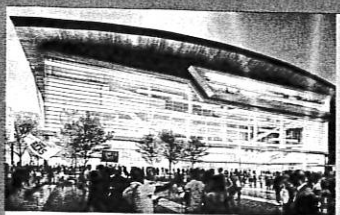


CATALYTIC PROJECTS RESHAPING DOWNTOWN MILWAUKEE



NORTHWESTERN MUTUAL HEADQUARTERS
Anchoring the lakefront redevelopment boom, the \$450 million, 32-story Northwestern Mutual headquarters is the largest office building in the state. The new tower preserves 1,100 jobs and will create 1,900 new jobs.



FISERV FORUM
The \$524 million Fiserv Forum will anchor a new neighborhood in the Park East corridor. Phase 1 includes a 1,200-stall parking structure, 55,000-SF training facility, Froedtert Medical Center, 112 apartments and a new entertainment block.



THE COUTURE
Redefining Milwaukee's lakefront skyline, The Couture, a \$122 million, 44-story mixed-use tower, will feature 300 apartments, 50,000 SF of retail space, and an intermodal transit hub for the streetcar and proposed bus rapid transit. Construction is expected to start in late 2018.



THE HOP
PRESENTED BY POTAWATOMI HOTEL & CASINO
The \$128.1 million investment in the Phase 1 and Lakefront Lines will connect the Milwaukee Intermodal Station with the Lower East Side, East Town, Historic Third Ward and Milwaukee's lakefront with its 2.5-mile long route. The system is expected to begin service in late 2018.



GERMANIA BUILDING
A \$22 million conversion was completed turning Class C office space into a multi-family building in the blossoming Westown neighborhood. The building features 46 market-rate and 44 affordable rental units.



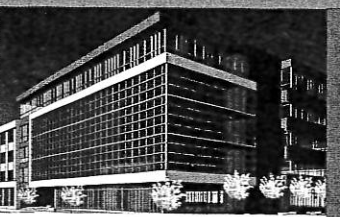
WESTIN HOTEL
The \$50 million, 10-story Westin features 220 rooms, 9,000 SF of meeting space, 5,000 SF of ballroom space, and is connected via skyways to the U.S. Bank Center and 833 East Michigan. The Westin opened in June 2017.



TWO-FIFTY
New owners invested \$8.5 million to reposition the 20-story office tower with premier, top-of-the-industry amenities and building systems. Two-Fifty also offers proximity to The Milwaukee Streetcar. A new ground floor restaurant will open in 2018.



833 EAST MICHIGAN
This new 18-story, 358,000-SF Class A building is anchored by Godfrey & Kahn, and is now nearly 90% leased. The building, constructed by Irgens, is skywalk connected to the U.S. Bank Center and will be serviced by the future lakefront streetcar extension.



1433 WATER
Formerly the site of Laacke & Joys, this \$33 million project boasts 113,000 SF of office space, anchored by the relocation of Brookfield-based Bader Rutter. Co-working Spaces will soon occupy an additional 43,000 SF.



7SEVENTY7
West of the new headquarters, Northwestern Mutual is building a \$100 million, 34-story tower featuring 300 apartments, 1,400 parking stalls and approximately 10,000 SF of ground floor commercial space.



MSOE DWIGHT AND DIAN DIERCKS COMPUTATIONAL SCIENCE HALL
MSOE started construction on a \$34 million, 64,000-SF facility that will position the university as a national leader in artificial intelligence education.



MILWAUKEE SYMPHONY ORCHESTRA
The Milwaukee Symphony Orchestra (MSO) purchased the former Warner Grand Theater and is embarking on an \$89 million redevelopment that will create a new performance and rehearsal center. The project transforms a building that has been vacant since 1995.



HOMWOOD SUITES
The \$17 million adaptive reuse of the seven-story historic Button Block Building features 94 extended-stay hotel rooms and serves as a key connection between downtown and the Historic Third Ward. Homewood Suites opened in 2017.



BMO HARRIS FINANCIAL CENTRE
This new \$137 million, 25-story high-rise will create new HQ space for BMO Harris Bank. Michael Best & Friedrich will also be a major tenant. Retail opportunities and 647 parking stalls are included in development plans. Completion is slated for late 2019.



THE NORTH END
The \$190 million, five-phase project on a former tannery site is now completely redeveloped featuring 649 apartments and 43,800 SF of retail space. The development incorporates Fresh Thyme Farmers Market, Denim Park, and a significant Riverwalk extension.



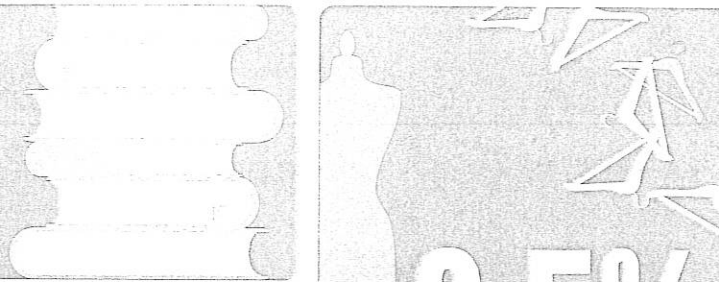
THE SHOPS OF GRAND AVENUE
The \$60 million investment in the Grand Avenue will reposition the property as a mixed-use hub featuring 120,000 SF of office space, co-working and innovation spaces, Milwaukee's first food hall, specialty retail, and 50 housing units known as Plankinton Clover apartments.



This ongoing list represents active and publicly announced projects in Downtown Milwaukee. This list is compiled and maintained by Milwaukee Downtown through a variety of independent sources. Please contact Milwaukee Downtown, 414.220.4700 or mdowner@milwauekedowntown.com, with additions, deletions or corrections. Created in Summer 2018.
Milwaukee Downtown, BID #21 | 600 East Wells Street | Milwaukee, WI 53202 | MilwaukeeDowntown.com



67,000+
higher education students



3.5%
RETAIL SPACE
vacancy rate
compared to the
4.8% five-year average

2,350+
housing units completed in 2018
or currently under construction

83,490
JOBS HELD DOWNTOWN

18.9% Q2 2018 OFFICE
AVAILABILITY
down from 20.8% in Q2 2015

1,680
NEW HOTEL ROOMS
SINCE 2016 while occupancy & rates continue to rise



\$2.9+
BILLION
DEVELOPMENT SINCE 2010

Downtown
workers
living within
one mile of
downtown

31%

26,000
Downtown
Residents
and Growing

\$3.5
BILLION
tourism sales for
Milwaukee County

BublR Bikes
Stations
87

mke
DOWNTOWN

DOWNTOWN MILWAUKEE
AREA INVESTMENT MAP
www.milwauekedowntown.com

\$240
MILLION
revenue generated by nighttime economy

2.5
MILES
Length of the Phase 1
& Lakefront Line
Streetcar Routes

Downtown
Walk Score of **86**

112 jobs
per acre = extremely
high job
density

18%
City's property
value within
downtown's
27 square miles

UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

Downtown Milwaukee is experiencing record growth with more than \$2.9 billion invested in private and public projects since 2010. This adds to the additional \$2 billion completed in the previous five years. This momentum continues to build with more than \$2.7 billion currently under construction or slated to start soon! All of this investment is forever changing Downtown's skyline and leading an unprecedented renaissance for the City, region and state as a whole.

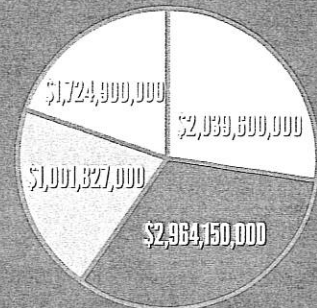
COMPLETED 2005 – 2010
\$2,039,600,000
 PUBLIC AND PRIVATE INVESTMENT DOWNTOWN

COMPLETED 2010 – PRESENT
\$2,964,150,000+
 PUBLIC AND PRIVATE INVESTMENT DOWNTOWN

UNDER CONSTRUCTION
\$1,001,827,000+

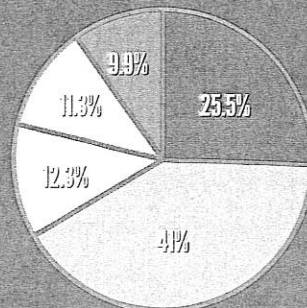
PROPOSED
\$1,724,900,000+

Total Downtown Investment
 2005 to Present:
\$7.7+ Billion



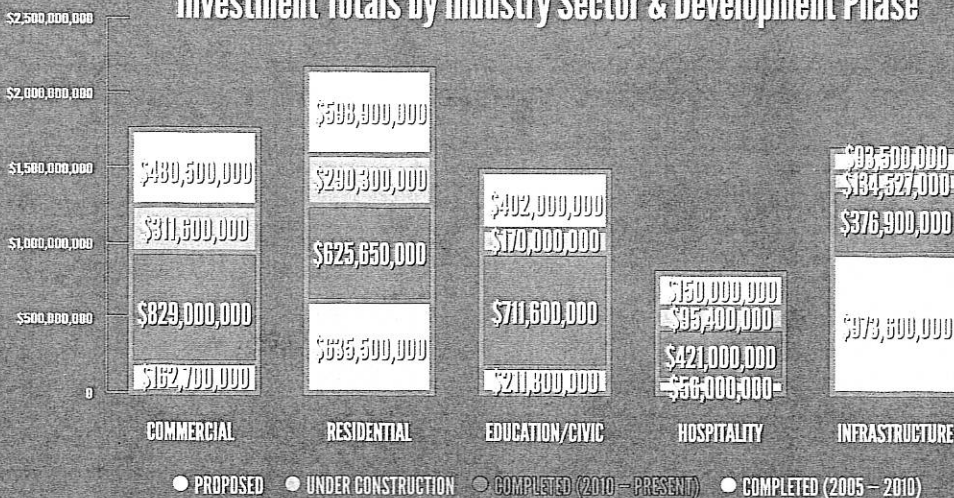
● COMPLETED (2005 – 2010)
 ● COMPLETED (2010 – PRESENT)
 ● UNDER CONSTRUCTION
 ● PROPOSED

Percentage of
 Total Projects
 by Industry Sector



● COMMERCIAL
 ● RESIDENTIAL
 ● HOSPITALITY
 ● EDUCATION/CIVIC
 ● INFRASTRUCTURE

Investment Totals by Industry Sector & Development Phase



● PROPOSED ● UNDER CONSTRUCTION ● COMPLETED (2010 – PRESENT) ● COMPLETED (2005 – 2010)

VISIT WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS FOR MORE INFORMATION.



Market Trends Complement Soaring Investment

Downtown Milwaukee's development momentum is complemented by strong market indicators, which project a healthy central business district.

- 83,490+ downtown employees
- 26,000+ downtown residents
- 6+ million annual downtown venue visitors
- 67,000+ higher education students
- 2,350+ housing units completed in 2018 or currently under construction
- 1,680 hotel rooms under construction or completed since 2016 (while occupancy and rates continue to rise)

