

**DCD Marketing Update
City Parking Garage
Ground-level commercial space -- 1118 North 4th Street
October 22, 2014 Public Works Committee**

Listing Agreement – Follow Up

Cassidy Turley Barry update of recent efforts includes:

- Responded to a contact from the property listing from a potential start-up restaurant. The broker relayed to the party that the City will need detailed financial information and a strong business plan before it will proceed with a lease for a start-up business.
- Evaluated financial information provided by a business that inquired in September about opening a sports bar and restaurant operation. Clarification and additional information are needed for full evaluation.
- Made outreach to several established restaurant groups with multiple restaurant locations and catering operations as a potential site for expansion.
- Followed up with an out-of-state yoga studio that is interested in expanding in Milwaukee. A more residential eastside location, rather than downtown, is preferred for its entry into the market.

Signage/Window Activation

The Milwaukee Bucks have not responded to DCD about the window activation. Additional contact will be made before DCD contacts the Downtown BID about using its murals on the window exteriors.