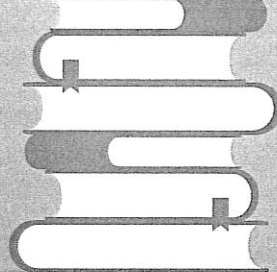




67,000+

higher education students




7.1%

RETAIL SPACE
vacancy rate
down from 8.5% in 2012



2,000+

housing units currently under construction



83,490

JOBS HELD DOWNTOWN



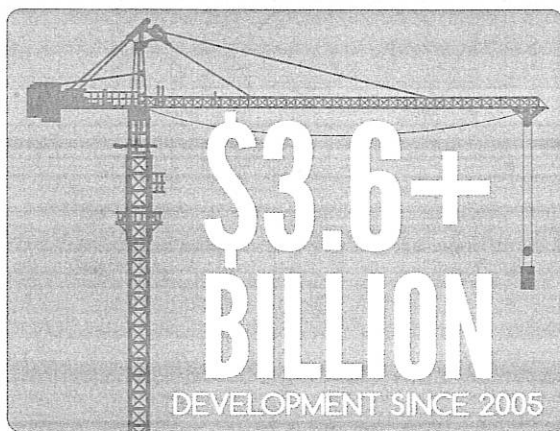
16.6%

OFFICE SPACE
vacancy rate,
down from 21.5% in 2012



977

NEW HOTEL ROOMS
SINCE 2016

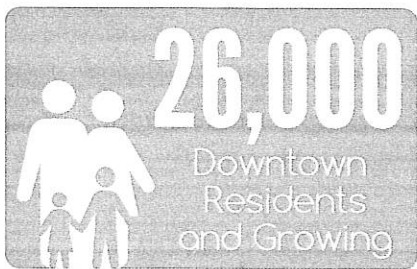
\$3.6+

BILLION

DEVELOPMENT SINCE 2005

Downtown workers living within one mile of downtown

31%



26,000


Downtown Residents and Growing



\$3.45

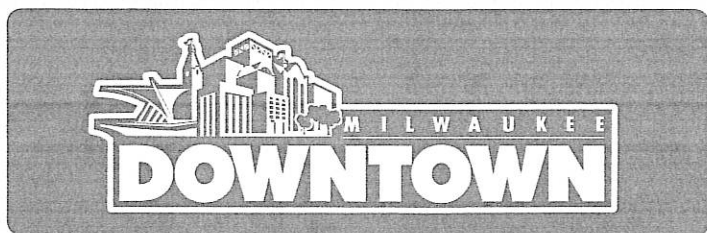
BILLION

tourism sales for Milwaukee County



Bubl'r Bikes Stations

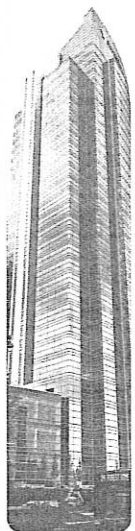
58



MILWAUKEE DOWNTOWN

2017 DOWNTOWN MILWAUKEE AREA INVESTMENT MAP

www.milwaukeedowntown.com



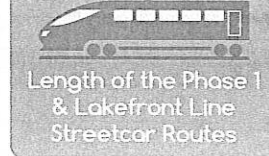

\$240

MILLION

revenue generated by nighttime economy

2.87

MILES

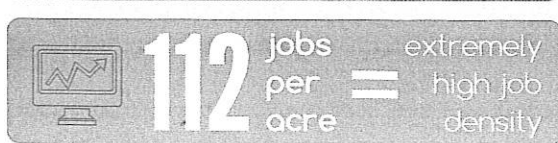


Length of the Phase I & Lakefront Line Streetcar Routes

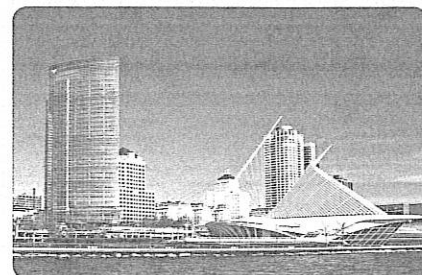


Walk Score of

86



112 jobs per acre = extremely high job density



18%

City's property value within downtown's 2.7 square miles



DOWNTOWN PROPERTY LISTINGS BY CATEGORY

commercial residential hospitality education/civic infrastructure

COMMERCIAL

COMPLETED PROJECTS

1. Bartolotta Headquarters	\$1,100,000
2. Boiler House	\$6,800,000
3. Cathedral Place	\$57,000,000
4. Manpower World Headquarters	\$78,000,000
5. Schlitz Park	\$40,000,000
6. Iron Block Building/Dental Associates	\$9,000,000
7. Associated Bank - Haymarket Square	N/A
8. Pabst Business Center	\$13,500,000
9. U.S. Bank Parking Garage	\$19,000,000
10. Rivivo River Place*	\$1,900,000
11. Summerfest Office	\$5,100,000
12. Dohmen Co. Headquarters	\$10,000,000
13. 833 East Michigan	\$101,500,000
14. 411 East Wisconsin Center	\$17,500,000
15. Mayer Building Redevelopment	N/A
16. Pabst Milwaukee Brewery	\$6,000,000
17. Bader Rutter Headquarters	\$33,000,000
18. Life Storage	N/A
19. Red Arrow Labs	N/A
20. MGIC Renovations	N/A
21. Aloria Health Facility	\$2,000,000
22. Layer One Media	N/A

\$401,400,000+

UNDER CONSTRUCTION

23. Northwestern Mutual Headquarters	\$450,000,000
24. Wells Building	\$17,000,000
25. Hammes Co. Headquarters	\$30,000,000
26. Two-Fifty East	\$8,500,000
27. Bucks Training Center	\$30,000,000
28. Froedtert & MCW McKinley Health Center	\$10,000,000
29. Arena District Parking Structure	\$45,000,000
30. Mercantile Building Expansion	N/A
31. Plaza East Renovation	N/A
32. Jennaro Brothers Building	N/A
33. Milwaukee Brewing Company	N/A
34. Leinenkugel Brewery Expansion	\$50,000,000

\$640,500,000+

PROPOSED PROJECTS

35. Lakefront Brewery Expansion	\$7,000,000
36. Hammes Co. Phase 2	\$50,000,000
37. Hardware Headquarters	\$10,000,000
38. One Catalano Square	\$43,000,000
39. Schlitz Park Expansion	\$76,000,000
40. Post Office Redevelopment	N/A
41. Edison Place	\$119,000,000
42. The Shops of Grand Avenue Redevelopment	\$66,000,000
43. 100 East Wisconsin Renovation	N/A
44. BMO Harris Financial Centre	\$137,000,000
45. BMO Harris Tower Redevelopment	\$90,000,000
46. Journal Sentinel Redevelopment	\$50,000,000
47. Bon-Ton Renovations	\$4,000,000

\$652,000,000+

RESIDENTIAL

COMPLETED PROJECTS

1. Beerline B Apartments	\$7,500,000
2. City Green Apartments & Condos	\$65,000,000
3. Brewery Point Apartments	\$8,400,000
4. Park East Enterprise Lofts	\$12,000,000
5. The Blatz Condominiums	N/A
6. 601 Lofts	\$30,000,000
7. East Terrace**	\$1,820,000
8. Avante Apartments**	\$4,680,000
9. Blue Ribbon Lofts	\$19,000,000
10. The Breakwater	\$70,000,000
11. Convent Hill	\$55,000,000
12. Flatiron	\$10,000,000
13. The Grand Wisconsin Apartments	\$23,000,000
14. Kilbourn Tower	\$55,000,000
15. Majestic Lofts	\$16,800,000
16. The Moderne	\$55,000,000
17. The North End, Phases I, II, III, IV	\$150,000,000
18. Sage on Jackson**	\$2,600,000
19. University Club Tower	\$88,000,000
20. The Wisconsin Tower	\$14,000,000
21. Corcoran Lofts	\$12,000,000
22. Jackson Square	\$5,600,000
23. CitySide Plaza*	\$20,000,000
24. Marine Terminal Lofts	\$30,000,000
25. River Renaissance	\$32,000,000
26. Hansen's Landing	\$8,500,000
27. The Harbor Front	\$8,500,000
28. Commission House	\$6,000,000
29. Chicago Street Lofts**	\$3,900,000
30. 1910 N Water	\$11,500,000
31. Gallun Tannery Row*	\$8,400,000
32. Kane Place Lofts*	\$3,300,000
33. The Edge	\$14,000,000
34. Park Terrace Row Houses	\$14,000,000
35. Union Point Lofts	\$10,000,000
36. RiverCrest Townhomes	\$18,000,000

COMPLETED PROJECTS (continued)

37. Frederick Lofts	\$20,000,000
38. Avenir, Phase 1	\$20,700,000
39. Kane Commons	\$5,000,000
40. 700 Lofts	\$6,700,000
41. MKE Lofts	\$23,500,000
42. Plankinton Building	\$6,000,000
43. The Buckler	\$30,600,000
44. Mayer Building Redevelopment	N/A
45. Martin Building Redevelopment	N/A
46. Belay Apartments	\$11,000,000
47. The Rhythm	\$10,000,000
48. River House Apartments, Phase 1	\$40,000,000
49. Walker's Landing	\$19,500,000
50. Mackie Flats	\$12,400,000
51. Mitchell On Water	\$8,500,000
52. Germania Apartments	\$22,000,000

\$1,129,400,000+

UNDER CONSTRUCTION

53. Northwestern Mutual Apt. Tower	\$100,000,000
54. The Brewery Lofts	\$34,000,000
55. Pritzlaff Apartments	\$25,000,000
56. Domus Apartments	\$30,000,000
57. Broadway Market Lofts	\$1,200,000
58. 1623-39 N. Jackson Street Apartments	\$5,250,000
59. Haymarket Lofts	\$17,300,000
60. Keystone on Brady	N/A
61. The North End, Phase V	N/A
62. The Atelier	N/A
63. Milhaus Brewery Apartments	\$40,000,000

\$252,750,000+

PROPOSED PROJECTS

64. The Couture	\$122,000,000
65. The Portfolio	\$100,000,000
66. River House Apartments, Phase 2	N/A
67. Wangard PERC Block #22	\$52,000,000
68. Century Building	N/A
69. Avenir Phases 2 & 3	\$31,100,000
70. Water and Brady Development	\$24,000,000
71. Bookends North	\$60,000,000
72. Fortress Apartments	\$43,000,000
73. St. Rita's Square Senior Center	\$20,000,000
74. Bucks Parking Structure Apartments	\$17,500,000
75. St. Anthony Apartments	N/A
76. Renner Townhomes	N/A
77. Hansen Storage Apartments	N/A
78. BrewLab Lofts	\$8,000,000
79. Franklin Place Apartments	\$20,000,000
80. 3L Wells Fargo Apartments	\$15,000,000

\$512,600,000+

UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

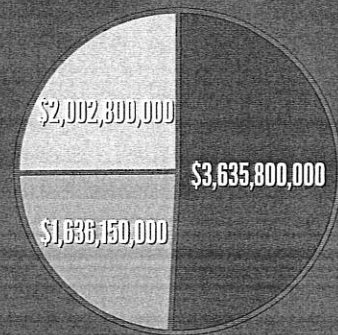
Downtown Milwaukee is the economic engine of the region. Since 2005, over \$3.6 billion has been invested in completed private and public projects, and more than \$3.6 billion is currently under construction or proposed to start soon. This record investment traverses all industry sectors to create a balanced portfolio, which underscores the strength of the downtown real estate market.

COMPLETE
\$3,635,800,000+
 PUBLIC AND PRIVATE INVESTMENT DOWNTOWN | 2005 TO PRESENT

UNDER CONSTRUCTION
\$1,636,150,000+

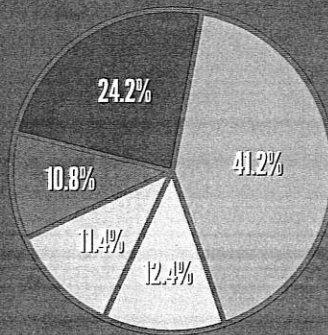
PROPOSED
\$2,002,800,000+

Total Downtown Investment
 2005 to Present:
\$7.2+ Billion



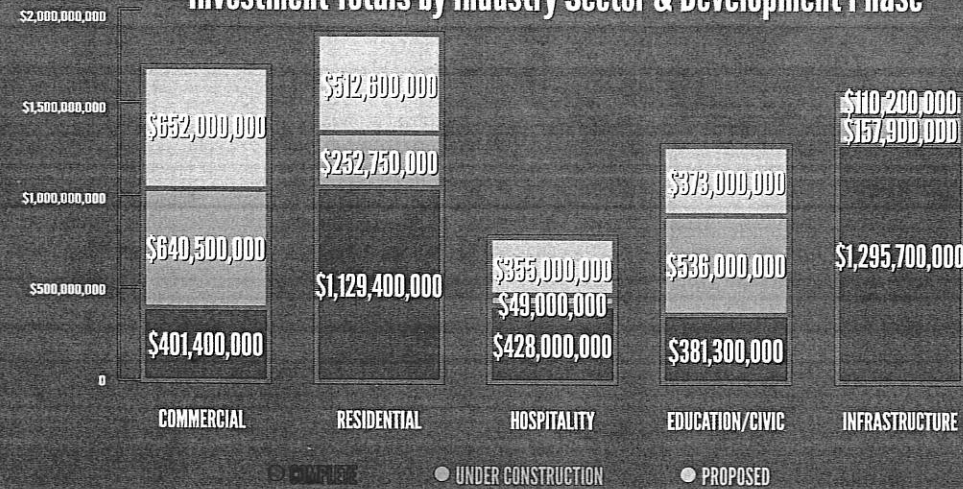
● COMPLETE
 ● UNDER CONSTRUCTION
 ● PROPOSED

Percentage of
 Total Projects
 by Industry Sector



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

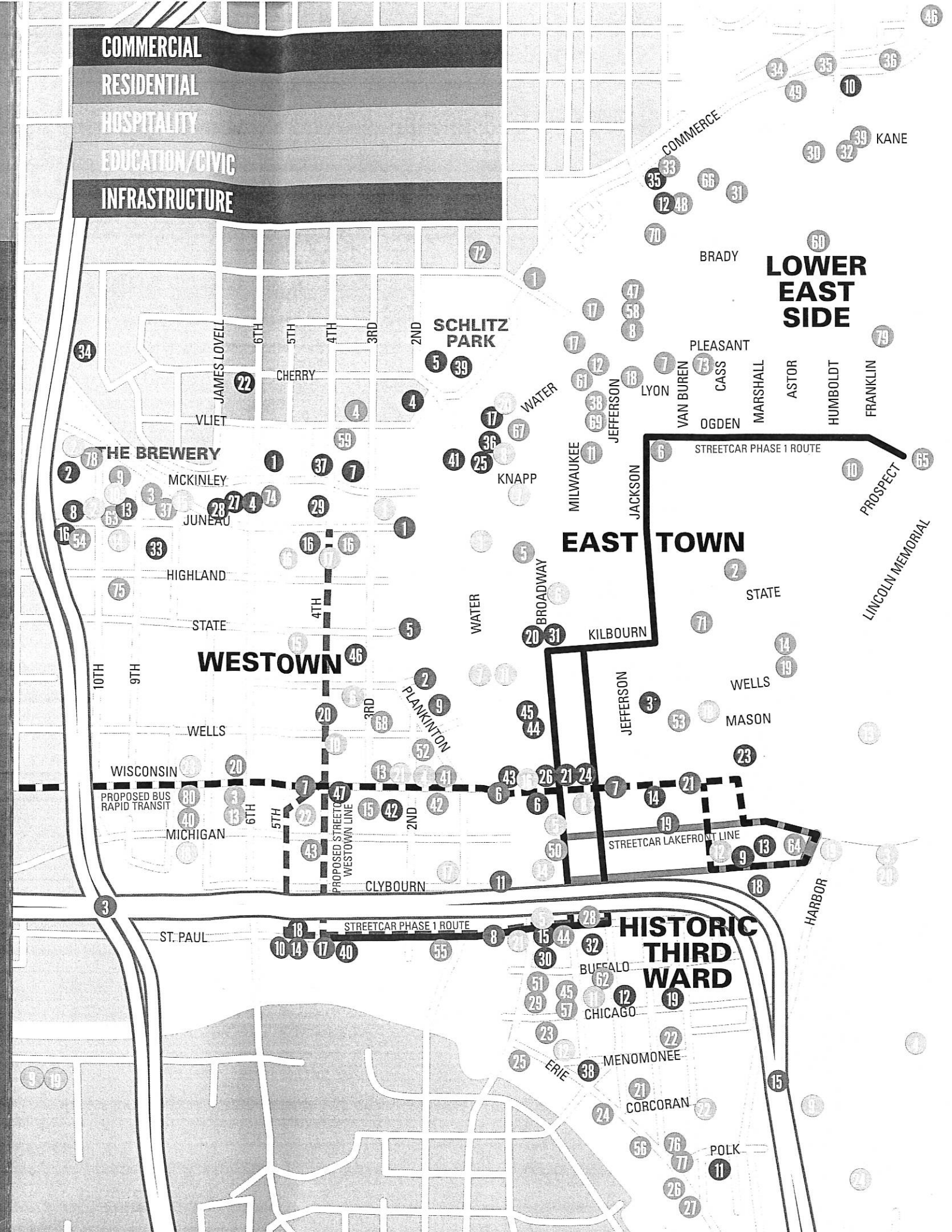
Investment Totals by Industry Sector & Development Phase



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
- 2,000+ housing units currently under construction
- 977 hotel rooms under construction or completed since 2016



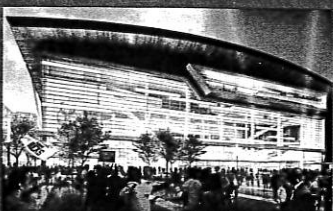
VISIT WWW.MILWAUKEEDOWNTOWN.COM/DOING-BUSINESS FOR MORE INFORMATION.



CATALYTIC PROJECTS RESHAPING DOWNTOWN MILWAUKEE



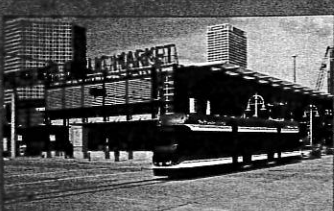
NORTHWESTERN MUTUAL HEADQUARTERS
Anchoring the lakefront redevelopment boom, the \$450 million, 32-story Northwestern Mutual headquarters will be the largest office building in the state. The new tower preserves 1,100 jobs and will create 1,900 new jobs.



MILWAUKEE BUCKS ARENA
The \$524 million Bucks arena will anchor a new entertainment district and neighborhood in the Park East corridor. Phase 1 will also include a 1,200-stall parking structure, 55,000-SF training facility and 50,000-SF live 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.



THE MILWAUKEE STREETCAR
The \$123.9 million investment in Phase 1 will connect downtown neighborhoods with a 2.1-mile starter route. The \$28 million 0.77-mile-long Lakefront Line will extend the system through the base of The Couture and connect with the lakefront.



GERMANIA BUILDING
A \$22 million conversion is underway to turn Class C office space into a multi-family building for mixed incomes in the blossoming Westown neighborhood. The building will feature 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 EAST
New owners are investing \$8.5 million to reposition the 20-story office tower with premier, top-of-the-industry amenities and building systems. Two-Fifty East also offers proximity to The Milwaukee Streetcar.



LAKEFRONT GATEWAY PLAZA
The \$25 million Lakefront Gateway Plaza will create stronger connectivity between the lakefront and central business district. Led by GRAEF, design elements include a new public plaza, water features and pedestrian bridges.



LAACKE & JOYS REDEVELOPMENT
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, an underground parking structure, and early plans for a 24-story hotel.



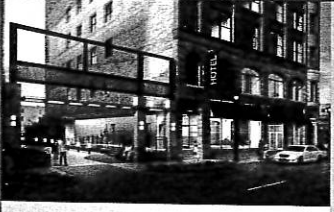
NORTHWESTERN MUTUAL MIXED-USE TOWER
West of the new headquarters, Northwestern Mutual has begun construction on a \$100 million, 34-story tower featuring 308 apartments, 1,400 parking stalls and approximately 10,000 SF of ground-floor commercial space.



MARQUETTE UNIVERSITY ATHLETIC PERFORMANCE RESEARCH CENTER
Collaboration between Marquette University and Aurora Health Care will deliver a \$120 million state-of-the-art athletic performance and research facility, and serve as a catalyst for Westown's continued revitalization.



MACKIE BUILDING
A \$12.4 million historic restoration is underway to convert former office space in the 137-year-old Mackie Building into 25 luxury apartments, while maintaining the Grain Exchange event space and ground-floor commercial opportunities.



HOMWOOD SUITES
The \$17 million adaptive reuse of the seven-story historic Button Block Building will feature 94 extended-stay hotel rooms and serve as a key connection between downtown and the Historic Third Ward. Homewood Suites will open 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 590 parking stalls are included in development plans. Completion is slated for late 2019.



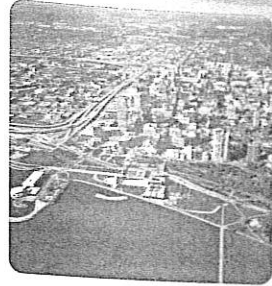
THE NORTH END - PHASES 4 & 5
The \$60 million, six-story North End - Phase 4 project features 155 apartments, a Milwaukee RiverWalk segment, and amenities such as an outdoor pool for tenants. Phase 5 recently started construction and will add 89 more units.



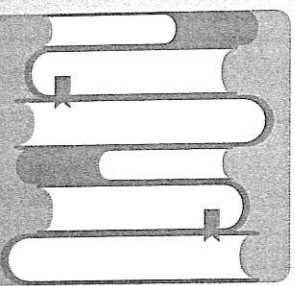
THE SHOPS OF GRAND AVENUE
Under new ownership, The Shops of Grand Avenue's next chapter entails a revitalization that includes up to 120,000 SF of office space, a grocery store, brew pubs, restaurants, a retail marketplace, and a food hall.



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 mdorner@milwaukeedowntown.com, with additions, deletions or corrections.
Milwaukee Downtown, BID #21 | 600 East Wells Street | Milwaukee, WI 53202 | MilwaukeeDowntown.com



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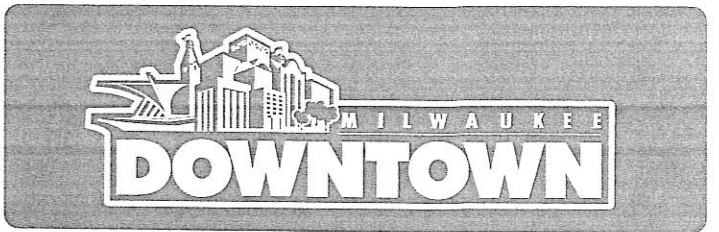
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