A. What's not to like? We're close to pretty much anything we could possibly need. We can go sailing on the lake, fly a kite at Veterans Park, walk our dog down Brady Street, walk to a plethora of restaurants, and enjoy shows at a tremendous number of live entertainment venues. There is live outdoor music every night during the summer, festivals, museums, and fireworks for no apparent reason. Perhaps what I like best is having friends and family visit, then watching as, time and again, they are unexpectedly awed by everything our city has to offer.

Q. As a transplant, what amenities of downtown Milwaukee were most surprising?

A. There wasn't one thing that really stood out, but rather the comprehensive nature of the amenities. I was surprised that I pretty much only used my car to get to my suburban practice. Everything else I needed was within walking distance.

