

DCD Marketing Update
City Parking Garage
Ground-level commercial space -- 1118 North 4th Street
September 10, 2014 Public Work Committee

Listing Agreement

Cassidy Turley Barry has executed a listing agreement with the City. Listing information is available on the company's website and national listing services such as Xceligent, LoopNet, Costar and ChooseMilwaukee. Signs have been placed on the building exterior. A link to the listing information is available on DCD's Real Estate webpage



Direct Solicitation

David Buckley, the listing broker, mailed direct marketing information to 120 established local, regional and national restaurant operations. Outreach was made to three local restaurants as a potential site for their catering operations. Contact was also made to the broker conducting an offer search for the Milwaukee Bucks, but the City space is too small for their needs.

Broker Meeting

DCD met with the broker and representatives of the Downtown BID and Westtown BID. Ideas were discussed about potential tenants and additional outreach in their organizations.

The Downtown BID offered new murals for use on the window exteriors. The three-panel dividers likely present difficulty for their use. Staff will continue to explore ways to activate the exterior.