

# THE HOP

— STREETCAR —

PRESENTED BY  
 **POTAWATOMI**  
HOTEL & CASINO®



# Record Ridership




- 2,175 riders per day in June
- 3,821 riders per day since Summerfest
- 4,149 riders per day in July
- 8,968 riders on July 13, single day record



# The Vision



# Total Streetcar Project Costs

Segment	Action	Local Cost
 to Wisconsin Ave	Engineering & Capital <b>(100% Local Funds)</b>	\$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
		<b>TOTAL \$46.8M</b>



# 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
<b>TOTAL</b>		<b>\$46.8M</b>	

# 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)
<b>TOTAL:</b>	<b>\$46.8M</b>	<b>\$20.0M</b>	<b>\$26.8M</b>	

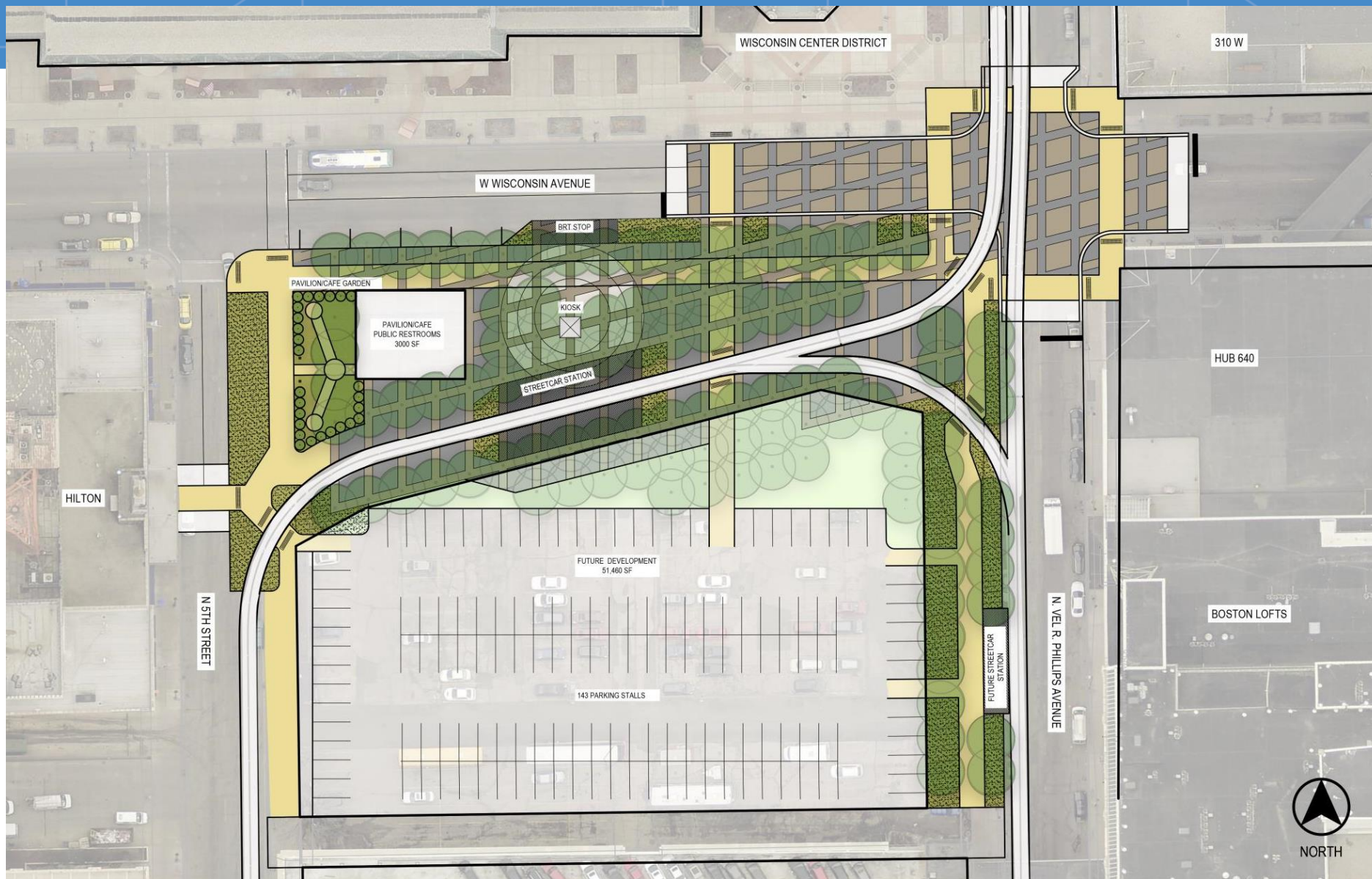
\*Including \$5.0M for plaza

\*\*Subject to future development proposal



# A Signature Urban Plaza

# A Signature Urban Plaza



NORTH



AWATOMI  
TECH CASINO



# 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





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# 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



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  - To graduate from UW-Madison Law School
  - Elected to Democratic National Committee



# VEL R. PHILLIPS PLAZA

AT VEL R. PHILLIPS AVENUE AND WISCONSIN AVENUE

