



achievements

MISSION - We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community.

VISION - Milwaukee Downtown is an economic catalyst. Downtown emerges as a premier destination of choice. Milwaukee becomes a renowned world-class city.



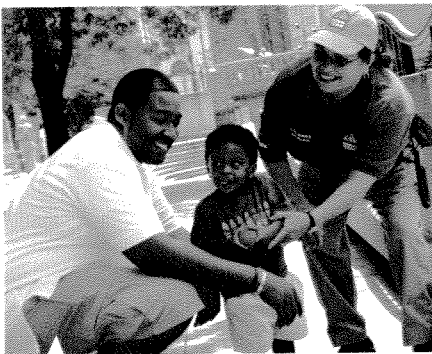
GOALS -

- Expand BID #21's leadership position in growing the economy in Downtown Milwaukee.
- Be a catalyst for an effective, feasible, affordable, accessible, and connected transportation and parking system.
- Continue and expand efforts that make Downtown Milwaukee a safe destination.
- Brand and consistently market Downtown Milwaukee to targeted constituencies.
- Harness the energy and vibrancy of downtown residents, young professionals and other downtown believers to position them for leadership roles in the Downtown community.

PUBLIC SERVICE AMBASSADORS

- Between September 2012 and August 2013, 172,786 brochures were placed into the hands of visitors.
- Since 2000, 9 million info packets have been delivered to guests.
- Over 137,000 PR contacts were made, bringing the grand total of visitor interactions to over 3.6 million since 2000.
- Conducted 11,536 patrols of downtown businesses, parking structures and high-traffic pedestrian areas.
- Staffed the Traveling Information Kiosk and Bicycle Information Kiosk at more than a dozen downtown events.
- Staffed the Visitor & Newcomer Info Center at 214 W. Wisconsin Ave. for more than 2,400 hours between September 2012 and August 2013.
- Began using smaller Secure Trax devices with Samsung Galaxy S3 platform. The new software improved communication between dispatch and on-street patrols.

137,000
PR CONTACTS MADE



CLEAN SWEEP AMBASSADORS

- Maintained cleanliness of BID #21 sidewalks by sweeping, power washing and scrubbing daily. Collected 135,600 gallons of trash in the process.



- Provided day portering services to The Brewery, Neighborhood Improvement District #1.
- Installed electrical wiring and décor for the Milwaukee Holiday Lights Festival. This included stringing lights in trees, placement of animated displays in Pere Marquette Park and Zeidler Union Square, plus the installment of 125 live Christmas trees and a 50-ft. tree of lights in Cathedral Square Park.
- Continued weekly Super Block Cleaning initiative, which included gum-busting, power washing, machine scrubbing and scouring reachable signage in high-traffic areas.
- Coordinated set up and tear down of signage, tents, games and tables for Downtown Employee Appreciation Week.

135,600
GALLONS OF TRASH

GRAFFITI
REMOVAL TEAM

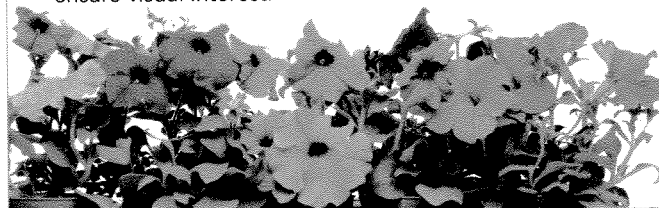
1,574
TAGS REMOVED

- Removed 1,574 graffiti tags within 24 hours of discovery – adding to the cumulative total of 15,585 tags since 2000.
- Since the Program's inception, over 98% of graffiti tags have been eliminated by the Public Service Ambassadors for a cost savings of \$289,257.60.



LANDSCAPE CREW

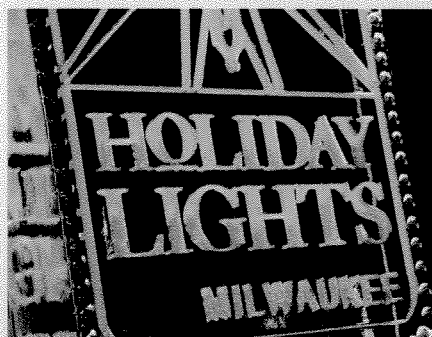
- Installed and maintained over 250 planters and 100 hanging baskets along Wisconsin Ave., the Milwaukee RiverWalk and Old World Third St.
- Rotated arrangements in spring, summer and fall to ensure visual interest.



250
PLANTERS
100
HANGING
BASKETS

The Milwaukee Holiday Lights Festival has helped to establish downtown Milwaukee as a premier Midwestern destination, dazzling guests with new displays and an abundance of family-friendly events. Milwaukee Downtown is the lead coordinator in procuring and installing décor, producing several events and marketing everything within its boundaries during the six-week period.

7,000
HELP FLIP SWITCH



- **New Décor** – Worked with LeBlanc Illuminations to customize new décor elements for Wisconsin Ave. The result was 17 chandeliers and 260 harp lamp sculptures extending from James Lovell St. to Mason and Prospect.
- **Community Spirit Park** – Coordinated the transformation of Cathedral Square Park into "Community Spirit Park" with 68 public and private schools, and over 2,000 students. Each of the schools selected their theme and were assigned a tree. During decorating, the schools contributed nonperishable goods for 99.1 The Mix's Stuff the Bus. Donations provided 1,284 meals to Feeding America.
- **Kick-Off Extravaganza** – Organized the city's largest switch-flipping ceremony in Pere Marquette Park with nearly 7,000 guests. Families were treated to live music, dancing, a visit from Santa, a 10-minute fireworks show and free Jingle Bus rides. A new partnership with Cousins Subs along with sponsorship dollars from PNC Bank provided free cocoa and cookies to guests throughout the night – a cost savings of \$7,000 to Milwaukee Downtown.
- **Jingle Bus** – Narrated by the Public Service Ambassadors, the 40-minute Jingle Bus tour acquainted 10,746 passengers with downtown sights – a 15% increase from 2011. A new Warming House location at The Shops of Grand Avenue's Center Court continued to provide free cocoa, coffee and cookies to riders. Tours continue to be \$1 per person thanks to the support of Coach USA.
- **Santa's Mailbox** – Collaborated with 99.1 WMYX on personalizing and delivering 1,933 letters to boys and girls throughout metro Milwaukee. Santa's Mailbox was stationed in Cathedral Square Park for four weeks.
- **Holiday Ornament** – Developed and marketed the 2012 Milwaukee County Courthouse ornament. Twelfth in the series, the collection was available online and sold at Urban Milwaukee – a new retail relationship for the organization. Nearly 200 editions of the 2012 ornament were sold. Previous years' ornaments are sold at a premium. Proceeds are put toward the following year.
- **Cocoa with the Clauses** – Attracted 300 children and 400 parents for this free outdoor event in Cathedral Square Park. Santa and Mrs. Claus heard wish lists, while holiday characters frolicked in the park. Neighboring restaurants extended kid-friendly menus to lengthen the stay of families.
- **Brochure** – Downtown activities and businesses were bundled into a 48-page Milwaukee Holiday Lights Festival brochure and distributed throughout metro Milwaukee and the Fox Valley region. 45,000 brochures were printed.
- **Advertising** – A multimedia ad campaign targeting residents of southeastern Wisconsin and northern Illinois promoted downtown Milwaukee as a destination for the holidays.

10,746
JINGLE BUS RIDERS IN 2012

1,933
LETTERS TO SANTA



DOWNTOWN DINING WEEK



BOOSTED BUSINESS
75%
NEW RESTAURANT VISITS
50%

Featuring three-course menus at 40 destination eateries, the June promotion offers \$10 lunches and \$20 or \$30 dinners. Since the event's inception in 2006, Downtown Dining Week has attracted over 300,000 diners to downtown restaurants – many to experience a restaurant for the first time. In 2013, an estimated 60,000 diners participated.

- Boosted business for participating restaurants by 75%.
- Moved from a paper survey to an online survey to increase efficiency of diner analytics. The change also saved Milwaukee Downtown \$12,000 in production, printing and data analysis.
- Collected 2,880 online surveys. Participants' ages were 18-24 (7%), 25-39 (37%), 40-64 (44%) and 65+ (12%). Most were two-party tables (55%) and the majority dine downtown more than 10 times per year (61%).
- Scored great customer feedback with 93% of all diners indicating food, service and environment were either "good" or "excellent."
- Acquainted 50% of all diners with a new downtown restaurant.
- Utilized social media channels to generate 1.7 million free impressions.
- Coordinated a new food drive with Hunger Task Force at the kick-off party, resulting in 300 pounds of food and \$155 in cash donations.
- Formed new partnership with Yelp Milwaukee to reach 35,000 of Milwaukee's biggest foodies.
- Worked with VISIT Milwaukee to market the event outside the region through overnight packages.
- Between May 1 and June 13, 2013, the website received 119,171 sessions and 1,083,006 pageviews.



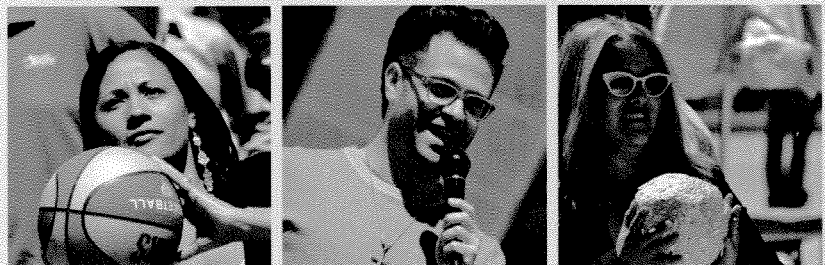
DOWNTOWN EMPLOYEE APPRECIATION WEEK

This annual "spirit week" held at the end of July lured thousands of employees from their cubicles into downtown's streets and parks. The week of festivities includes everything from free lunch and office challenge games to after-hours socials and employee discounts. Milwaukee Downtown continues to be the lead coordinator of the event to build camaraderie among downtown's 81,000 employees while positioning the central business district as a great place to conduct business.

53,105
WEB PAGEVIEWS

- Between July 1 and August 2, 2013, the website received 53,105 pageviews.
- Coordinated 1,000-item giveaways daily in Red Arrow Park and in Schlitz Park on Wednesday.
- Secured five in-kind sponsorships for daily food giveaways at Red Arrow Park – Tazinos Pizza, Jake's Deli, Ian's Pizza, Starbucks and Cresa Milwaukee for a cost savings of \$5,500+.
- Renewed Beer Capitol Distributing Inc. for \$2,000 cash investment and \$1,000 worth of prizes.
- Secured \$250 sponsorship from the Kohl Foundation for Milwaukee Bucks participation in the event.
- Renewed \$6,000 in-kind sponsorship with Southwest Airlines (12 round-trip tickets for prizes).
- Initiated new partnership with a local downtown recording studio (lb Recording) to offer 15 hours of studio time for the first-place winner of Downtown Battle of the Bands.
- Facilitated a passport program to track employee participation in events – 317 passports with three or more completed activities were turned in.

\$6,000
SOUTHWEST AIRLINES
IN-KIND SPONSORSHIP

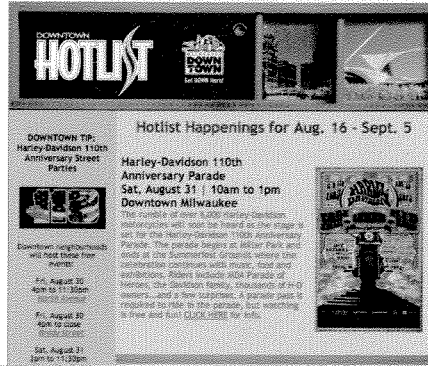


COMMUNICATION TOOLS

- Implemented Hotlist email campaign to educate subscribers on downtown happenings and reward consumers with a coupon/discount offer to a downtown business – 15,670 active subscribers and a 26.7% open rate.
- Deployed monthly e-Ripple Effect newsletter to deliver timely news, information on events and ways businesses and organizations can become involved – 2,236 active subscribers and a 34.3% open rate.
- Produced two seasonal Ripple Effect magazines to keep downtown stakeholders in the loop and acclimate external audiences with the organization, as well as downtown as a whole.
- Interfaced with other Milwaukee agencies, companies, social groups and organizations such as East Town Association, Westtown Association, Historic Third Ward Association, ArtSpin, Newaukee, Art Milwaukee and VISIT Milwaukee to ensure the marketing of downtown is integrated and leveraged through partner resources.

15,670
ACTIVE SUBSCRIBERS

26.7%
HOTLIST OPEN RATE



WEBSITE

234,599
VISITS TO WEBSITE

1.3 MILLION
PAGEVIEWS

Entered into a partnership with Savage Solutions to lead the reconstruction of the organization's website.

- Softly launched in mid-July, the site is mobile friendly, offers a calendar of events, greater connectivity with the organization's social media platforms and better navigation to differentiate consumer and business needs. By 2014, the site's interactive mapping features and commercial real estate listings will be launched.

Staying connected via MilwaukeeDowntown.com:

- Between September 1, 2012 and August 18, 2013, the site received 234,599 visits (153,749 unique) and 1.3 million pageviews – a 17.9% growth from the previous year. For the same period last year, the site received 198,922 visits (133,711 unique) and 1.2 million pageviews.
- Notable peaks include nearly 3,500 visits on the 2012 Milwaukee Holiday Lights Festival Kick-Off Extravaganza, nearly 1,200 visits on New Year's Eve, close to 16,000 visits on the first day of Downtown Dining Week, over 10,000 visits on the final days of Downtown Dining Week and over 2,100 visits on the first day of Downtown Employee Appreciation Week.
- On average, visitors are spending about four minutes on the site, 31.8% are accessing with a mobile device or tablet, and 29.8% were direct traffic. In comparison to the previous year, visitors were spending about four minutes on the site, 19.2% were accessing with a mobile device or tablet, and 18.4% were direct traffic. The organization's branding campaign could be attributed to the increase in direct traffic.

SOCIAL MEDIA

In an era of greater transparency and authenticity, social media is rapidly delivering a new standard of interacting and communicating across the globe. Facebook now has over 1 billion users and Twitter, over 600 million users. Both platforms have helped to brand and consistently market downtown Milwaukee to targeted constituencies.

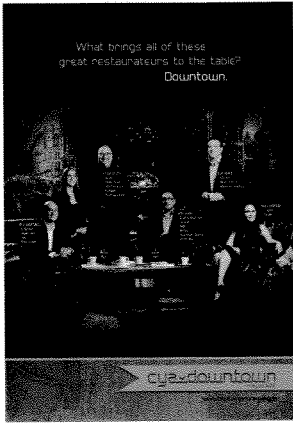
- Increased Facebook fans to 13,361 – a 134% growth.
- Increased Twitter followers to 9,556 – a 117% growth.
- Began new accounts with Pinterest (385 users) and Instagram (397 users), along with content creation for LinkedIn.

Social marketing is a critical tool for Milwaukee Downtown for the following reasons:

- Increases exposure that downtown is a clean, safe and friendly environment.
- Promotes downtown as a vibrant community to live, learn, work and play.
- Increases brand recognition and awareness of programming funded by Milwaukee Downtown.
- Develops loyal downtown advocates to help tell the downtown story to their networks.
- Improves search rankings for SEO (search engine optimization).
- Has the potential to significantly reduce advertising expenses for special events.
- Increases traffic to updated website.
- Generates partnership leads for special events.

134%
FACEBOOK GROWTH





BRANDING

- Launched *Cya Downtown* branding campaign in May 2013.
- Through savvy media negotiations, augmented \$205,000 into a \$497,732 multimedia campaign.
- Produced seven print ads highlighting downtown's restaurateurs, arts/entertainment operators, developers, young professionals and CEOs, as well as downtown's dining and nightlife scene. The series was placed in *The Business Journal*, *Milwaukee Magazine*, *M Magazine*, *Milwaukee Journal Sentinel* and *Key Magazine* from May through September 2013.
- Produced four TV spots (:60, :30, :15 and :10) utilizing edgy "Downtown" sound bed by national recording artist Peaches. Spots were placed on WTMJ-TV 4, WITI-TV 6, WISN-TV 12, WDJT-TV 58, WMLW-TV 49, WBME-TV 58-2 and Time Warner Cable from late June until September 2013.
- Secured over 2 million impressions through outdoor digital boards and transit shelters.
- Produced five :30 radio spots utilizing Peaches' "Downtown" track along with reasons why Milwaukeeans love downtown. The spots are running on AM 620 WTMJ, 96.5 WKLH, 98.3 WJMR, 106.9 WNRG, 99.1 WMYX, 103.7 WXSS, 106.1 WMIL, 95.7 WRIT, 100.7 WKKV, 93.3 WLDB and 102.1 WLUM from late July until early September.
- Campaign to receive International Downtown Association award for best marketing practices during 2013 World Conference in New York.

\$205,000
MULTIMEDIA CAMPAIGN

\$497,732
LEVERAGED EXPOSURE

PUBLIC RELATIONS

\$731,065
IN MEDIA COVERAGE

Milwaukee Downtown relies on a year-round public relations strategy to increase awareness of its many projects and programs. From September 2012 through August 2013, the organization placed over \$731,065 in media coverage.

- Milwaukee Holiday Lights Festival - \$346,039
- Economic Development/Retail - \$51,235
- Milwaukee Trolley Loop - \$39,313
- Downtown Dining Week - \$135,588
- Downtown Employee Appreciation Week - \$104,894
- Branding Campaign - \$53,996

WELCOME BAGS

- Coordinated and delivered 250 welcome bags to Baker Tilly at their new office in the US Bank Building.



RETAIL

- Collaborated with Local First Milwaukee, WWBIC and Retailworks Inc. to produce a three-part series of educational seminars for metro Milwaukee retailers.
- Coordinated and marketed a holiday-themed Shop 2nd Saturday. More than a dozen downtown retailers participated in the promotion while free Holly Trolley rides were made available to help shoppers connect to deals. A total of 315 passengers rode the trolley during this day.



ECONOMIC DEVELOPMENT

BID #21 is working as an integral partner in downtown business and real estate, supporting projects and investments by stakeholders and potential stakeholders.

- Consulted and advised on \$3.2 million of potential building investment at 600 E. Wisconsin Ave. and 608-612 Broadway.
 - Promoted the Better Buildings BID Challenge and Me2 program to Bid #21 properties, leading to \$1.1 million in incentives that stimulated \$7.9 million of energy-saving building improvements (City Center at 735, Wells Building).
 - Facilitated over \$136,000 in white box/façade grants promoting retail expansion at 608-612 N. Broadway and 600 E. Wisconsin Ave.
- Collaborating in the esthetic enhancement of potential downtown connection to the Third Ward (beneath 794).
- Promoted BID #21's competitive advantages to suburban professional firm looking to consolidate existing offices into one new location (move 2014).
- Attended monthly Department of City Development meetings with staff and Commissioner to enhance and share development opportunities.
- Attended quarterly County Development meetings to promote collective Park East marketing.
- Advocated for lane reconfiguration of 794 West at WisDOT meetings.
- Sourced and promoted new financial tools to provide funds for building energy efficiency updates – Me2 and PACE.
- Working with new ownership on potential development concepts on soon-to-be-vacated warehouse building in downtown. Reviewing permit process, guidelines and TIF options.
- Initiated monthly meetings with six local brokerage groups to procure current data and market movements.
- Established rapport with nine commercial site selectors.
- Retained Economic Development intern to source information and develop a comprehensive list of more than 110 downtown corporate entities and their leadership for CEO survey.
- Established training guidelines and protocol for Economic Development committee members and volunteers to conduct CEO interviews.

\$1,100,000

ENERGY EFFICIENCY GRANTS

\$136,000

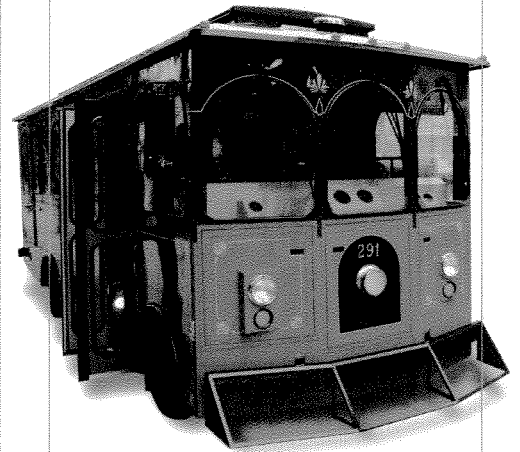
WHITE BOX/FACADE GRANTS



MILWAUKEE TROLLEY LOOP

- Continued to lead funding for summer trolley service operated by Transit Express.
- Offered a \$1 round-trip fare and 30-stop "Hop 'n Shop, Wine 'n Dine" route, Thursdays – Saturdays, May 23 through August 31, 2013, from 11 a.m. to 9 p.m.
- While Wednesday service was eliminated due to a reduction in funding, ridership remained strong with 11,652 passengers for its 450 hours of operation. Last year, it operated 600 hours and serviced 15,683 riders.

11,652
TROLLEY PASSENGERS



794 RECONSTRUCTION

- Advocated for downtown stakeholders at monthly WisDOT meetings.
- Dispersed information related to ramp/street closures through the Collaborative Email Exchange, as well as through social media channels.
- Assisted with identifying transit fair locations for employee and visitor briefings.



achievements

600 EAST WELLS STREET | MILWAUKEE, WISCONSIN 53202
MilwaukeeDowntown.com | 414.220.4700