

**BUSINESS IMPROVEMENT DISTRICT NO. 21
MILWAUKEE DOWNTOWN
YEAR TWENTY-SEVEN OPERATING PLAN**

SEPTEMBER 14, 2023

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I. INTRODUCTION

Under Wisconsin Statutes section 66.1109, cities are authorized to create Business Improvement Districts ("BIDs") upon the petition of at least one property owner within the proposed district. The purpose of the BID statute is ". . . to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." 1983 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

On or about July 16, 1997, the City of Milwaukee (the "City") received a petition from property owners which requested creation of a BID known as the Milwaukee Downtown Management District (the "District"). On October 14, 1997, the Common Council of the City adopted resolution no. 970900, creating the District and approving the initial operating plan for the District (the "Initial Operating Plan"). On November 4, 1997, the Mayor of the City appointed members to the board of the District (the "Board") in accordance with the requirements set forth in Article III.D. of the Initial Operating Plan.

On or about August 20, 2008, owners of additional properties on the fringes of the District's original boundaries petitioned the City to expand the District to include their properties. On October 29, 2008, the Common Council of the City adopted resolution no. 080617, expanding the District boundaries.

The original purpose of the District was to sustain the competitiveness of Downtown and ensure a safe, clean environment conducive to business activity. In connection with strategic planning conducted in 2011, updated in 2014 and re-imagined again in 2023, a refined mission and vision for the District emerged. The District's current mission "to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community". The District's vision is "to be an economic catalyst creating opportunities for all. . ." causing Downtown to continue to be a premier destination of choice to live, work, learn, play, and stay. Milwaukee is a renowned world-class city adding value to the region and the state.

Pursuant to the BID statute, this Year Twenty-Seven Operating Plan (the "Operating Plan") for the District has been prepared to establish the services proposed to be offered by the District, proposed expenditures by the District and the special assessment method applicable to properties within the District for its twenty-seventh year of operation. This Plan has been developed by the District Board with technical assistance from the Department of City Development, the Department of Public Works and the Police Department.

II. DISTRICT BOUNDARIES

When created in 1997, the District boundaries covered approximately 120 square blocks and encompassed the City's Downtown. The original District boundaries extended to North 4th Street and North 10th Street to the west; West St. Paul Avenue, the Menomonee River, and West Clybourn Street to the south; Lake Michigan to the east and Schlitz Park to the north. As a result of an expansion in 2008 and subsequent adjustments of taxable parcels, the District's current boundaries include expansion areas adjacent to its original boundaries and approximate 110 square blocks. The District's current boundaries extend to I-43 on the west; West St. Paul Avenue, the Menomonee River and West Clybourn Street to the south; Lake Michigan and North Van Buren Street to the east; and Schlitz Park to the north, as shown in Appendix B of this Operating Plan. A narrative listing of the properties now included in the District is set forth in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The historic objectives of the District are to increase pedestrian traffic Downtown and to better enable Downtown to compete for customers with suburban residential and commercial areas. Post COVID, the District refocused on its core “clean, safe and welcoming” services to encourage workers to return to Downtown offices. In addition, as a result of 2023 strategic planning, the District has committed, not only to refocus on its core services, but also to elevate its role in Downtown economic growth and place-making and to grow and leverage strategic partnerships.

Since its inception, the District has attempted to achieve its objectives by, among other methods, supplementing the maintenance and security services provided by the City in order to increase the safety and cleanliness (and the perceived safety and cleanliness) of Downtown. The City will continue to provide its current level of maintenance and policing services. The City and the District have entered into the cooperation agreement on file in the District's office (the "Cooperation Agreement"). For several years, the District also has sought to achieve its objectives by marketing Downtown as a great place to live, work and play and by working with like-minded associates to attract and retain businesses.

The District's 2023 strategic planning update and its leadership efforts in updating the City of Milwaukee's comprehensive plan identified new objectives, including: (1) to reposition the District as a driver of economic prosperity in Downtown; (2) to play a leadership role on catalytic projects,

such as place-making and public art projects, development and enhancement of entertainment districts and the HOP MKE Streetcar, ; and (3) to harness the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community. A summary of the District's objectives and priorities arising out of its 2023 strategic plan are attached hereto as Appendix E. The District also has led efforts to update the City of Milwaukee's comprehensive plan for Downtown.

In addition, since its creation in 1997, the District has championed Downtown's diversity, equity and inclusion. The District will continue to advocate, listen and build bridges to help end systemic racism and to create an exceptional quality of life environment for all members of its community regardless of age, race, gender or sexual orientation. The District pledges to do its part in advancing and advocating for a community of tolerance, peace and understanding.

B. Proposed Activities

The District offers Downtown owners and occupants additional safety personnel, enhanced sidewalk cleaning, supplemental public space maintenance and integrated marketing and promotional services to complement the base level of services currently being provided by the City. As a supplement to City services, the District retains and manages its own safety and maintenance contracts and develops and implements its own marketing initiatives. The District has hired a chief executive officer (or CEO), who reports to the Board, to implement and manage the day to day activities of the District, to supervise all District staff and independent contractors and to spearhead updated strategic planning objectives. District staff supervised by the CEO may include an economic development director, a marketing/events/social media director, a director of public space initiatives, an administrative operations manager and/or up to four interns or other support staff. The following are the activities proposed by the District for calendar year 2024. The District may, from time to time and as it deems necessary, adjust the size and scope of the activities and staffing levels described below, but only so long as such adjustments in activities and staff are part of the activities identified in this Operating Plan. The District may not undertake new activities except as included in duly approved operating plans for future years.

1. Public Service Ambassadors Program. The District will continue to sponsor a Public Service Ambassador Program to provide safety and goodwill services to Downtown, supplemental to existing City police services. The aim of the program is to increase the public's

comfort and sense of security through a visible, uniformed presence in addition to law enforcement.

The District may implement this program either by hiring staff directly or by hiring independent contractors to provide staff. In either case, a PSA director, who will report to the CEO, will be hired to manage this program, hire and supervise staff and maintain communications with police. Public Service Ambassadors ("PSAs"), including shift supervisors and a homeless outreach coordinator, will be retained to provide approximately 29,848 on-duty hours subject to dictates from the District. The District, in cooperation with the City Police Department, Visit Milwaukee and other City departments and resources, will develop an intensive initial training program, as well as on-going in-service and field training, for PSAs. Training will focus on available City services, preventing and reporting crime, deterring nuisance behaviors, dealing with panhandlers and the homeless, applicable sanitation and building codes, radio and smart phone communications, first aid and CPR, Milwaukee history and local attractions, general retailing, communications skills and interactions with residents and visitors. For a portion of their training PSAs will be paired with police officers or experienced PSAs patrolling their beats. Training will be supplemented by a book of Operating Rules and Procedures serving as a guide for handling both common and unusual incidents.

Following their training, uniformed but unarmed PSAs will be assigned "beats" to patrol on foot. Beat assignments will be based on the amount of foot traffic in the area, hours of business operation, special event schedules, police beat assignments, crime statistics and trends, and Responsible Hospitality Task Force recommendations for night-time economy management. Generally, PSAs will be deployed on beats to maximize the provision of security services during peak hours like weekday lunch hours, before and after business hours at burgeoning nighttimes and for special events. PSAs shall employ smart phone/GIS tracking technology to determine appropriate PSA deployment. A schedule for deploying PSAs on their beats shall be developed by the District's CEO together with the PSA director and altered as appropriate for weather, redeployment for special events and for changing circumstances.

PSAs' primary responsibilities will be to assist and direct workers, shoppers, diners, sports fans, club-goers and visitors, and to observe

and report suspicious behavior. PSAs must familiarize themselves with the businesses and residents in their beats and be able to recognize suspicious behavior. PSAs will be supplied with uniforms to create an official but approachable appearance and will be equipped with smart phone-type devices to report any incidents to a PSA supervisor/dispatcher linked directly to the City Police Department. One PSA supervisor/dispatcher shall be on duty or on call whenever PSAs are on patrol. Using handheld smart phone-type devices, the PSA supervisor will maintain communications among PSAs, other Downtown security personnel and City police.

The City Police Department shall provide the District with the ability to monitor police calls for service. The District will permit any on-duty police officers assigned to the Downtown area to work out of the District office. The agreement between the District and the City Police Department regarding services to be provided is more fully described in the letter from Chief of Police Arthur L. Jones dated July 17, 1997 on file in the District's office.

The District will pursue partnerships with other service providers, including Milwaukee County Housing Services and the Wisconsin Department of Justice. These partnerships may include development and implementation of policies to deter nuisance behaviors and to house the homeless and/or working with other Downtown security resources to share information and develop response strategies. As noted above, the District has designated one PSA position specifically to coordinate homelessness outreach.

2. Clean Sweep Ambassadors Program. The District will continue to sponsor a Clean Sweep Ambassador Program to provide additional sidewalk cleaning and public space maintenance, to implement special projects and, more generally, to introduce an active, positive force in Downtown.

The District may provide cleaning, maintenance, graffiti removal and landscaping services in any manner deemed reasonable by the District Board, including hiring staff directly or hiring independent contractors to provide staff. In any event, a CSA director will be selected, who will report to the District's CEO, to manage this program, hire and supervise staff and serve as a liaison among City departments and property owners and businesses. During the summer months, a minimum of 11 full-time equivalent Clean Sweep Ambassadors ("CSAs") will report directly to the CSA director. Fewer CSAs may service the District during the winter months.

Full-time CSA staff will be trained in maintenance, safety and informational services and furnished with identifiable uniforms. In addition, the District may retain other staff and/or independent contractors as it deems reasonable to perform the tasks necessary to implement the program.

The maintenance efforts of CSAs, other staff and independent contractors retained, paid and uniformed by the District will complement the efforts of the City Department of Public Works. CSAs will manually sweep sidewalks and riverwalks, pick up litter and remove graffiti each day. Weather permitting, CSAs will mechanically sweep public sidewalks and riverwalks in a rotation consistent with the City's street sweeping schedule--with approximately one fifth of the District being swept each working day. From April through October, CSAs will also power wash and steam clean sidewalks and clean, maintain, water, plant and weed tree wells and planters. CSAs will be assigned "beats" depending on the public use of the area and the need for services. A schedule for deploying CSAs and their tasks, shall be developed by the District's CEO and the CSA director and altered as appropriate for restrictions imposed by weather and redeployment as necessary in the judgment of District staff.

In addition to their daily cleaning and maintenance duties, the District may deploy CSAs to accomplish special projects. These projects may range from the installation and removal of holiday lights to set up and clean up for special events to "Super-Block" clean up.

In servicing all aspects of the CSA program, CSAs and other staff servicing this program will maintain a friendly and helpful presence Downtown. Working during busy hours in recognizable uniforms, they will create an aura, not only of cleanliness, but also of safety. CSAs will be trained in crime resistance and to furnish helpful information and directions to residents and visitors. CSAs will remain in contact with the District office and its other resources using handheld PDA-type devices.

3. Economic Development; Marketing; Business Recruitment and Retention. In furtherance of its 2023 strategic planning objectives, District staff, generally, and an economic development director, in particular, shall strive to attract, retain and grow businesses paying family-supporting wages in Downtown Milwaukee. District efforts shall include, but not be limited to, maintaining relevant market and

demographic data, linking business and government resources and providing and/or identifying expertise to assist in business growth.

District staff will coordinate and/or contract to implement public relations programming to promote the cleaner, safer, more welcoming Downtown being created through District efforts. Marketing and programming will aim to encourage increased use of Downtown, to attract businesses to locate, remain and expand in Downtown and to convince both constituents of the District and potential users that Downtown is a positive destination with unique qualities and amenities.

District staff will continue the District's marketing campaign based on a fresh "Downtown" theme. District staff will continue an internal communications program to inform members about District activities and benefits. Internal communications may include a semi-annual newsletter, an annual report, various print and e-mail notices and increased social media. District staff will maintain an umbrella-advertising theme, graphics package and media relations program. District staff will cross sell Downtown's assets with various seasonal promotions.

In addition, District staff will develop and/or contract for other marketing initiatives, attractions and/or events promoting Downtown. These marketing initiatives may include a comprehensive marketing campaign targeted at appropriate constituencies and/or traveling information kiosks and/or similar devices which may be staffed and deployed at various events (inside and outside of Downtown) to increase District visibility and outreach.

District staff will strive to attract and retain synergistic businesses. District staff will administer, together with the City of Milwaukee, a program of grants and forgivable loans for retailers and landlords to upgrade storefront spaces within the District. The District also will allocate up to \$85,000 in additional funding for catalytic economic development and spacemaking special projects, provided that each project must be approved by the District Board consistent with criteria adopted and applied by the Board.

The District may also sponsor or co-sponsor recurring special events such as the Holiday Lights Festival, Downtown Dining Week, Taste and Toast, Downtown Employee Appreciation Week and Tunes at

Noon as well as one-day specials such as Big Truck Day and Jack-O-Lantern Jubilee.

The District will continue its sponsorship of the annual holiday lighting each November. Each year, the District will cause lighting purchased by the District in previous years and remaining in good condition to be reinstalled. In addition, the District may spend and/or solicit additional money as it deems necessary to purchase additional and/or replacement holiday lighting. For the winter of 2023-2024, the District will sponsor the twenty-fifth annual Holiday Lights Festival in Downtown. This festival will continue previous year's street lighting efforts and implement intense lighting displays in select Downtown parks such as Pere Marquette Park, Zeidler Union Square and Cathedral Square.

The District may undertake other economic development and/or marketing initiatives and programming reasonably estimated to attract and retain businesses, residents and tourists to Downtown as deemed appropriate by the District Board.

The District may contract with Milwaukee Downtown, Inc. to coordinate and implement the marketing initiatives described above, as well as related activities. In connection with contracting with Milwaukee Downtown, Inc., the District intends to donate approximately \$1,725,312 to Milwaukee Downtown, Inc. to provide operating funds necessary to implement marketing initiatives and related activities.

4. Initiative to Combat Homelessness. Based on concerns raised by its stakeholders, the District spearheaded initiatives to address chronic homelessness and aggressive panhandling. Such initiatives include funding and raising funds to support a Downtown Homeless Outreach Coordinator, a Downtown Community Prosecutor and a PSA position dedicated to homelessness outreach.
5. Contracting to Extend Activities/Services Outside of the District. Given the District's success, various constituencies periodically request the District to extend activities or provide services outside of the District boundaries. The District is authorized to contract to extend its activities and/or services outside District boundaries and/or to area residents so long as, by majority vote of the Board, any such contract is deemed to (a) advance the District's objectives and (b) provide activities and/or services on a revenue-neutral basis

such that the District avoids incurring any costs not directly benefiting properties within the District.

C. Proposed Expenditures and Financing Method

The 2024 proposed annual operating budget for the District is \$4,718,030. \$4,678,180 will be the amount received from District assessments from properties within the District. \$39,850 is additional income that is anticipated to come from several sources. See Appendix D. Of these amounts, \$964,400 will finance the Public Service Ambassadors Program, \$1,277,468 will fund the Clean Sweep Ambassadors Program, \$2,021,028 will pay for economic development, marketing, promotions and business retention and recruitment efforts, including placemaking efforts, and \$455,134 will be reserved for administrative expenses and a contingency (including, without limitation, the salaries of a full-time CEO, an economic development director, a marketing/events/social media director, a director of public space initiatives, an administrative operations manager, interns and other District staff, legal fees, insurance costs and office expenses). In the event that the Board reasonably determines that amounts allocated to any particular program are not needed for that program, unneeded amounts for one program may be used for another program. In addition, any funds collected but unspent pursuant to previous years' operating plans and any unanticipated voluntary contributions or other income will be made available in 2024 (for any purpose set forth in this Operating Plan, including without limitation for core services, public information, marketing, promotions and/or economic development efforts). The Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

The Board shall approve an annual operating budget for the District each year. Prior to approving any annual operating budget, the District will mail a public hearing notice and make available a copy of the proposed annual operating plan and budget to all owners of real property within the District. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation, and the notice, annual operating plan and budget will be posted on the District's website. The District Board will hold a public hearing and approve the annual operating plan and budget for the District for that year. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. (This Year Twenty-Seven Operating Plan was unanimously approved by fourteen Board members in attendance at the Board meeting of September 14, 2023.) Any capital improvements costing more than

\$15,000 each or \$40,000 in the aggregate for any one year must be approved by a 2/3 majority of the entire District Board. For the purposes of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decorations. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for that year.

The 2023 assessed valuation of all property subject to assessment within the original District boundaries was approximately \$2,851,531,064. The method of assessing annual operating expenses against properties located within the District is set forth in Article IV of this Operating Plan. Any change in the method of assessing annual operating expenses against properties located within the District must be approved by a 3/4 majority of the entire District Board and a majority of the Common Council of the City. Subsequent revisions to this Operating Plan will specify any additional assessment methodologies and amounts for operating expenses. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

D. Organization of the District Board

The Mayor shall appoint members to the District Board. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities; to ensure compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3)(a) requires that the Board be composed of at least five members and that a majority of the Board members be owners or occupants of property within the District.

The Board shall be structured and operate as follows:

1. Board size - 19 members.
2. Composition -
 - (a) Three members shall be representatives of each of the three largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2024, U.S. Bank Center (777 and 811 East Wisconsin Avenue), 411 East Wisconsin Avenue and 833 East Michigan Avenue are the three largest office buildings.
 - (b) Two members shall be representatives of the fourth through the ninth largest (as measured by assessed valuation) multi-tenant office buildings in the District. In 2024, 790 North Water Street, Schlitz Park (at the intersection of 2nd and Pleasant Streets), The Milwaukee Center (107 East Kilbourn Avenue), 875 East Wisconsin Avenue, Plaza East (330 East Kilbourn Avenue) and Cathedral Place are the fourth through the ninth largest multi-tenant office buildings.
 - (c) Three members shall be representatives of any multi-tenant office buildings in the District.
 - (d) Three members shall be representatives of owner-occupied or single tenant buildings in the District with assessed valuations in excess of \$5,000,000. One member from this category shall be a representative of The Northwestern Mutual Life Insurance Company.
 - (e) One member shall be an owner or operator of a street-level retail business located within the District (which business may, but need not, be a restaurant).
 - (f) Two members shall be representatives of hotels located within the District. Such hotels shall not be owned or controlled by the same or related entities or individuals.
 - (g) One member shall be a representative of a tax-exempt entity making a voluntary contribution to the District of not less than \$45,000 annually.
 - (h) Two members shall be "at large" members who shall not represent any particular constituency but who shall be owners

or occupants of real property located within the District used for commercial purposes.

- (i) Two members shall be the immediate two past chairs of the District Board.

For purposes of measuring the assessed valuations of any building or site set forth above, all contiguous buildings and/or sites connected above- or below-ground, separated only by an intervening street and with identical ownership shall be included as one building or site. (For example, the U.S. Bank Center, consisting of property located at 777 and 811 East Wisconsin Avenue, constitutes one site.) Each year, the Board shall reconfirm the assessed valuations, ownerships and occupancies of all properties located within the District. If the assessed valuation, ownership or occupancy of any particular building or site in any year ceases to satisfy the criteria set forth above, the Board shall rearrange such building or site in the appropriate category. In addition to the composition requirements set forth above, one member of the Board shall also be a member of the board of directors of Westtown Association as long as the Westtown Association remains in existence, and one member of the Board shall also be a member of the board of directors of East Town Association as long as the East Town Association remains in existence. In satisfying the categories for Board members set forth above, the geographic representation of Board members shall be varied to the extent possible.

- 3. Term - Appointments to the Board shall generally be for a period of three years. To the extent possible, the terms of members representing each of the categories set forth in subparagraph (2) above shall be staggered so that the terms of not more than 60% of the representatives of any one category shall expire simultaneously. Despite the expiration of a Board member's term, the member shall continue to serve, subject to the by-laws adopted by the Board, until the member's successor is appointed.
- 4. Compensation - None.
- 5. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.
- 6. Record Keeping - Files and records of the Board's affairs shall be kept pursuant to public record requirements.

7. **Staffing and Office** - The Board may employ staff and/or contract for staffing services pursuant to this Operating Plan and subsequent modifications thereof. In 2024, the Board may employ a full-time CEO, a full-time administrative operations manager, an economic development director, a marketing/events/social media director, a public space initiatives director and/or up to four interns and other support staff. The Board shall maintain an office for the District, which shall be centrally located in Downtown. The District's current office is located at 301 West Wisconsin Avenue, Suite 106. All District staff, including PSAs and CSAs, may work out of the District office or other approved spaces.
8. **Meetings** - The Board shall meet regularly, at least once quarterly. The Board has adopted rules of order (by-laws) to govern the conduct of its meetings. In the event of a tie in any matter on which an even number of Board Members vote, the vote of the Chair shall be deemed the tie-breaker.
9. **Executive Committee** - The Board shall elect from its members a chair, a vice-chair, a secretary, a treasurer and an assistant secretary who, together with the immediate past Chair of the Board, shall comprise an Executive Committee of the Board. At least one member of the Executive Committee shall be elected from the category of members set forth in subparagraphs (2)(a) or (b) above. Moreover, the member representing The Northwestern Mutual Life Insurance Company under subparagraph (2)(d) above shall be elected to some office on the Executive Committee. The immediate past chair of the Board shall serve on the Executive Committee until the current Chair ceases to serve as Chair, in which case the immediately past serving Chair shall become immediate past Chair. The Executive Committee shall be authorized to oversee the day to day operations of the District, subject to the by-laws adopted by the Board. In the event of a tie in any matter on which all officers vote, the vote of the Chair shall be deemed the tie-breaker.
10. **Non-voting Members** - At the option of a majority of the members of the Board, representatives of Visit Milwaukee, the Milwaukee Development Corporation, the Metropolitan Milwaukee Association of Commerce, the Wisconsin Center District and one or more significant Milwaukee arts venues (and/or similar organizations) may be invited to attend meetings of the Board or Executive Committee as nonvoting members.

11. Emeritus Members – By resolution of a majority of the members of the Board, former Board members who have demonstrated extraordinary service to the District may be appointed "emeritus" members in honor and recognition of their exceptional contributions.
12. No public bidding – Notwithstanding anything herein to the contrary and/or any contrary decisions by the Board relative to specific contracts, the District shall not be subject to any prevailing wage and/or public bidding requirements under either Wisconsin Statutes and/or City of Milwaukee ordinances.

E. RELATIONSHIP TO MILWAUKEE DOWNTOWN, INC. AND ALLIANCE FOR DOWNTOWN PARKING AND TRANSPORTATION, INC.

The District is a separate entity from Milwaukee Downtown, Inc., a private, not for profit corporation, exempt from taxation under section 501(c)(3) of the Internal Revenue Code, notwithstanding the fact that some or all of the members, officers and directors of each entity may be shared. Milwaukee Downtown, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may contract with Milwaukee Downtown, Inc. to provide marketing and promotional services to the District and to retain an economic development director. The Board shall donate operating funds to Milwaukee Downtown, Inc. to facilitate the provision of such services and staffing, all in accordance with this Operating Plan.

The District and Milwaukee Downtown, Inc. are also separate entities from Alliance for Downtown Parking and Transportation, Inc. (the "Alliance"), a private, not for profit corporation, notwithstanding the fact that the District Board appoints all members to the board of directors of the Alliance. The Alliance shall remain a private organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with the Board. The Board may work in tandem with the Alliance and other Downtown commercial organizations to improve and mitigate adverse parking and transportation issues impacting Downtown Milwaukee and to promote positive parking and transportation options within the area, consistent with the purposes of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be levied against each property within the District in direct proportion to the commercial assessed value of each property for real property tax purposes on record with the District as of the date the District held the public hearing regarding its Year Twenty-Seven Operating Plan (September 14, 2023). No owner of property within the District shall be eligible to receive or be subject to any reductions or increases in its assessment as a result of a decrease or increase in the assessed value for their property occurring after such date. The Board may, however, at its sole option, consider updated assessment information until the Common Council approves this Operating Plan. In addition, the amount of an assessment against a particular property may change from year to year if that property's assessed value changes relative to other properties within the District.

Appendix C identifies each property included in the District and shows the proposed BID assessment for each property for the twenty-seventh year of operation. Such proposed assessments are based on the assessed value and classification estimated in 2024 pursuant to the foregoing formula.

In addition, any amounts due to the District from a property owner pursuant to a contract between the District and the property owner may, at the option of the District Board, become a special assessment or special charge against that property upon 30 days' prior written notice to the property owner.

B. Excluded and Exempt Property

The BID statute requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided.

1. Wisconsin Statutes section 66.1109(1)(f)(1m): The District will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this Operating Plan because it is assumed that they will benefit from development in the District.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed. Mixed use properties

containing some residential use will be assessed by the District consistent with applicable law.

3. Consistent with Wisconsin Statutes section 66.1109(5)(a), property within the District boundaries but exempt from general real estate taxes under Wisconsin Statutes section 70.11 may not be specially assessed by the District but will be asked to make a financial contribution to the District on a voluntary basis. Funds collected in this manner in any given year may be used in any manner deemed appropriate by the Board. In addition, consistent with Wisconsin Statutes section 66.1109(1)(b), those tax exempt properties within the original or amended boundaries of the District which later become taxable shall automatically become included within the District and subject to assessment under any current operating plan without necessity to undertake any other act.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

A. Enhanced Safety and Cleanliness

Under Wisconsin Statutes section 66.1109(1)(f)(4), this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will enhance the safety and cleanliness of Downtown and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

B. City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. To this end, the City has played a significant role in creation of the District and in the implementation of this Operating Plan. In furtherance of its commitment, the City shall:

1. Perform its obligations and covenants under the Cooperation Agreement.
2. Provide technical assistance to the District in the adoption of this and subsequent operating plans and provide such other assistance as may be appropriate.
3. Collect assessments, maintain the same in a segregated account and disburse monies to the Board.

4. Receive annual audits as required per Wisconsin Statutes section 66.1109(3)(c).
5. Provide the Board, through the Office of Assessment, on or before July 1 of each year, and periodically update, with the official City records on the assessed value of each tax key number within the District as of January 1 of each year for purposes of calculating the District assessments.
6. Promptly appoint and confirm members to the Board, consistent with this Operating Plan.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The BID statute establishes a specific process for reviewing and approving operating plans. Pursuant to the statutory requirements, the following process will be followed:

1. The District shall submit its proposed Operating Plan to the Department of City Development.
2. The Community and Economic Development Committee of the Common Council will review the proposed Operating Plan at a public meeting and will make a recommendation to the full Common Council.
3. The Common Council will act on the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor for his approval.
5. If approved by the Mayor, this Year Twenty-Seven Operating Plan for the District is approved and the Mayor will appoint, in accordance with Article III.D., new members to the Board to replace Board members whose terms have expired or who have resigned.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

It is anticipated that the District will continue to revise and develop this Operating Plan annually, in response to changing needs and opportunities

in the District, in accordance with the purposes and objectives defined in this Operating Plan.

Wisconsin Statutes section 66.1109(3)(b) requires the Board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms proposed activities, information on specific assessed values, budget amounts and assessment amounts are based solely upon current conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates, and approval by the Common Council of such plan updates shall be conclusive evidence of compliance with this Operating Plan and the BID statute.

In later years, the District Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the approval of a 3/4 majority of the entire District Board and consent of the City of Milwaukee. In addition, if any year's annual aggregate assessment to property owners exceeds the prior year's annual aggregate assessment by 6% or more, such increased assessment must be approved by the owners of property assessed by the District having a property tax assessed valuation equal to at least 3/4 of the aggregate property tax assessed valuation of all property assessed by the District. Further, as set forth in Article III.C. above, a 2/3 majority of the entire District Board must approve increases in the District operating budget exceeding 4% of the prior year's budget and capital improvement expenditures of over \$15,000 in any one instance or of \$40,000 in the aggregate in any one year.

B. Early Termination of the District

The City shall consider terminating the District if the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified herein, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the Operating Plan, file a petition with the City Plan Commission requesting termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated.

Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice. Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District.

Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District.

If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified in the Operating Plan, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

C. Amendment, Severability and Expansion

This District has been created under authority of Wisconsin Statutes section 66.1109. Except as set forth in the next sentence, should any court find any portion of this statute invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment. Should any court find invalid or unconstitutional the organization of the entire District Board, any requirement for a 2/3 or 3/4 majority vote of the District Board, the budgeting process or the automatic termination provision of this or any subsequent Operating Plan, the District shall automatically terminate and this Operating Plan shall be of no further force and effect.

Should the legislature amend the statute to narrow or broaden the definition of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this Operating Plan may be amended by a 2/3 majority of the entire District Board and a majority of the Common Council of the City of Milwaukee as and when they conduct their annual Operating

Plan approval and without necessity to undertake any other act. This is specifically authorized under section 66.1109(3)(b).

D. Automatic Termination Unless Affirmatively Extended.

The District Board shall not incur obligations extending beyond thirty years from the date on which the District was created. At the end of the twenty-ninth year of the District's existence, the District Board shall prepare an operating plan for the thirtieth year that contemplates termination of the District at the commencement of the thirtieth year as set forth in Wisconsin Statutes section 66.1109(3)(b), unless the owners of property assessed by the District having a valuation equal to 60% of the valuation of all property assessed by the District affirmatively vote to continue the District.

In addition, the Board may elect by majority vote to terminate the District if the City is in default of any obligation or covenant of the City set forth in the Cooperation Agreement. In such event, the District shall terminate as set forth in Wisconsin Statutes section 66.1109(4m).

APPENDIX A

Wisconsin Statutes section

Updated 2017–18 Wis. Stats. Published and certified under s. 35.18. August 1, 2020.

167 Updated 17–18 Wis. Stats.

MUNICIPAL LAW 66.1109

(b) Designation by the planning commission of the boundaries of a reinvestment neighborhood or area recommended by it to be designated and submission of the recommendation to the local legislative body.

(c) Adoption by the local legislative body of a resolution which:

1. Describes the boundaries of a reinvestment neighborhood or area with sufficient definiteness to identify with ordinary and reasonable certainty the territory included in the neighborhood or area. The boundaries may, but need not, be the same as those recommended by the planning commission.

2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.

3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

History: 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

66.1108 Limitation on weekend work. (1) DEFINITIONS. In this section:

(a) “Construction project” means a project involving the erection, construction, repair, remodeling, or demolition, including any alteration, painting, decorating, or grading, of a private facility, including land, a building, or other infrastructure that is directly related to onsite work of a residential or commercial real estate development project.

(b) “Political subdivision” means a city, village, town, or county.

(2) **CONSTRUCTION PROJECTS; WEEKEND WORK.** (a) A political subdivision may not prohibit a private person from working on the job site of a construction project on a Saturday. A political subdivision may not impose conditions that apply to a private person who works on a construction project on a Saturday that are inapplicable to, or more restrictive than the conditions that apply to, such a person who works on a construction project during weekdays.

(b) If a political subdivision has enacted an ordinance or adopted a resolution before April 5, 2018, that is inconsistent with par. (a), that portion of the ordinance or resolution does not apply and may not be enforced.

History: 2017 a. 243.

66.1109 Business improvement districts. (1) In this section:

(a) “Board” means a business improvement district board appointed under sub. (3) (a).

(b) “Business improvement district” means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) “Chief executive officer” means a mayor, city manager, village president or town chairperson.

(d) “Local legislative body” means a common council, village board of trustees or town board of supervisors.

(e) “Municipality” means a city, village or town.

(f) “Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subds. 1. to 4. have been complied with.

(g) “Planning commission” means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(2m) A municipality may annex territory to an existing business improvement district if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.

(b) The planning commission has approved the annexation.

(c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

(d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be

2017–18 Wisconsin Statutes updated through 2019 Wis. Act 186 and through all Supreme Court and Controlled Substances Board Orders filed before and in effect on August 1, 2020. Published and certified under s. 35.18. Changes effective after August 1, 2020, are designated by NOTES. (Published 8–1–20)

annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.

(3) (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:

1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.

2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.

(cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.

(cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than

special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5) (a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes

under s. 70.11 may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

(d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

66.1110 Neighborhood improvement districts. (1) In this section:

(a) “Board” means a neighborhood improvement district board elected under sub. (4) (a).

(b) “Chief executive officer” means a mayor, city manager, village president, or town chairperson.

(c) “Local legislative body” means a common council, village board of trustees, or town board of supervisors.

(d) “Municipality” means a city, village, or town.

(e) “Neighborhood improvement district” means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes, and property that is acquired and owned by the board if the local legislative body approved acquisition of the property under sub. (4) (d) as part of its approval of the initial operating plan under sub. (3) (e).

(f) “Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.

(g) “Owner” means the owner of real property that is located within the boundaries, or the proposed boundaries, of a neighborhood improvement district.

(h) “Planning commission” means a plan commission under s. 62.23 or, if none exists, a board of public land commissioners or, if none exists, a planning committee of the local legislative body.

(2) An operating plan shall include at least all of the following elements:

(a) The special assessment method applicable to the neighborhood improvement district.

(b) The kind, number, and location of all proposed expenditures within the neighborhood improvement district.

(c) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

(d) A description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

(e) A statement as to whether the local legislative body authorizes the board to own real property and, if so, a description of the real property to be owned, the purpose of the ownership, and a statement of to whom the real property will be transferred if the neighborhood improvement district is terminated.

(f) A legal opinion that pars. (a) to (e) have been complied with.

(3) A municipality may create a neighborhood improvement district and adopt its operating plan if all of the following conditions are met:

(a) An owner of real property subject to general real estate taxes and located in the proposed neighborhood improvement dis-

trict designated under par. (b) has petitioned the municipality for creation of a neighborhood improvement district.

(b) The planning commission has designated a proposed neighborhood improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the neighborhood improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed neighborhood improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice, together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed neighborhood improvement district, shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district. The notice shall state the boundaries of the proposed neighborhood improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), one of the following has not filed a petition with the planning commission protesting the proposed neighborhood improvement district or its proposed initial operating plan:

1. The owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan.

2. The owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the neighborhood improvement district. The local legislative body shall publish a class 2 notice under ch. 985 regarding the meeting at which the local legislative body will vote on whether to adopt the proposed initial operating plan for the neighborhood improvement district. Before publication, a copy of the notice shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district.

(4) (a) 1. If the local legislative body adopts the proposed initial operating plan under sub. (3) (e), it shall determine the size of board, which shall consist of at least 5 members, all of whom shall own or occupy real property in the neighborhood improvement district.

2. The number of board members who represent commercial and residential property, respectively, shall be set by the local legislative body, as closely as possible, in the same proportion as is the aggregate valuation of commercial property in the neighborhood improvement district to the total assessed value of all property in the district, and the aggregate valuation of residential property in the district to the total assessed value of all property in the district.

3. The local legislative body shall set the time and place for a meeting at which members of the board will be elected, and shall publish a class 2 notice under ch. 985 that contains this information. The notice shall specify that all individuals who either own or occupy real property within the neighborhood improvement district are eligible to serve on the board and vote at the election.

4. At the meeting, the individuals who own or occupy real property shall be divided into 2 groups. One group shall consist of those individuals who own or occupy commercial property, and one group shall consist of those individuals who own or occupy residential property. Each group shall elect from among its members the number of board members set to represent its group by the local legislative body under subd. 2.

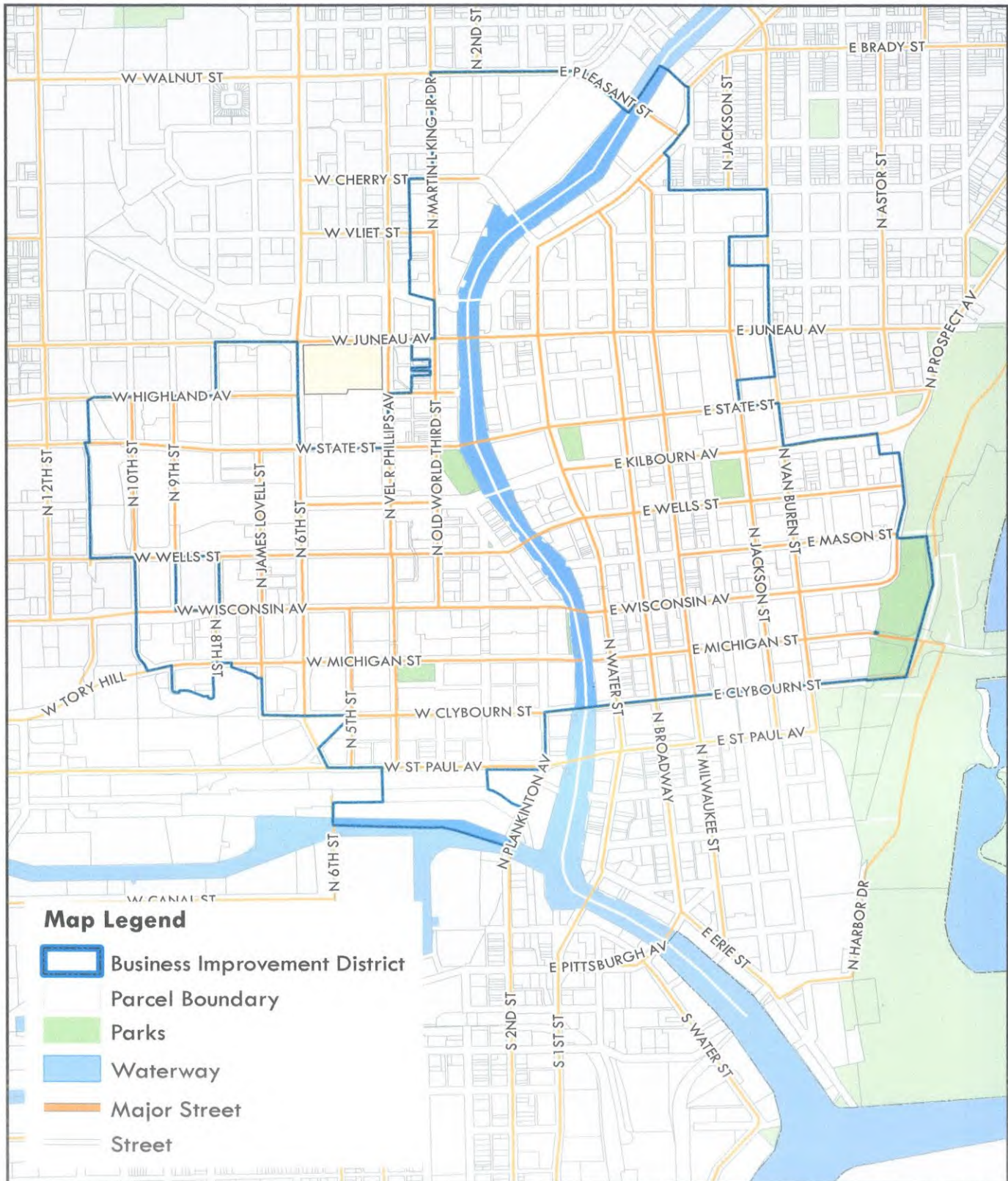
5. Board members elected under subd. 4. shall serve a one year term, and may be reelected. Annually, the number of board members who represent commercial and residential properties,

APPENDIX B

BID NO. 21: MILWAUKEE DOWNTOWN CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 8/12/2020
Source: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridors Team

0 0.25 0.5 Miles



Document Path: S:\GIS and Data Projects\2020\20-08-12_BID21\Bid 21_RevisedMap_2020.mxd

APPENDIX C

Narrative listing of properties

APPENDIX D
2024 Budget

BUSINESS IMPROVEMENT DISTRICT #21
CLEAN*SAFE*WELCOMING
2024 BUDGET

INCOME

2024 BID #21 Assessments
(Based on a mill rate of \$1.64 per \$1,000 of
assessed value) \$ 4,678,180

Additional Income \$ 39,850

TOTAL INCOME \$ 4,718,030

EXPENSES

Clean Sweep Ambassador Program
 Sidewalk Cleaning \$ 859,400
 Landscaping \$ 413,068
 Graffiti Removal \$ 5,000
\$ 1,277,468 (27% of total)

Public Service Ambassador Program \$ 964,400 (20% of total)

Administrative \$ 455,134 (10% of total)

Economic Development/Marketing/Business
Retention/Recruitment/Special Projects \$ 2,021,028 (43% of total)

TOTAL EXPENSES \$ 4,718,030

APPENDIX E

Strategic Plan Goals and Big Moves



Clean, Safe, & Welcoming

GOAL: Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe, and welcoming for all.

BIG MOVE: Milwaukee Downtown BID 21 will act as the steward for the entirety of the Downtown public realm, expanding beautification services, identifying and advocating for needed repairs, improvements, activate the Riverwalk and be thought and action leaders in addressing homelessness.

Economic Growth

GOAL: Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, nighttime entertainment, and tourism to grow and thrive.

BIG MOVE: Milwaukee Downtown BID 21 will prioritize recruiting and retaining employers of all sizes, and making Downtown a place that helps them to recruit and retain a strong, diverse, and creative workforce.

Placemaking & Management

GOAL: Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in establishing a public space management initiative to develop, maintain, and activate inclusive public spaces in a financially and environmentally sustainable manner.

Arts, Culture, Entertainment, & Sports

GOAL: Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife, and sports.

BIG MOVE: Milwaukee Downtown BID 21 will significantly increase its role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.

Neighborhood & District Partnerships

GOAL: Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations, and other districts.

BIG MOVE: Milwaukee Downtown BID 21 will take the lead in convening partners and coordinating efforts to strengthen downtown, community, and district connections.

Downtown Living

GOAL: Residential developers and residents contribute to the vitalization of Downtown through meaningful financial contributions and active participation.

BIG MOVE: Milwaukee Downtown BID 21 will engage Downtown residential developers and residents to better fund, create and advocate for a complete downtown neighborhood with vibrant, accessible, and affordable programs, events, and services for Downtown residents.

Summary of Changes in 2024 Operating Plan

- | | |
|----------------------------------|---|
| Section I (Page 1) | – Incorporated re-imagined mission and vision from MIG strategic planning effort. |
| Section III(A)
(Page 2) | – Noted refocusing on core “clean, safe and welcoming” services; placemaking and strategic partnerships. |
| Section III(A)
(Page 3) | – Highlighted the District’s leadership in the City’s Downtown Plan, placemaking, public art and entertainment districts. |
| Section III(B)
(Page 3) | – Updated staff titles. |
| Section III(B)(1)
(Pages 4-5) | – Emphasized roles and partnerships with PSA homeless outreach coordinator, Milwaukee County Housing Service and DOJ/DA. |
| Section III(C)
(Pages 9-10) | – Updated budget and assessment information. |
| Section III(D)(2)
(Page 11) | – Updated 4 th – 9 th largest office buildings to determine board categories. |
| Appendix D | – Updated budget; mill rate is currently \$1.64 per \$1,000 of assessable value. |
| Appendix E | – Inserted MIG Strategic Plan Goals and “Big Moves.” |

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

COMBINED FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2022

(With Summarized Totals for the Year Ended December 31, 2021)

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE

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Independent Auditor's Report

Board of Directors
Milwaukee Downtown Business Improvement District No. 21 and Affiliate

Opinion

We have audited the accompanying combined financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate (a nonprofit organization) which comprise the combined statement of financial position as of December 31, 2022, and the related combined statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the combined financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Milwaukee Downtown Business Improvement District No. 21 and Affiliate as of December 31, 2022, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Milwaukee Downtown Business Improvement District No. 21 and Affiliate and to meet other ethical responsibilities in accordance with the ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Ritz Holman LLP

Serving business, nonprofits, individuals and trusts.

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ritzholman.com

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and, therefore, is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Milwaukee Downtown Business Improvement District No. 21 and Affiliate's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Milwaukee Downtown Business Improvement District No. 21 and Affiliate's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Report on Summarized Comparative Information

We have previously audited Milwaukee Downtown Business Improvement District No. 21 and Affiliate's December 31, 2021, financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated September 1, 2022. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2021, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The combined schedule of activities by organization and combined schedule of functional revenue and expenses without donor restrictions are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.

A handwritten signature in black ink that reads "Ritz Holman LLP". The signature is written in a cursive, flowing style.

RITZ HOLMAN LLP
Certified Public Accountants

Milwaukee, Wisconsin
July 6, 2023

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2022
(With Summarized Totals for December 31, 2021)

ASSETS	2022	2021
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 2,566,543	\$ 1,613,749
Accounts Receivable	433,980	446,915
Pledges Receivable	99,634	74,250
Prepaid Expenses	19,240	33,293
Deposits	37,500	---
Inventory	92,424	85,171
Total Current Assets	<u>\$ 3,249,321</u>	<u>\$ 2,253,378</u>
FIXED ASSETS		
Holiday Light Fixtures	\$ 470,055	\$ 394,462
Clean Sweep Equipment	225,160	225,160
Equipment	226,857	235,078
Leasehold Improvements	17,766	17,766
Asset in Progress	3,378	---
Intangible Assets - Website	68,240	68,240
Total Fixed Assets	<u>\$ 1,011,456</u>	<u>\$ 940,706</u>
Less: Accumulated Depreciation	(544,288)	(487,798)
Less: Accumulated Amortization	(53,009)	(39,361)
Net Fixed Assets	<u>\$ 414,159</u>	<u>\$ 413,547</u>
LEASES		
Right of Use Asset - Operating	\$ 352,313	\$ ---
Right of Use Asset - Financing, Net of Amortization	4,283	---
Total Lease Assets	<u>\$ 356,596</u>	<u>\$ ---</u>
OTHER ASSETS		
Pledges Receivable	\$ 267,134	\$ 254,250
Less Current Portion of Pledges Receivable	(99,634)	(74,250)
Investments	478,874	521,142
Total Other Assets	<u>\$ 646,374</u>	<u>\$ 701,142</u>
TOTAL ASSETS	<u>\$ 4,666,450</u>	<u>\$ 3,368,067</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 804,589	\$ 443,212
Deferred Rent Abatement	---	716
Current Portion of Long-Term Liabilities	59,245	19,769
Total Current Liabilities	<u>\$ 863,834</u>	<u>\$ 463,697</u>
LONG-TERM LIABILITIES		
Finance Lease Liability	\$ 4,290	\$ 4,514
Operating Lease Liability	357,662	---
Assessment Settlement Liability	54,317	70,984
Less: Current Portion of Long-Term Liabilities	(59,245)	(19,769)
Total Long-Term Liabilities	<u>\$ 357,024</u>	<u>\$ 55,729</u>
Total Liabilities	<u>\$ 1,220,858</u>	<u>\$ 519,426</u>
NET ASSETS		
Without Donor Restrictions		
Operating	\$ 1,848,214	\$ 1,738,370
Board Designated	623,552	751,684
Total Net Assets Without Donor Restrictions	<u>\$ 2,471,766</u>	<u>\$ 2,490,054</u>
With Donor Restrictions	973,826	358,587
Total Net Assets	<u>\$ 3,445,592</u>	<u>\$ 2,848,641</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 4,666,450</u>	<u>\$ 3,368,067</u>

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2022
(With Summarized Totals for the Year Ended December 31, 2021)

	Without Donor Restrictions	With Donor Restrictions	2022 Total	2021 Total
REVENUE				
Assessment Income	\$ 4,170,000	\$ ---	\$ 4,170,000	\$ 4,170,000
Contributions	195,944	773,496	969,440	499,510
Special Events Income	42,211	---	42,211	1,000
Key to Change	2,275	---	2,275	4,857
Government Grants	976,694	---	976,694	718,199
In-Kind Revenue	62,405	---	62,405	206,403
Investment Return	(15,220)	---	(15,220)	6,610
Ornament and Merchandise Sales	9,596	---	9,596	16,326
Loss on Disposal of Equipment	---	---	---	(587)
Miscellaneous Income	2,151	---	2,151	3,866
Net Assets Released from Restrictions	158,257	(158,257)	---	---
Total Revenue	<u>\$ 5,604,313</u>	<u>\$ 615,239</u>	<u>\$ 6,219,552</u>	<u>\$ 5,626,184</u>
EXPENSES				
Program	\$ 5,283,609	\$ ---	\$ 5,283,609	\$ 5,108,953
General and Administrative	285,185	---	285,185	252,829
Fundraising	53,807	---	53,807	33,763
Total Expenses	<u>\$ 5,622,601</u>	<u>\$ ---</u>	<u>\$ 5,622,601</u>	<u>\$ 5,395,545</u>
CHANGE IN NET ASSETS	\$ (18,288)	\$ 615,239	\$ 596,951	\$ 230,639
Net Assets at Beginning of Year (Restated)	<u>2,490,054</u>	<u>358,587</u>	<u>2,848,641</u>	<u>2,618,002</u>
NET ASSETS AT END OF YEAR	<u><u>\$ 2,471,766</u></u>	<u><u>\$ 973,826</u></u>	<u><u>\$ 3,445,592</u></u>	<u><u>\$ 2,848,641</u></u>

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2022
(With Summarized Totals for the Year Ended December 31, 2021)

	Program	General and Administrative	Fundraising	2022 Total	2021 Total
EXPENSES					
Salaries and Wages	\$ 450,656	\$ 73,984	\$ 36,871	\$ 561,511	\$ 521,008
Contract Services -					
Public Service Ambassadors	787,746	---	---	787,746	662,526
Clean Sweep Ambassadors	691,668	---	---	691,668	630,321
Planter Maintenance	371,490	---	---	371,490	382,247
Other Program Services	1,416,318	3,594	10,000	1,429,912	1,294,290
Employee Benefits	117,530	14,944	3,736	136,210	118,273
Payroll Taxes	31,230	3,318	829	35,377	32,704
Postage and Shipping	4,103	447	27	4,577	9,188
Occupancy	49,043	2,608	522	52,173	160,478
Utilities	25,371	662	132	26,165	23,651
Equipment Rental and Maintenance	46,864	---	---	46,864	41,964
Insurance	17,246	5,226	183	22,655	22,057
Depreciation and Amortization	70,084	14,166	---	84,250	88,198
Personal Property Tax	6,840	---	---	6,840	6,761
Event Entertainment	27,422	---	---	27,422	6,605
Event Decoration	43,461	---	---	43,461	52,085
Food and Beverages	104,146	7,518	---	111,664	53,349
Supplies	73,144	10,356	---	83,500	70,944
Accounting Fees	958	80,370	---	81,328	79,828
Legal Fees	34,331	54,168	---	88,499	34,400
Dues, Licenses and Permits	45,586	6,853	---	52,439	62,633
Bank Charges	6,787	721	---	7,508	1,873
Cost of Goods Sold	12,236	---	---	12,236	15,072
Assessment Settlement Expense	---	---	---	---	11,607
Advertising and Marketing	637,798	---	---	637,798	635,838
Donations to Others	138,953	---	---	138,953	330,583
Information Technology	20,226	5,394	1,348	26,968	23,350
Awards and Promotions	14,952	795	159	15,906	9,187
Bad Debt Expense	---	---	---	---	3,500
Travel	31,268	---	---	31,268	9,292
Interest	147	---	---	147	651
Miscellaneous	6,005	61	---	6,066	1,082
TOTALS	\$ 5,283,609	\$ 285,185	\$ 53,807	\$ 5,622,601	\$ 5,395,545

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2022
(With Summarized Totals for the Year Ended December 31, 2021)

	2022	2021
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 596,951	\$ 230,639
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Depreciation and Amortization	84,250	88,198
Unrealized Loss on Investments	51,938	4,939
(Gain) Loss on Disposal of Fixed Assets	---	587
Donated Stock	(5,040)	(5,363)
(Increase) Decrease in Accounts Receivable	12,935	(139,588)
(Increase) Decrease in Pledges Receivable	(12,884)	(151,100)
(Increase) Decrease in Prepaid Expenses	14,053	6,411
(Increase) Decrease in Deposits	(37,500)	3,183
(Increase) Decrease in Inventory	(7,253)	(2,078)
(Increase) Decrease in Operating Lease Right of Use Asset	(352,313)	---
Increase (Decrease) in Accounts Payable	361,377	(36,674)
Increase (Decrease) in Deferred Rent Abatement	(716)	17
Increase (Decrease) in Operating Lease Liability	357,662	---
Increase (Decrease) in Assessment Settlement Liability	(16,667)	(16,667)
Net Cash Provided (Used) by Operating Activities	<u>\$ 1,046,793</u>	<u>\$ (17,496)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sale of Investments	\$ 5,040	\$ 5,363
Purchases of Investments	(9,670)	(526,081)
Purchase of Fixed Assets	<u>(83,671)</u>	<u>(55,195)</u>
Net Cash Used by Investing Activities	<u>\$ (88,301)</u>	<u>\$ (575,913)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on Finance Lease	<u>\$ (5,698)</u>	<u>\$ (2,521)</u>
Net Cash Used by Financing Activities	<u>\$ (5,698)</u>	<u>\$ (2,521)</u>
Net Increase (Decrease) in Cash and Cash Equivalents	\$ 952,794	\$ (595,930)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>1,613,749</u>	<u>2,209,679</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u><u>\$ 2,566,543</u></u>	<u><u>\$ 1,613,749</u></u>
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Donated Stock	\$ 5,040	\$ 5,363
Interest Expense	294	651

The accompanying notes are an integral part of these financial statements.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022**

NOTE A - Summary of Significant Accounting Policies

Organization

The Milwaukee Downtown Business Improvement District No. 21 (MDBID) (the "Organization") was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. The mission of MDBID is to lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.

Milwaukee Downtown Business Improvement District No. 21 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

Combined Financial Statements

The combined financial statements include the accounts of Milwaukee Downtown Business Improvement District No. 21 and Milwaukee Downtown, Inc. (MDI). MDI is incorporated as a nonprofit organization exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. The Organization is not classified as a private foundation. MDI's board of directors is appointed by MDBID. All significant intercompany transactions and accounts are eliminated.

Accounting Method

The financial statements of Milwaukee Downtown Business Improvement District No. 21 and Affiliate have been prepared on the accrual basis of accounting.

Basis of Presentation

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

At December 31, 2022, the Organization had \$973,826 of net assets with time and purpose donor restrictions.

Contributions and Grant Revenue

Contributions received and unconditional promises to give are measured at fair value and are reported as increases in net assets. Contributions are considered available for the Organization's general operations and included in net assets without donor restrictions unless specifically restricted by a donor. A restricted contribution is reported in revenue and net assets without donor restrictions when the restriction is met within the same reporting period as the contribution is received. Contributions received restricted for a purpose not yet met or to support a future period are included in net assets with donor restrictions. When a donor restriction from a prior year expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. Conditional contributions are not recognized as revenue until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated if the barrier is not overcome.

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE A - Summary of Significant Accounting Policies (continued)

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

Cash and Cash Equivalents

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Inventory

Inventory consists of holiday ornaments which are recorded at cost.

Fixed Assets

Fixed assets are recorded at cost. Depreciation is computed on a straight-line basis over the estimated useful lives of assets. The Organizations capitalize items greater than \$1,000.

Allowance for Uncollectible Accounts

Management believes all receivables will be collected in accordance with the terms of the agreement. Thus, no allowance for uncollectible accounts is necessary at year-end.

Functional Expenses

The Organization allocates costs based on their functional and natural classification in the statement of functional expenses. Program costs are those associated with carrying out the mission of the Organization; management costs are those for management of the Organization including accounting, office expense, human resources, budgeting or board of directors costs; and fundraising costs are those attributed to the solicitation of contributions. Whenever possible, the Organization allocates costs directly to program, management or fundraising. The cost of individuals that participate in more than one function are allocated to each function based on that individual's time in each function. Other costs that relate to more than one function are allocated based on their estimated share in each function.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE A - Summary of Significant Accounting Policies (continued)

Leases

The Organization recognizes operating and finance leases in accordance with the *FASB Accounting Standards Codification* (ASC) 842. A lease exists when an organization has the right to control the use of property, plant or equipment over a lease term.

The lessee classifies a lease as either a finance or operating lease. The accounting of a finance lease is similar to when an asset is purchased. An operating lease is when the right-of-use of an asset exists over the lease-term, but the lease doesn't meet the definition of a finance lease.

The Organization has elected to establish a threshold to exclude lease assets and obligations that are immaterial to the financial statements. The Organization recognizes individual lease assets and liabilities when they are greater than \$5,000. However, if the combined lease assets or liabilities for individually insignificant leases are greater than \$10,000, the Organization recognizes the lease assets and obligations.

The Organization has elected not to apply the recognition requirements in ASC 842 to short-term leases (those with a term of 12 or less months) and no expected purchase at the end of the term.

NOTE B - Comparative Financial Information

The financial information shown for 2021 in the accompanying financial statements is included to provide a basis of comparison with 2022. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2021, from which the summarized information was derived.

NOTE C - Accounting Standards Changes and Change in Accounting Principles

Accounting Standards Changes

The Organization's financial statements include implementation of the following accounting standards updates:

Accounting Standards Update 2020-07, Not-for-Profit entities (Topic 958), Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets. This update requires contributed nonfinancial assets to be reported as a separate line in the statement of activities. A financial statement note is required to provide disaggregated contributed nonfinancial assets by category including: the type of contributed nonfinancial asset; qualitative information about the monetization or utilization of the nonfinancial assets; the policy about the monetization or utilization of nonfinancial assets; a description of restrictions, valuation, and the market used to determine the fair value. The amendments in this update are applied on a retrospective basis. The implementation of this standard has not materially affected the financial statements of the Organization.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022**

NOTE C - Accounting Standards Changes and Change in Accounting Principles (continued)

Accounting Standards Changes (continued)

Accounting Standards Update 2020-08, Codification Improvements to Subtopic 310-20, Receivables – Nonrefundable Fees and Other Costs. This update clarifies that an entity should reevaluate whether a callable debt security is within the scope of paragraph 310-20-32-33 for each reporting period. This amendment impacts the effective yield of an existing individual callable debt security. Amendments in this update are applied on a prospective basis as of the beginning of the period of adoption for existing or newly purchased callable debt securities. The implementation of this standard has not materially affected the financial statements of the Organization.

Accounting Standards Update 2016-02, Leases (Topic 842), which supersedes existing guidance in Topic 840, Leases. The FASB subsequently issued the following additional ASUs, which amend and clarify Topic 842: ASU 2018-01, Land Easement Practical Expedient for Transition to Topic 842; ASU 2018-10, Codification Improvements to Topic 842, Leases; ASU 2018-11, Leases (Topic 842): Targeted Improvements; ASU 2018-20, Narrow-scope Improvements for Lessors; ASU 2019-01, Leases (Topic 842): Codification Improvements; ASU 2020-05, Leases (Topic 842): Lessors—Certain Leases with Variable Lease Payments; and ASU 2021-09, Leases (Topic 842): Discount Rate for Lessees That Are Not Public Business Entities. Topic 842 amends both lessor and lessee accounting with the most significant change being the requirement for lessees to recognize right-to-use (ROU) assets and lease liabilities on the statement of financial position for operating leases.

The Organization adopted the leasing standards effective January 1, 2022, using the modified retrospective approach with January 1, 2022, as the initial date of application. Using this method, a cumulative-effect adjustment to net assets is recognized in the period of adoption. The Organization elected to use all available practical expedients provided in the transition guidance. These allowed the Organization to not reassess the identification, classification and initial direct costs of lessor agreements and to use hindsight in lessee and lessor agreements for determining lease term and right-of-use asset impairment. The adoption had a material impact on the Organization's statement of financial position but did not have a material impact on the statement of activities.

Future Accounting Pronouncement

Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326) will be effective for fiscal years beginning after December 15, 2022. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current generally accepted accounting principles with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE C - Accounting Standards Changes and Change in Accounting Principles (continued)

Change in Accounting Principles

The adoption of Topic 842 had a material impact on the Organization's statement of financial position but did not have a material impact on the statement of activities. The most significant impact was the recognition of right-of-use operating lease assets of \$398,407 and operating lease liabilities of \$404,218. Adoption of the new standard had no impact on cash flows.

The following details the statement of financial position line items effected as of January 1, 2022:

	<u>As Reported Under 840</u>	<u>As Reported Under 842</u>	<u>Effect of Change</u>
Assets			
Right-of-Use Asset - Operating Leases	\$ ---	\$ 398,407	\$398,407
Liabilities			
Lease Liability - Operating Lease	---	\$ 404,218	\$404,218
Deferred Rent Abatement	\$ 716	---	(716)
Net Assets With and Without Donor Restrictions	\$2,848,641	\$2,843,546	\$ (5,095)

NOTE D - Liquidity

The Organization has financial assets available to meet cash needs for general expenditure consisting of the following:

Cash and Cash Equivalents	\$2,566,543
Pledges Receivable	99,634
Accounts Receivable	<u>433,980</u>
Total Financial Assets	<u>\$3,100,157</u>

Financial assets of \$973,826 are subject to donor or other contractual restrictions that make them unavailable for general expenditure within one year of the combined statement of financial position date. The accounts and pledges receivable are subject to implied time restrictions but are expected to be collected within one year. The Organization structures its financial assets to be available as its general expenditures, liabilities, and other obligations become due.

NOTE E - Fair Value Measurements

The Organization has adopted the Financial Accounting Standards Board guidance on fair value measurements. A three-tier hierarchy is used to maximize the use of observable market data inputs and minimize the use of unobservable inputs, and to establish classification of fair value measurements for disclosure purposes. Financial assets valued using Level 1 inputs are based on unadjusted quoted market prices within active markets. Financial assets valued using Level 2 inputs are based primarily on quoted prices for similar assets in active or inactive markets. Financial assets valued using Level 3 inputs are based primarily on valuation models with significant unobservable pricing inputs and which result in the use of management estimates.

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE E - Fair Value Measurements (continued)

The following table sets forth by level, within the fair value hierarchy, the Organization's assets at fair value as of December 31, 2022:

<u>Investment Category</u>	<u>Fair Value</u>	Quoted Prices In Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
Cash and Cash Equivalents	\$130,085	\$130,085	\$ ---	\$ ---
Fixed Income	<u>348,789</u>	<u>348,789</u>	<u>---</u>	<u>---</u>
Total	<u>\$478,874</u>	<u>\$478,874</u>	<u>\$ ---</u>	<u>\$ ---</u>

NOTE F - Pledges Receivable

Pledges receivable consist of the following at December 31, 2022:

<u>Source</u>	<u>Amount</u>
Economic Development	\$ 30,134
Holiday Lights	194,000
Dog Park	40,000
Other	<u>3,000</u>
Total	<u>\$267,134</u>

Future collections for the year ended December 31, 2022, are as follows:

<u>Year</u>	<u>Amount</u>
2023	\$ 99,634
2024	57,500
2025	55,000
2026	<u>55,000</u>
Total	<u>\$267,134</u>

NOTE G - Assessment Income

In order to provide revenues to support the MDBID's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified downtown area. The assessment is calculated based on the assessed values of the properties as of every fall. The assessment levied on the downtown properties was \$.00150 for every dollar of assessed property value for the year ended December 31, 2022. Resulting assessment revenues recorded in 2022 were \$4,170,000.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022**

NOTE H - Commitments

MDBID has management contracts for landscaping and holiday street decorations which extend until December 31, 2024. MDBID has management contracts with public service ambassadors and clean sweep ambassadors which extend until December 31, 2023.

Future payments for the year ended December 31, 2022, are as follows:

<u>Year</u>	<u>Amount</u>
2023	\$2,154,760
2024	<u>474,175</u>
Total	<u>\$2,628,935</u>

NOTE I - Grants to Others

The Organization awards grants to its affiliate, Milwaukee Downtown, Inc. The grant for the year ended December 31, 2022, was \$1,565,069 and is for the accomplishment of the Affiliate's objectives.

The Organization also provided donations to others of \$138,953 for the year ended December 31, 2022, consisting of:

<u>Purpose</u>	<u>Amount</u>
Key to Change	\$136,453
Other	<u>2,500</u>
Total	<u>\$138,953</u>

NOTE J - Leasing Activities

In January 2019, the Organization had an operating lease for the rental of a building in Milwaukee, Wisconsin. Starting August 1, 2019, the Organization occupied the building. Due to leasehold improvements in the new location, the lease was amended so that payments begin on February 1, 2020, and expire on January 1, 2030.

The Organization has two finance lease obligations, one for a copier and the other for a postage meter. The equipment is amortized over the life of their respective leases. The combined cost of \$20,448 is included as right of use asset. As of December 31, 2022, \$16,165 is included in accumulated amortization for the equipment.

The weighted average discount rate for operating leases is:	1.59%
The weighted average remaining lease term in years for operating leases is:	7.75 years

The weighted average discount rate for finance leases is:	1.95%
The weighted average remaining lease term in years for finance leases is:	1.08 years

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE J - Leasing Activities (continued)

The following summarizes the line items in the statements of activities which include the components of lease expense for the year ended December 31, 2022:

	<u>Amount</u>
Operating Lease Costs:	
Fixed Lease Payments	\$52,741
Finance Lease Costs:	
Amortization of Lease Asset	\$ 4,637
Interest on Lease Liabilities	\$ 147

The following summarizes cash flow information related to leases for the year ended December 31, 2022:

	<u>Amount</u>
Operating Cash Flows from Operating Leases	\$52,741
Operating Cash Flows from Finance Leases	\$ 147
Financing Cash Flows from Finance Leases	\$ 5,160

The maturities of lease liabilities as of December 31, 2022, were as follows:

<u>Year Ending December 31:</u>	<u>Operating</u>	<u>Finance</u>
2023	\$ 54,062	\$3,268
2024	55,433	1,359
2025	56,803	---
2026	58,219	---
2027	59,680	---
Thereafter	<u>129,137</u>	<u>---</u>
Total Lease Payments	\$413,334	\$4,627
Less: Present Value Discount	<u>(55,672)</u>	<u>(337)</u>
Present value of lease liabilities	<u>\$357,662</u>	<u>\$4,290</u>

MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022

NOTE K - Assessment Settlement Liability

The Organization entered into a settlement agreement with the City of Milwaukee regarding business improvement property tax assessments. The Organization has agreed in good faith partnership to pay a total of \$120,985 beginning in 2019 with seven equal installments and a final payment in 2026. The balance of the obligations is \$54,317 as of December 31, 2022.

Future minimum settlement payments for the year ended December 31, 2022, are as follows:

<u>Year</u>	<u>Amount</u>
2023	\$16,667
2024	16,667
2025	16,667
2026	<u>4,316</u>
Total	<u>\$54,317</u>

NOTE L - Concentration of Risk

The Organization maintains its cash balances in one financial institution. The combined account balances are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000 at each financial institution. At December 31, 2022, the Organization's uninsured cash balances total \$2,076,345.

The Organization received property assessment income from the City of Milwaukee. The Organization's operations rely on the availability of these funds. For the year ended December 31, 2022, 67% of the Organization's revenue was from the City of Milwaukee.

NOTE M - Board Designated Net Assets

Board designated net assets as of December 31, 2022, consist of the following:

<u>Designation</u>	<u>Amount</u>
Holiday Lights	\$348,213
Office Equipment	15,132
Economic Development	45,211
Website	40,000
Clean Sweep Equipment	<u>174,996</u>
Total	<u>\$623,552</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022**

NOTE N - Net Assets With Donor Restrictions

Net assets with donor restrictions as of December 31, 2022, consist of the following:

<u>Purpose-Restricted</u>	<u>Amount</u>
Holiday Lights	\$194,000
Other Events	2,500
Brighten the Passage	19,356
Dog Park	662,336
Economic Development	30,634
Tunes at Noon	10,000
HYBYCOZO 2023	<u>55,000</u>
Total	<u>\$973,826</u>

NOTE O - Conditional Contributions

The Organization has several contracts with governmental agencies which include specific use stipulations requiring funds be used only on qualifying expenses determined by the grant contract and allowable cost policies. The Organization will not receive the grant funds unless spent on the required activity and within the allowable cost guidance. As of December 31, 2022, the Organization has \$60,703 available for its programs through June 1, 2023.

NOTE P - Donated Goods and Services

The Organization received both donated goods and services during the year which are recorded at their estimated fair market value as revenue and expenses. Donated goods totaled \$55,905 and donated services totaled \$6,500 during the year ended December 31, 2022. For both donated services and goods, the Organization utilized them for specific purposes.

<u>Source</u>	<u>Amount</u>
Jack-o-Lantern Jubilee	\$ 4,000
Downtown Employee Appreciation Week Food	24,010
Donated Trees for Holiday Lights	7,224
Downtown Employee Appreciation Week Giveaways	13,248
Other Event Giveaways	7,325
Summer in the City Photography	1,525
Equipment Discounts for Other Events	948
Accounting Services	425
Jingle Bus Busing Services	<u>3,700</u>
Total	<u>\$62,405</u>

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
NOTES TO THE COMBINED FINANCIAL STATEMENTS
DECEMBER 31, 2022**

NOTE Q - Advertising and Marketing

The Organization uses advertising and marketing to promote its programs among the audiences it serves. Advertising and marketing costs are expensed as incurred. Advertising and marketing expense for the year ended December 31, 2022, was \$637,798.

NOTE R - SEP Retirement Contribution

The Organization has a SEP plan that covers all employees who worked at MDBID for at least one year. Eligible wages are based on total calendar year wages. The Organization made a contribution of 10% of eligible wages and incurred expenses of \$54,279 during 2022.

NOTE S - Income Tax

The MDI is exempt from income tax under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation. Management has reviewed all tax positions recognized in previously filed tax returns and those expected to be taken in future tax returns. As of December 31, 2022, MDI had no amounts related to unrecognized income tax benefits and no amounts related to accrued interest and penalties. MDI does not anticipate any significant changes to unrecognized income tax benefits over the next year.

NOTE T - Subsequent Events

The Organization has evaluated events and transactions occurring after December 31, 2022, the date of the most recent statement of financial position, through the date financial statements are available to be issued, July 6, 2023, for possible adjustment to the financial statements or disclosures. The Organization has determined that no subsequent event needs to be disclosed.

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF ACTIVITIES BY ORGANIZATION
FOR THE YEAR ENDED DECEMBER 31, 2022
(With Summarized Totals for the Year Ended December 31, 2021)**

	Milwaukee Downtown Business Improvement District No. 21	Milwaukee Downtown, Inc. ("Affiliate")	2022 Total	2021 Total
REVENUE				
Assessment Income	\$ 4,170,000	\$ ---	\$ 4,170,000	\$ 4,170,000
Contributions	800	968,640	969,440	499,510
Special Events Income	---	42,211	42,211	1,000
Key to Change	---	2,275	2,275	4,857
Government Grants	20,000	956,694	976,694	718,199
In-Kind Revenue	---	62,405	62,405	206,403
Investment Return	14,086	(29,306)	(15,220)	6,610
Ornament and Merchandise Sales	---	9,596	9,596	16,326
Loss on Disposal of Equipment	---	---	---	(587)
Miscellaneous Income	2,151	---	2,151	3,866
TOTAL REVENUE	\$ 4,207,037	\$ 2,012,515	\$ 6,219,552	\$ 5,626,184
EXPENSES				
Salaries and Wages	\$ 307,251	\$ 254,260	\$ 561,511	\$ 521,008
Contract Services -				
Public Service Ambassadors	787,746	---	787,746	662,526
Clean Sweep Ambassadors	691,668	---	691,668	630,321
Planter Maintenance	371,490	---	371,490	382,247
Other Program Services	7,409	1,422,503	1,429,912	1,294,290
Employee Benefits	74,720	61,490	136,210	118,273
Payroll Taxes	16,589	18,788	35,377	32,704
Postage and Shipping	2,704	1,873	4,577	9,188
Occupancy	52,173	---	52,173	160,478
Utilities	13,229	12,936	26,165	23,651
Equipment Rental and Maintenance	---	46,864	46,864	41,964
Insurance	18,347	4,308	22,655	22,057
Depreciation and Amortization	---	84,250	84,250	88,198
Personal Property Tax	---	6,840	6,840	6,761
Event Entertainment	---	27,422	27,422	6,605
Event Decoration	---	43,461	43,461	52,085
Food and Beverages	10,742	100,922	111,664	53,349
Supplies	18,978	64,522	83,500	70,944
Accounting Fees	35,296	46,032	81,328	79,828
Legal Fees	72,223	16,276	88,499	34,400
Dues, Licenses and Permits	13,394	39,045	52,439	62,633
Bank Charges	---	7,508	7,508	1,873
Ornament and Merchandise Purchases	---	12,236	12,236	15,072
Assessment Settlement Expense	---	---	---	11,607
Advertising and Marketing	---	637,798	637,798	635,838
Donations to Others	---	138,953	138,953	330,583
Information Technology	26,968	---	26,968	23,350
Awards and Promotions	15,906	---	15,906	9,187
Travel	15,254	16,014	31,268	9,292
Bad Debt Expense	---	---	---	3,500
Interest	---	147	147	651
Miscellaneous	---	6,066	6,066	1,082
TOTAL EXPENSES	\$ 2,552,087	\$ 3,070,514	\$ 5,622,601	\$ 5,395,545
CHANGE IN NET ASSETS BEFORE TRANSFER	\$ 1,654,950	\$ (1,057,999)	\$ 596,951	\$ 230,639
TRANSFER	(1,565,069)	1,565,069	---	---
CHANGE IN NET ASSETS	\$ 89,881	\$ 507,070	\$ 596,951	\$ 230,639

**MILWAUKEE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 21 AND AFFILIATE
COMBINED SCHEDULE OF FUNCTIONAL REVENUE AND EXPENSES WITHOUT DONOR RESTRICTIONS
FOR THE YEAR ENDED DECEMBER 31, 2022**

	Holiday Lights	Events and Marketing	Retention Recruitment and Economic Development	Recovery Efforts	Key to Change	Miscellaneous Programs	Clean Sweep Public Service Ambassadors, and Landscaping	Total Program	General and Administrative	Fundraising	Total
REVENUE											
Property Assessments	\$ ---	\$ ---	\$ ---	\$ ---	\$ ---	\$ 4,170,000	\$ ---	\$ 4,170,000	\$ ---	\$ ---	\$ 4,170,000
Program Revenue	40,857	10,950	---	---	---	---	---	51,807	---	---	51,807
Contributions and Grants											
Without Donor Restrictions	25,000	6,250	1,108,757	---	14,106	---	20,000	1,174,113	800	---	1,174,913
Investment Return	---	---	---	---	(108)	---	---	(108)	(15,112)	---	(15,220)
In-Kind Revenue	10,924	44,583	6,898	---	---	---	---	62,405	---	---	62,405
Miscellaneous Income	---	---	---	---	---	---	---	---	2,151	---	2,151
Net Assets Released from Restriction	45,000	---	48,538	---	64,719	---	---	158,257	---	---	158,257
TOTAL REVENUE	\$ 121,781	\$ 61,783	\$ 1,164,193	\$ ---	\$ 78,717	\$ 4,170,000	\$ 20,000	\$ 5,616,474	\$ (12,161)	\$ ---	\$ 5,604,313
EXPENSES											
Salaries and Wages	\$ 22,251	\$ 37,318	\$ 160,649	\$ ---	\$ ---	\$ 122,900	\$ 107,538	\$ 450,656	\$ 73,984	\$ 36,871	\$ 561,511
Contract Services -											
Public Service Ambassadors	---	---	---	---	---	---	787,746	787,746	---	---	787,746
Clean Sweep Ambassadors	---	---	---	---	---	---	691,668	691,668	---	---	691,668
Planter Maintenance	---	---	---	---	---	---	371,490	371,490	---	---	371,490
Other Contracted Services	226,794	15,238	1,155,735	11,224	312	3,200	3,815	1,416,318	3,594	10,000	1,429,912
Employee Benefits	5,803	9,732	41,897	---	---	32,052	28,046	117,530	14,944	3,736	136,210
Payroll Taxes	1,542	2,586	11,133	---	---	8,517	7,452	31,230	3,318	829	35,377
Postage and Shipping	1,542	---	21	---	---	2,540	---	4,103	447	27	4,577
Occupancy	---	---	---	---	---	49,043	---	49,043	2,608	522	52,173
Utilities	8,607	---	4,329	---	---	12,435	---	25,371	662	132	26,165
Equipment Rental and Maintenance	11,295	---	29,600	1,464	---	1,525	2,980	46,864	---	---	46,864
Insurance	---	---	---	---	---	17,246	---	17,246	5,226	183	22,655
Depreciation and Amortization	18,709	21,095	7,178	4,536	---	---	18,566	70,084	14,166	---	84,250
Personal Property Tax	---	---	---	---	---	---	6,840	6,840	---	---	6,840
Event Entertainment	3,044	5,558	18,820	---	---	---	---	27,422	---	---	27,422
Event Decoration	38,036	2,801	2,624	---	---	---	---	43,461	---	---	43,461
Food and Beverages	15,049	70,679	8,452	---	---	6,743	3,223	104,146	7,518	---	111,664
Supplies	7,325	22,254	33,196	---	---	9,636	733	73,144	10,356	---	83,500
Accounting Fees	---	---	958	---	---	---	---	958	80,370	---	81,328
Legal Fees	---	---	16,275	---	---	18,056	---	34,331	54,168	---	88,499
Dues, Licenses and Permits	5,850	17,453	15,431	---	---	6,852	---	45,586	6,853	---	52,439
Bank Charges	6,587	---	148	---	52	---	---	6,787	721	---	7,508
Cost of Goods Sold	12,028	208	---	---	---	---	---	12,236	---	---	12,236
Advertising and Marketing	165,294	396,927	38,665	---	450	36,462	---	637,798	---	---	637,798
Donations to Others	2,500	---	---	---	136,453	---	---	138,953	---	---	138,953
Information Technology	---	---	---	---	---	20,226	---	20,226	5,394	1,348	26,968
Awards and Promotions	---	---	---	---	---	14,952	---	14,952	795	159	15,906
Travel	---	4,557	11,457	---	---	15,254	---	31,268	---	---	31,268
Interest	---	---	---	---	---	---	147	147	---	---	147
Miscellaneous	4,496	1,174	335	---	---	---	---	6,005	61	---	6,066
TOTAL EXPENSES	\$ 556,752	\$ 607,580	\$ 1,556,903	\$ 17,224	\$ 137,267	\$ 377,639	\$ 2,030,244	\$ 5,283,609	\$ 285,185	\$ 53,807	\$ 5,622,601
CHANGE IN NET ASSETS	\$ (434,971)	\$ (545,797)	\$ (392,710)	\$ (17,224)	\$ (58,550)	\$ 3,792,361	\$ (2,010,244)	\$ 332,865	\$ (297,346)	\$ (53,807)	\$ (18,288)



YEAR-END ACCOMPLISHMENTS

September 1, 2022 – August 31, 2023



A wide-angle photograph of the Milwaukee skyline. The US Bank Tower is prominent on the left, and the PNC Tower is in the center. The Milwaukee Art Museum's distinctive white, rib-like architecture is in the foreground. The sky is blue with scattered white clouds.

BETH WEIRICK

CEO



BEHIND BID #21



MISSION

We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative and vibrant heart of the community.

VISION

Milwaukee Downtown is an economic catalyst. Downtown is a premier destination of choice. Milwaukee becomes a renowned world-class city adding value to the region and the state.



BID #21 PRIORITIES



PRIORITY #1

- Be a recognized Downtown economic development leader with increased support from a growing stakeholder base.

PRIORITY #2

- Leverage collaborative partnerships to champion and better connect catalytic, next-generation projects, including The Hop and Wisconsin Avenue initiatives.

PRIORITY #3

- Harness the energy and vibrancy of diverse Downtown residents, young professionals and other Downtown believers to position them for leadership roles in the Downtown community.

PRIORITY #4

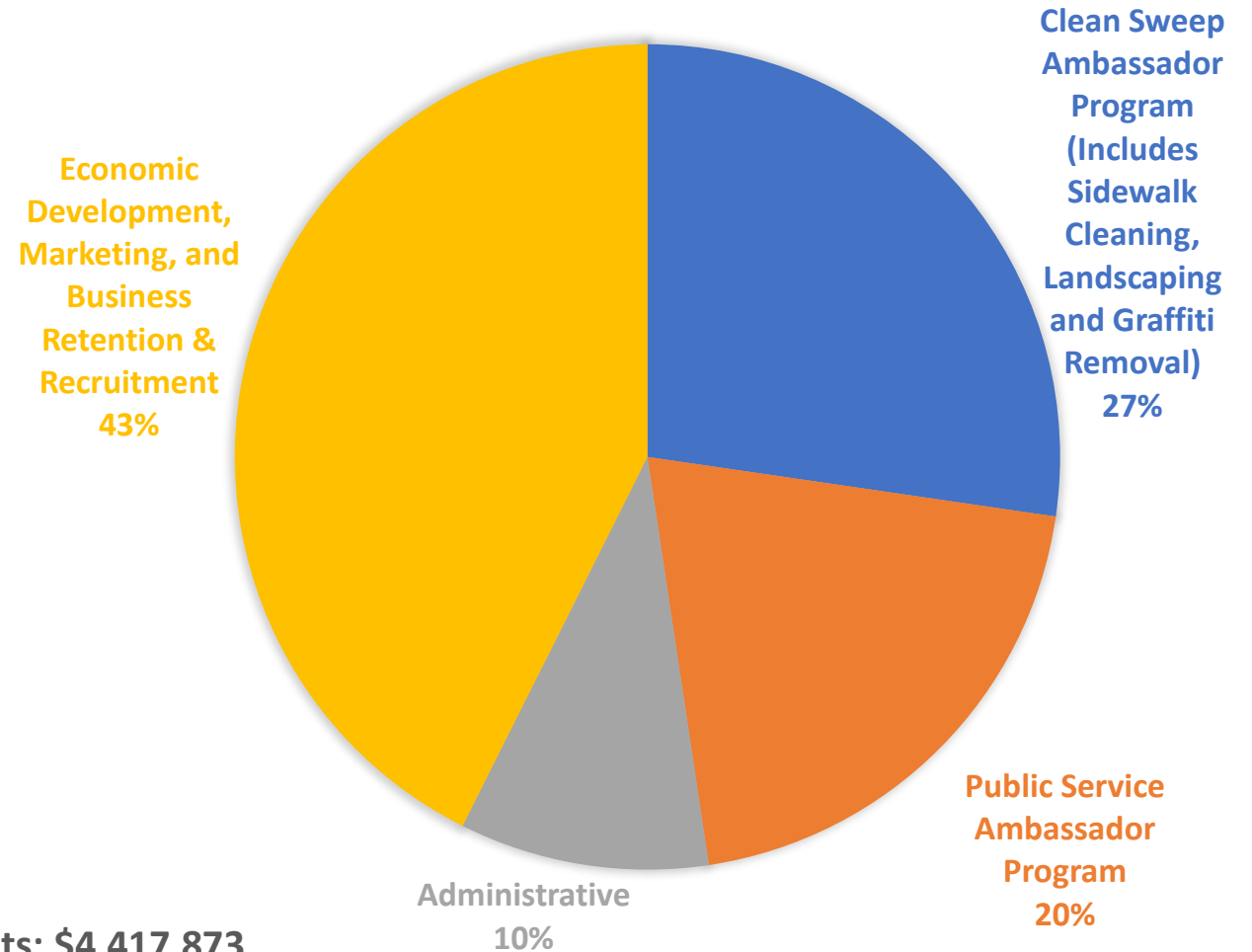
- Create an exceptional quality-of-life environment with focus on enhanced safety, security, connectivity and public space management through innovative events, landscaping, lighting and public art installation.

YEAR TWENTY-SIX OPERATING PLAN BUDGET



2022 Assessments: \$4,417,873
Additional Income: \$29,850
Total Income: \$4,447,723

2022-2023 OPERATING BUDGET





BETH WEIRICK

CORE PROGRAMS





PUBLIC SERVICE AMBASSADORS

- Managed by Block by Block
- Led by Director Roosevelt Jenkins
- Extra set of eyes and ears for Milwaukee's police and fire departments
- Regular communication with Downtown Security Network
- Homeless Outreach PSA (Brian Johnson) supports Downtown Homeless Outreach Coordinator
 - 770 Homeless Outreach interactions conducted
 - 518 Homeless Outreach service referrals



PUBLIC SERVICE AMBASSADORS

- Patrolled the district 9am to 10pm, Monday - Friday, and 9am to 5pm, Saturday and Sunday
- 20 ambassadors at 540 hours per week
- Frontlines of welcoming guests
 - Staff the MOTOR – Milwaukee's Own Traveling Outdoor Resource
- Provided over 65,000 hospitality assistance connections
- Distributed over 21,500 brochures and publications
- Made over 7,100 contacts with Downtown businesses
- Disinfected 2,021 touchpoints in public right-of-way



CLEAN SWEEP AMBASSADORS

- Contract managed by Modern Maintenance
- Led by Director Greg Peterson
- 416,100+ gallons of trash collected in last year
- Emptied garbage cans along the Riverwalk, as well as 60+ garbage cans
- Power washed and removed gum on sidewalks
- Performed quarterly Super Block Cleanups throughout the district – a practice conducted for the last 10 years
- Refurbished, painted and rebulbed Milwaukee Downtown-owned displays for Holiday Lights Festival
- Put out and stored chairs for Heart(beats) of the City
- Set up and tore down tables, chairs, signage, and games; assisted with food distribution; and trash collection for Downtown Employee Appreciation Week



GRAFFITI REMOVAL TEAM

- 3,457 tags and stickers removed in last year
 - Power washing
 - Paint matching
 - Chemical removal
- 30,897 tags eliminated since 2000
- Eliminate within 24 hours of discovery



LANDSCAPE CREW

- Contract managed by KEI
- 377 planters and beds
- 75+ hanging baskets
- Spring, summer, fall and holiday arrangements
- Tended to Wisconsin Avenue, Dr. Martin Luther King Jr. Drive, Milwaukee Riverwalk and Court of Honor
- Assisted with plantings for Active Streets program



BETH WEIRICK

ADDRESSING HOMELESSNESS & QUALITY OF LIFE





COMMUNITY INTERVENTION TEAM

- Monthly meetings with representatives from Milwaukee County Housing Division, Behavioral Health Division, Milwaukee Police Department, District Attorney's Office, City Attorney's Office, State of Wisconsin Interagency Council on Homelessness, VISIT Milwaukee and other near-downtown neighborhood organizations
- Since 2015, this group has identified best practice programs, standard operating procedures and communication tools to address homelessness and public nuisance behaviors



KEY TO CHANGE

- Partnership with Milwaukee County Housing Division to address homelessness and public nuisance behaviors with Housing First model
- Key to Change meters and website accept monetary donations to support the Housing First model
- Milwaukee Downtown also leads fundraiser efforts to support a dedicated Downtown Homeless Outreach Coordinator and CPU position
- Entering fifth year of subsidizing Downtown Homeless Outreach Coordinator
- PSA Outreach Coordinator (Brian Johnson) assists Downtown Homeless Outreach Coordinator
 - Currently searching for an additional PSA Outreach Coordinator



HOUSING FIRST METRICS

- Milwaukee's total homeless population – 832 in 2022, compared to 1,521 in 2015
- Milwaukee's total unsheltered population – 18 in 2022, compared to 207 in 2015
- 98% of Housing First residents received a municipal citation during the 12 months prior to entry
- 9% received a municipal citation during the first 12 months in Housing First
- 100% of all clients will meet with their case manager for 90% of the required visits (two per month)
- 70% of all clients will maintain or show a decrease in mental health symptoms or substance abuse by a decrease in emergency services and/or emergency response
- Housing First has a 98% retention rate with its participants



COMMUNITY PROSECUTOR POSITION

- Addresses the needs of homeless and mentally ill individuals who present themselves as high utilizers of law enforcement resources for medical services and/or arrest purposes
- Takes a strategic approach to dealing with these individuals rather than simply have them arrested and charged with a crime
- Brings much-needed relief to businesses, patrons and residents by working in collaboration with key partners and stakeholders to identify the most salient problems and address them in a meaningful and impactful way
- Carefully tracks and monitors repeat offenders who are not open to alternative options, ensuring these individuals are prosecuted accordingly

STAKEHOLDER COMMUNICATIONS

- Downtown Hotlist
 - First and third Friday of every month
 - 18,100+ subscribers; 37% open rate
- e-Ripple Effect
 - First Thursday of every month
 - 4,200+ subscribers; 40.6% open rate
- Miscellaneous emails relative to open houses, road closures and surveys



Hello, Milwaukee Downtown-ers!

Last month, we saw an amazing turnout at [Rainbow Summer: HIGHLIGHT featuring Evanescent](#) and [Summer Spin!](#) It was such a beautiful sight, seeing hundreds of families enjoying the lively activities between the Marcus Performing Arts Center Outdoor Grounds and Red Arrow Park. Thanks to everyone who came out to soak up the summer fun with us!

We're keeping the momentum going in August with the return of Downtown's greatest homecoming! Downtown Employee Appreciation Week is back August 14 – 18 with lunchtime giveaways, after-hours social events, chances to win epic prizes and so much more. See the details on this weeklong celebration below.

The Milwaukee Theater District is bringing live performances to the Milwaukee RiverWalk with their new series, "It's Alive on the Riverwalk!" This busker-style showcase features local talent from musicians, magicians, mermaids and more! Keep reading for more information.

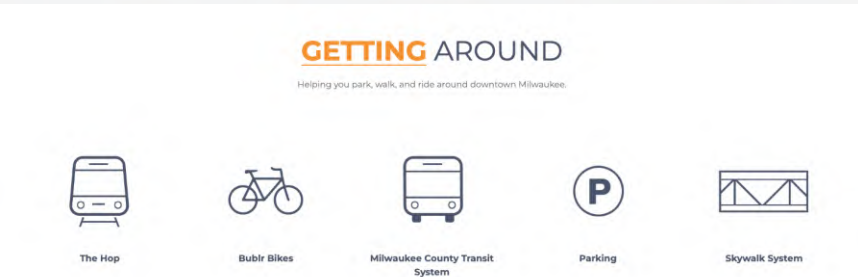
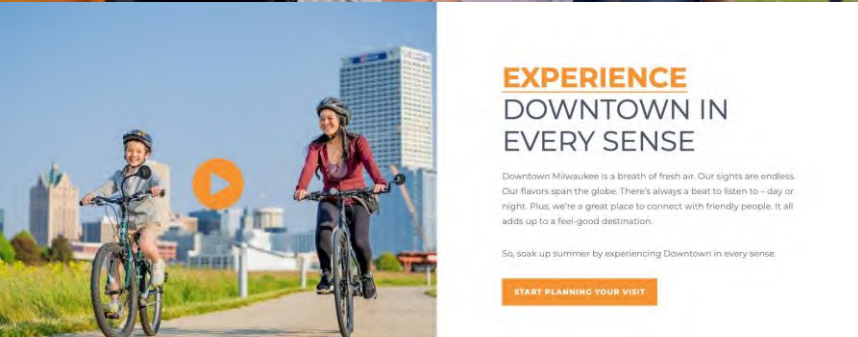
We've got exciting news about the Downtown Area Plan update – [Connect-ing MKE: Downtown Plan 2040](#). After a nearly two-year planning process, the plan was adopted by the Common Council on Monday, July 31, following the approvals from the City Plan Commission and Zoning, Neighborhood & Development Committee. Read the final plan [here](#).

If you work, play or live downtown, chances are you're very familiar with the area. If you know a downtown business, organization, or individual who truly shines among the rest, submit their name for our 2023 Downtown Achievement Awards. Check out details on the opportunity down below.

Thanks for reading!



Beth Weirick | CEO
Milwaukee Downtown, BID #21
bweirick@milwaueedowntown.com



WEBSITE

(Sept. 2022 – Aug. 2023)

- 337,493 sessions in last year
- 504,103 pageviews
- 85.4% are new visitors
- 57.1% of visitors are female
- 25% of guests are ages 35-44, 22.5% are 25-34, 18% are 45-54, 14% are 55-64, 12.5% are 18-24; 8% are 65+
- 40.5% acquired through an organic search, 31.1% direct, 14.6% social, 10% by referral, and 3.8% other
- Downtown Dining Week continues to be most in-demand content

OVER \$3.8 MILLION IN EARNED MEDIA VALUE

From September 2022 to August 2023, Milwaukee Downtown received over 40 million impressions and \$3.8+ million in earned media value through public relations efforts.



**EXPERIENCE
DOWNTOWN**
in every sense.



EXPERIENCE DOWNTOWN IN EVERY SENSE

- Summer branding campaign implemented July 2023 – September 2023
- Invitation to taste, touch, see, hear and smell the good things brewing Downtown
- Print, radio, paid social, display, OTT/pre-roll and native advertising were utilized
 - :30 testimonials from business executives on AM620 WTMJ
- A four-week senses trivia contest was also implemented

Breathe
in the excitement.

Downtown Milwaukee is a breath of fresh air. Maybe it's the tantalizing aromas wafting from our restaurants and cafes. Or perhaps it's the fragrance of summer at our outdoor markets and festivals. One thing is certain. You'll love the sweet smell of happiness.

smell



Downtown Business Executives Applaud Downtown's Value

Milwaukee business leaders agree that Downtown is a great place to do business and attract talent. From the synergies that exist among neighboring companies and organizations to the unparalleled amenities and emerging pool of talent fed by nearby universities, Downtown Milwaukee is where business gets done. Plus, with more than \$77 billion in completed and recently announced investments since 2010, it's no wonder that Downtown's growth is outpacing peer cities of its size.



"HNTB, much like Downtown Milwaukee, is on an accelerated growth track. The opportunities in Downtown Milwaukee are endless and it continues to be a tremendous location for retaining and attracting talent."

— Ashley Booth
Senior Vice President, HNTB



"We came back to our roots when we relocated our national central offices to the heart of Downtown Milwaukee. Being Downtown has strengthened Herzog University's ties and involvement with business, healthcare and educational communities. I love working Downtown and our team members nationally love visiting us here."

— Renee Herzog
President, Herzog University



"Our office is not just a physical space; it's a reflection of our deep-rooted commitment to the community we call home. We consider it a privilege to be woven into the fabric of Milwaukee through our work, and we embrace the vibrant energy that permeates Downtown."

— John Masingar
President & CEO, Masingar



"Colliers Wisconsin is in the business of finding companies the right home. When it came to our own space, we decided Downtown Milwaukee was the place to be. Downtown has the amenities, activity and access to talent that has propelled our growth for the last 10 years."

— Lyle Landowski
President & CEO, Colliers Wisconsin



"MGIC has been committed to Downtown Milwaukee since our founding in 1957. The amenities that surround our home office are unmatched. Our Downtown is a vibrant work environment that aligns with our top-workplace culture and our commitment to a thriving local community."

— Tim Mattheis
CEO, MGIC



"We make it a point to invest in and support the communities we serve. Our flagship location at the top of Cathedral Place is a perfect example of that commitment. Our associates love the energy, activities and the connections they're able to make by being Downtown. It's a great time to be in the city of Milwaukee."

— Jira Popp
President & CEO, Jira and Popp Group



"Gaird has been invested in the vitality of Downtown Milwaukee for over a century. As one of Downtown's largest employers, we believe in supporting the communities we serve. We're proud to call Downtown our home and even prouder to elevate our city's world-class amenities with a new convention center."

— Mary Ellen Stanek
President & CEO, Gaird
Executive Vice President, Gaird

TESTIMONIALS FROM DOWNTOWN BUSINESS EXECUTIVES

- Testimonial campaign with Downtown business executives
- 146 (:30) spots ran on AM620 WTMJ between July 3 – September 10
- Highlighted nine executives

A wide-angle photograph of the Milwaukee skyline. The PNC Tower, a tall glass skyscraper, is the central focus, reflecting the sky. To its left is the US Bank Tower, another tall building with a grid-like facade. In the foreground, the distinctive, angular roof of the Milwaukee Art Museum is visible. The sky is filled with white and grey clouds, and the water of Lake Michigan is at the bottom of the frame.

MATT DORNER

ECONOMIC DEVELOPMENT DIRECTOR





DOWNTOWN AREA PLAN UPDATE

- Co-led updates to the Downtown Area Plan, “Connect+ing MKE: Downtown Plan 2040,” with DCD
- 10 Comprehensive Chapters
- 9 Featured Catalytic Projects
- 6 “Big Ideas”
- 40 Strategic Recommendations
- All aimed to guide building a downtown for all!
- Adoption on July 31, 2023

Milwaukee's new downtown plan gains final approval ahead of I-794 hearings, PAC parking structure RFP

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An overview shows a downtown that has more trees, public spaces and buildings.
THE KUBALA WASHATKO ARCHITECTS + TEAM

SIMPLE. SMART. SAVINGS.

Save energy with a free consultation from our Energy Efficiency Services.

Learn more



Milwaukee



Redevelopment at Broadway and Clybourn Street where I-794 now stands; Rendering by the Kubala Washatko Architects + Team.

Inside the Long-Term Vision for Milwaukee's Downtown

Parks and transportation are at the heart of the city's big plan for building connections to, from and within Downtown.

BY LARRY SANDLER

Big ideas are rising between the big buildings of Downtown Milwaukee.

Most of the major concepts in the city's new Downtown Plan focus less on those buildings than on the streets and public spaces in their shadows. The plan's title, "Connecting MKE," summarizes its overarching vision of Downtown in 2040 as a crucial crossroads that draws residents with a range of attractions linked to each other, the rest of the city and the surrounding region by multiple modes of transportation.

Five of its six "big ideas," or key themes, and six of its seven "catalytic projects," or recommended transformative developments, deal with ways to get around and places to gather. They call for making streets more accessible to pedestrians, bicyclists and public transit – including catalytic projects on North Water and North Sixth streets – and adding commuter and intercity rail routes.





COLLATERAL HIGHLIGHTING CATALYTIC PROJECTS

Creating a brochure to highlight catalytic project areas and development opportunities:

- Public Museum & State Office Building Redevelopment at MacArthur Square
- Place Management Organization for Parks & Public Spaces
- Streetcar Extensions
- Water Street Transformation
- Performing Arts Center Parking Garage Redevelopment Site
- I-794 Corridor & Clybourn Street
- 6th Street Complete Street
- Lakefront Gateway Plaza & Connections
- Haymarket District





MARKET RESEARCH

- 2023 Snapshot of Downtown's Development Momentum
- IDA's Value of Downtown's and Center Cities Study Participant
- MIG Strategic Plan Survey and Focus Groups
- Economic Development Case Study of The Hop
- Return to Work Survey – 4th installment complete in Fall of 2023

MKE

2023

Milwaukee is Experiencing Unprecedented Investment.

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2010, over \$4.6 billion has been invested in completed private and public projects. Meanwhile, more than \$3.1 billion is currently under construction or proposed to start soon, spurring significant momentum that has re-established Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2010. The Downtown Area Investment map showcases where unprecedented growth is occurring.

Download the Greater Downtown Area Investment Map at www.MilwaukeeDowntown.com

\$4.6 Billion +
COMPLETED PROJECTS SINCE 2010

\$3.1 Billion +
UNDER CONSTRUCTION OR PROPOSED




UPDATED SNAPSHOT OF DOWNTOWN DEVELOPMENT MOMENTUM





MKE

2023

OFFICE | RESIDENTIAL | SPECIALTY MIXED-USE | HOTELS | ENTERTAINMENT | CIVIC | TRANSPORTATION | PUBLIC SPACE

OFFICE

- ▶ BMO Tower
- ▶ The Huron Building
- ▶ Milwaukee Tool
- ▶ The Avenue
- ▶ HUB640
- ▶ Associated Bank Rivercenter

Updated the Economic Development Momentum Snapshot presentation showcasing the ongoing level of investment and a sample of projects in all sectors including:

- Office
- Residential
- Mixed-Use
- Entertainment
- Retail
- Civic
- Transportation
- Public Space

MKE

2023

By The Numbers

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT OVER THE LAST DECADE

- 21.2% population growth, up to 42,275+ residents
- 4.5+ million SF of new/renovated office space
- 9,500+ new housing units
 - 5,900+ housing units in the pipeline
- 2,970+ new hotel rooms
- 90,700+ estimated employees (12.1% increase since 2010)
 - 30.6% of all jobs within the City of Milwaukee are located within Downtown



MEASURING THE VALUE OF DOWNTOWN MILWAUKEE

A strong downtown is critical for a successful city and region. A recent study by the International Downtown Association and Milwaukee Downtown, BID #21, analyzed the contributions of Downtown Milwaukee as an economic driver. Through a variety of metrics, including five key principles – economy, inclusion, vibrancy, identity and resilience – the study demonstrated the central business district's value as an epicenter for culture, innovation, community and commerce.

To view Milwaukee's Value of Downtown study, visit www.milwaukeedowntown.com/do-business.



54% of Downtown residents are ages 18-34.



21.2% growth in Downtown's residential population since 2010.

7,000+ new jobs relocated or committed to Downtown since 2020.



16th out of 63 U.S. and Canadian cities for post-pandemic recovery and 3rd in the Midwest, according to a 2023 study by the University of Toronto.

99 Downtown's average WalkScore, making it a walker's paradise.



15,000 theater seats ranks Milwaukee's Theater District #1 in U.S. for the number of theater seats per capita.

5,879 Downtown hotel rooms, more than double the number since 2010, yet continuing to drive high room rates.

65,749 passengers rode The Hop in July 2023, marking the 4th highest month since it opened and the highest since the start of COVID-19, signaling a significant recovery.



98 hours of free music played in Downtown public spaces during the summer of 2023.



2,000+ new residential units are currently under construction, with thousands more in the pipeline.

21% of the City's property tax base is generated by Downtown, seven times more per square mile than the City on average.

29 permanent murals have been added to buildings and utility boxes since 2017.

CONNECTING MKE
DOWNTOWN PLAN 2040

40 recommendations and action strategies in the recently adopted Connecting MKE: Downtown Plan 2040 aimed at building a downtown for everyone.



26,800+ people attended summer placemaking events in 2023, including Big Truck Day, Summer Spin, Heart(beat)s of the City and Rainbow Summer: Featuring Evescent.

\$4.6+ billion worth of completed projects in Downtown since 2010.



16th in the top cities for young professionals to live, according to a July 2023 ranking by Forbes.



\$3.1+ billion worth of under-construction or proposed projects highlights Downtown's unprecedented development momentum.



85% of all finance and insurance jobs in the City of Milwaukee are located Downtown.



9 miles of the East-West BRT opened in July 2023, the first BRT route in Milwaukee County.

31% of all citywide jobs are located Downtown.



VALUE OF DOWNTOWNS & CENTER CITIES STUDY PARTICIPANT

- Participated in International Downtown Association's (IDA) "Value of Downtowns and Center Cities" study
- Downtown Milwaukee is classified as an "Established" Downtown, which tend to have high density and a high degree of citywide significance in terms of jobs, population and land values
- Completion in Fall of 2023



MILWAUKEE DOWNTOWN STRATEGIC PLAN SURVEY UPDATE

- Engaged MIG in the development of a five-year strategic plan for the organization
- Stakeholder engagement included roundtable discussions and surveys
- General survey closed with over 1,000 responses from the following stakeholder groups:
 - I **Live** Downtown: 282
 - I **Work** Downtown: 235
 - I **Live and Work** Downtown: 249
 - I **Visit** Downtown: 412



ECONOMIC DEVELOPMENT CASE STUDY – THE HOP

- EBP, a Washington D.C.-based transportation consultancy is conducting a case study on The Hop streetcar to add to AASHTO's (American Association of State Highway Transportation Officials) EconWorks database
- Milwaukee Downtown participated by aggregating investment figures for the study
- Since the projects approval in 2015, within walking distance of the route, property values have increased by 66% or nearly \$3 billion on the backs of:
 - 4 million+ SF of new or renovated commercial space
 - 1,200+ hotel rooms
 - 4,700+ apartment units

TOOLBOX: GO-TO RESOURCE FOR BUSINESS INCENTIVES

- Main Street Bounceback Grants
- Connector for City Incentives
- Business Development Loan Pool (BDLP)
- Kiva Loan Endorsements



TOOLBOX: MAIN STREET BOUNCEBACK GRANTS

- \$10,000 grant program for businesses that move or expand into vacant commercial space
- Milwaukee Downtown as Matchmaker: Thank you for connecting us with your colleagues and tenants!
- Assisted over 90 small businesses in receiving over \$900,000 in grant funds
- Approx. 6% of the total grants approved in the Milwaukee 7 Region were in zip codes 53202 & 53203, showcasing new business growth Downtown



February 1, 2023

Matt Dörner
301 W Wisconsin Ave Suite 106
Milwaukee, WI 53203

Dear Matt,

As we begin a new year, I am reaching out to thank you for the vital role you play in advancing Wisconsin's economy. Our businesses, partners, and organizations ensure that all Wisconsin communities prosper.

Every day, the Wisconsin Economic Development Corporation (WEDC) develops and delivers solutions to help businesses, communities, and entrepreneurs maximize their potential here in Wisconsin. Over the last few years, our accomplishments include:

- Stimulating businesses to fill 8,500+ vacant storefronts in all 72 counties through the \$100 million Main Street Bounceback program;
- Addressing local workforce needs by investing \$128 million in the Workforce Innovation Grant program;
- Focusing on our entrepreneurs, including more than 800 startup businesses who in 2021 reported creating 6,700 jobs, \$495 million in revenue, and \$766 million in new funding;
- Helping our businesses be prepared to compete in the global marketplace, including hosting six WEDC trade ventures in 2022 and assisting Wisconsin companies in boosting exports by nearly 12%.

I've traveled our state, touring workplaces, walking through downtowns, and meeting with business and community leaders. Drawing on what we've learned, we have worked to craft innovative solutions to challenging problems, especially for small businesses, economic development organizations, and residents. Wisconsin ranked first in the nation for the share of federal recovery funds allocated to businesses, and second for the share dedicated to economic development. These funds solidified Wisconsin's strong and resilient economic foundation.

Each community in Wisconsin faces unique challenges and offers extraordinary possibilities. Your work gives you valuable insight into the ideas and solutions that will drive Wisconsin's economy forward. WEDC needs that insight to build an economy that works for everyone. There are many ways for you to be involved in building Wisconsin's future. I welcome the chance to visit with you and hear your perspective. I encourage you to be active and engaged during the upcoming state budget process, whether through the Governor's office or with your local legislators. This is a critical moment to address the challenges you have shared with me.

The heart of Wisconsin's economy is in every community where people are working together to make this the best state possible for their families, neighbors, and friends. I look forward to expanding and growing our collaboration.

Again, thank you for all the work you do every day. Please reach out to me if WEDC can help you in any way.

Sincerely,

A stylized, handwritten signature in blue ink, appearing to read "Missy Hughes".

Missy Hughes
Secretary/CEO of WEDC

LOOK FORWARD ►

Midwest Shores
in the Iron Block
Building



Sweet Connie's
Café on King
Drive



Klein & Hoffman at the Colby Abbott Building

Economic Impact Measures	Direct Economic Impact*
# of Nighttime Economy Businesses	1,668 Business
• % of all business City-wide	9.7% (1 in 10 businesses)
# of Nighttime Economy Jobs	25,664
• % of all jobs City-wide	9.2% (1 in every 11 jobs)
Business Unit & Job Concentration	4th highest concentration of business & jobs of any industry sector
Consumer Spending on Nightlife	\$1.37 Billion (annually)
	\$5,300 per City household
	3 rd highest consumer spending category amount per household
	Anticipated to grow by 19% by 2027

NIGHTTIME ECONOMY FISCAL IMPACT ANALYSIS

- Nighttime Economy Fiscal Impact Statement is key tool to advocating for additional resources to support the 4th largest economic sector for the City of Milwaukee
- Grounded in community feedback, the Downtown Area Plan update includes a recommendation to “Embrace Downtown as the region’s center for nightlife and social gathering and ensure the proper management of the nighttime economy.”

NIGHTTIME ECONOMY PEER-CITY COMPARISON

City of Milwaukee & Peer City Nighttime Economy Comparison									
Direct Economic Impact Summary	Milwaukee	Atlanta	Austin	Boston	Washington D.C.	Detroit	Pittsburgh	Seattle	Average
% of City-wide Total Businesses	9.7%	9.7%	8.6%	9.5%	8.9%	9.5%	10.6%	11.1%	10.4%
Peer Cities range from 8.6% to 11.1% of Citywide Total Businesses									
% of City-wide Total Jobs	9.2%	7.0%	10.3%	7.6%	7.8%	13.2%	6.6%	9.8%	9.9%
Peer Cities range from 6.6% to 13.2% of Citywide Total Jobs									

- With the exception of Milwaukee, all of the cities in the above peer-city comparison have a nighttime economy management office
- **Key Finding:** Milwaukee has a very similar, or even greater concentration of businesses and jobs related to the nighttime economy industry than numerous peer cities that already have nighttime economy management offices



MKE THEATER DISTRICT

9 WORLD-CLASS THEATERS | **15,000 SEATS**

2,000+ PERFORMANCES YEARLY

2 MILLION ATTENDEES ANNUALLY

ALL CONTRIBUTING TO MILWAUKEE'S \$400M IN ESTIMATED ANNUAL VISITOR ENTERTAINMENT SPENDING*



**Economic Impact Study
on the City Milwaukee's
Growing Nighttime
Economy is in the Works**

With several new venues and districts soon to be created, the nighttime industry and social economy is growing exponentially – further warranting the appropriate considerations and resources.

NIGHTTIME ECONOMIC IMPACT STUDY

A vibrant nighttime economy and a wide variety of entertainment offerings are an important consideration when people are choosing where to live, especially younger generations. This has been further amplified and accelerated during of the COVID-19 pandemic which has accelerated a growth in remote work trend allowing people more flexibility in choosing the city in which they want to live, while still maintaining their employment, regardless of location. When one can work from anywhere, the "socialability" of the city, which includes a variety of "third spaces" such as parks, arts, culture, entertainment, sports, and nightlife, are more important than ever before in attracting people to urban centers. In a recent survey of millennials living in southeastern Wisconsin, 60% of the respondents cite a variety of entertainment and nightlife options as important in considering whether to live in the City of Milwaukee.¹

The Nighttime and Entertainment Sector is a Major Economic Engine in the City of Milwaukee

The nighttime economy is a critical component in the City of Milwaukee economy. With 1,668 businesses and people employed in the industry, it is the fourth (4th) concentration of businesses and jobs in a sector in the City of Milwaukee.² This represents nearly 10% of all the City business and employment base, underscoring its significance as a growing industry of choice and an economic driver.



1 Milwaukee Business Journal, 2 Public Policy Forum, "My Ge 3 "Food Away from Home" an Summary tool are used to defi

DIRECT ECONOMIC HIGHLIGHTS:

Combined, there are 1,668 "food service & drink places" and "arts, entertainment, and recreation" businesses in the City of Milwaukee employing over 25,600 people.

Taken together, these establishments account of nearly 10% (9.7%) of the total businesses and over 9% (9.2%) of the city-wide jobs.

The Nighttime Economy sector represents the 4th

The peer cities have a range from 8.6% to 11.1% of total citywide businesses and 6.6% to 13.2% of total citywide employment in the nighttime economy, while the City of Milwaukee having 9.7% of total businesses and 9.2% of total jobs in the industry respectively. Of the peer cities chosen, the City of Milwaukee has the same, or higher business concentration in the nighttime economy than Atlanta, Austin, and Washington D.C. Milwaukee also exceeds Atlanta, Boston, Washington D.C. and Pittsburgh in terms of percentage of jobs in the nighttime economy.

City of Milwaukee & Peer City Nighttime Economy Comparison								
Direct Economic Impact	Milwaukee	Atlanta	Austin	Boston	Washington D.C.	Detroit	Pittsburgh	Seattle
% of City-wide Total Businesses	9.7%	9.7%	8.6%	9.5%	8.5%	9.5%	10.6%	11.1%
% of City-wide Total Jobs	9.2%	7.0%	10.3%	7.6%	7.8%	13.2%	6.6%	9.8%

Source: ESRI Business Summary NAICS classifications for "Food Away from Home" and "Entertainment and Recreation" NAICS are used to define the total businesses and jobs in the "Nighttime Economy" in each of the peer cities in the chart above. Note: All peer cities in the chart above have a variation of a nighttime economy office

The Iron District

The \$260 million, 11-acre redevelopment in the largely underutilized southwestern quadrant of downtown will bring the State of Wisconsin's highest level of professional soccer to the City of Milwaukee. In addition, the District is adding new housing options, a hotel, retail opportunities including several new nightlife options.



The \$260 million Iron District will include entertainment venues, soccer stadium, a hotel, apartments, and bars/restaurants.

FPC Live

The \$50 million, dual performance venue on the site of the former Bradley Center in the Deer District is expecting 50 shows in the large venue and 85 shows in the smaller venue with a projection of 220,000+ tickets sold in the first year of opening. FPC Live will have nearly 30 full-time and hundreds of part-time jobs and is anticipating a \$12.6 million annual economic impact from the development. The number of shows and economic impact is expected to grow as the venues stabilize.



FPC Live is building two new venues with up to 5,000 seats in the Deer District, with areas for a future hospitality use.

Foxtown Landing & MKE Dog Park

Fromm Family Pet Foods and Foxtown Brewing are investing more than \$15 million in a new 30,000 SF brewery, distillery, restaurant, and event space with expansive outdoor seating areas that seamlessly connect to downtown's first dog park. The "Downtown Dog District" will be a new social hub that will include 400+ feet of public riverwalk and be one-of-a-kind attraction in the region.



Foxtown Landing and the new dog park will be a new social hub and public space for downtown users and their pets.

The Milwaukee Theatre District

The Milwaukee Theatre District campaign was launched in 2022 to promote the 15,000 theater seats in the District as it ranks No. 1 in the United States for the highest number of seats per capita. With a combined 2,100 performances attracting 2 million attendees annual, the District is a core part of Milwaukee's nighttime economy, which generates an estimated \$400 million in visitor spending annually. The Milwaukee Theater District venues employ over 1,000 Milwaukeeans and draws from all neighborhoods in the City of Milwaukee and region.



In 2022, a campaign to promote the economic impact of performance venues launched and is attracting national attention

ty of Milwaukee or are tion growth and es have formed a mechanisms to form a

nd are prioritizing the tool. To keep pace and gnal that it also ent recruitment.

Neighborhoods

my sectors, either directly htime economy sector, vides flexible entry level ns.

Factors

sses and jobs making it a ing more important with that are currently under ment, thousands of jobs, dditional investment by

CITY OF MILWAUKEE NIGHTTIME ECONOMY IMPACT STATEMENT

- Nighttime Economy Fiscal Impact Statement is key tool to advocating for additional resources to support the 4th largest economic sector for the City of Milwaukee
- Available for review on the Milwaukee Downtown website



ADVOCACY & COLLABORATION

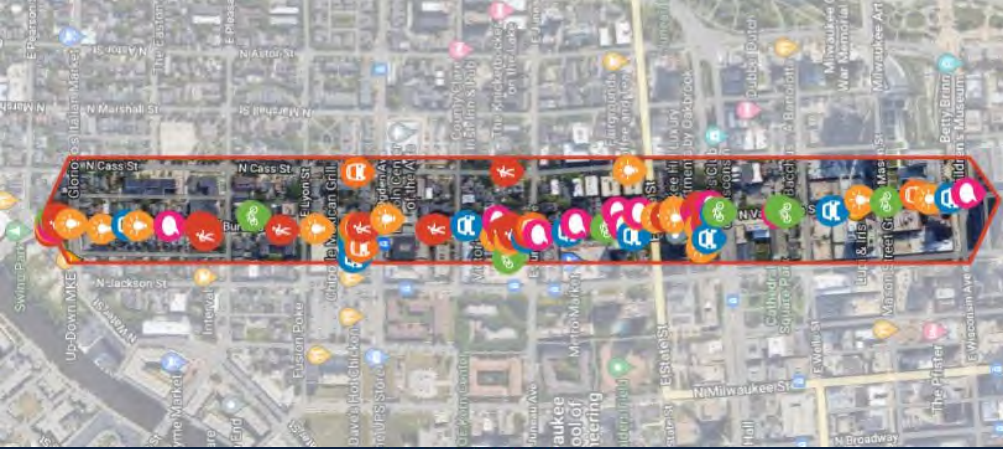
- The Madison + Milwaukee Downtown Exchange
- Advocacy for funding for MCTS bus routes
- Advocacy for BRT and The Hop
- Van Buren Street Transformation Public Outreach
- Vel R. Phillips Plaza food and beverage, Development Site, and Marcus Center parking garage RFP Promotion
- Co-lead Client on SARUP Clybourn Street Project
- Advocate for Nighttime Economy Office
- CARW and NAIOP Participation

THE MADISON + MILWAUKEE DOWNTOWN EXCHANGE

Downtown Madison, Inc. and Milwaukee Downtown are excited to continue the popular virtual event series, The Madison + Milwaukee Downtown Exchange. Industry experts from Wisconsin's two largest cities discuss highly relevant topics and opportunities on how the regions can learn from one another to build greater collaboration, growth, and investment.

Save the date for our next Exchange event on October 31st!





Concept Ideas

Three concept ideas have previously been created for the corridor. The project team has further refined these concepts to develop two feasible corridor-long alternatives to share with the public. Curbside activity, intersection operations, bicycle, pedestrian, and transit accommodations, and project budget will all be considered when developing the design alternatives. The two design alternatives will be shared with the public for feedback and refinement prior to developing a final design.

OPTION ONE

One-way protected bike lanes with parking
(Image of Kilbourn Ave. to State St.)



6'	3'	8'	10'	10'	8'	3'	6'
PROTECTED BIKE LANE	PARKING	SOUTHBOUND	NORTHBOUND	PARKING / FLOATING BUS ISLAND			PROTECTED BIKE LANE

OPTION TWO

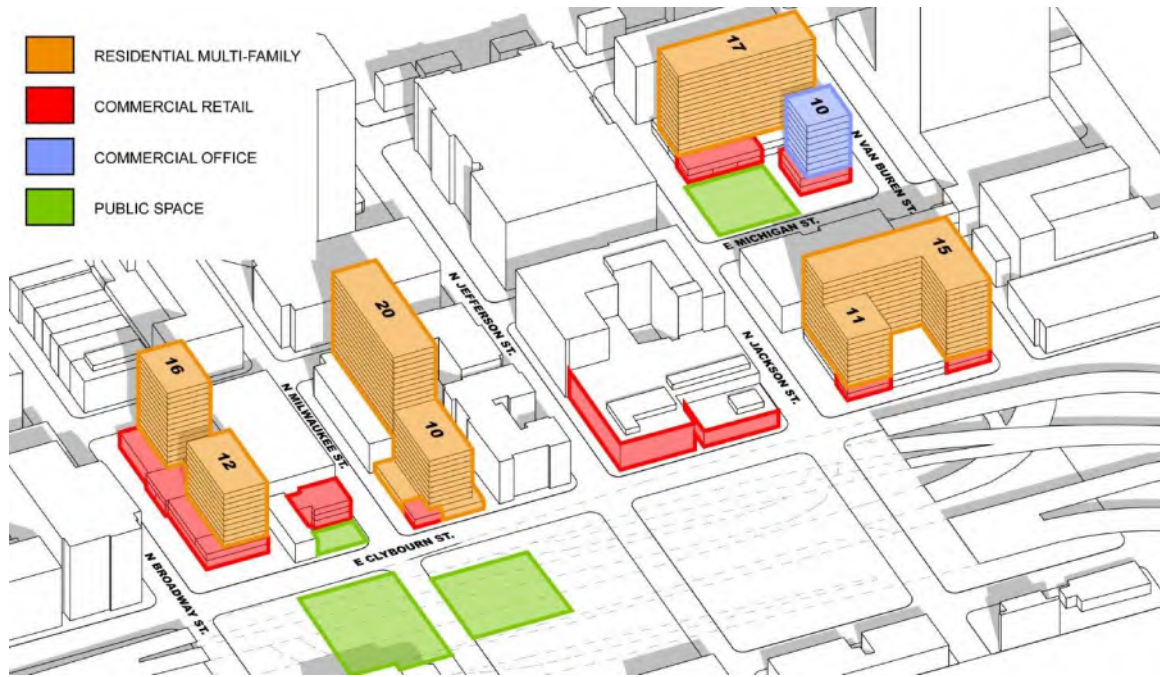
Two-way protected bike lanes
(Image of Kilbourn Ave. to State St.)



9'	10'	10'	9'	5'	11'
PARKING	SOUTHBOUND	NORTHBOUND	PARKING / FLOATING BUS ISLAND		TWO-WAY PROTECTED BIKE LANE

VAN BUREN STREET IMPROVEMENTS MOVING FORWARD

- **Project Intent:** Reduce speeds, reduce crashes, improve comfort for all modes, create a main bike thoroughfare, enhance streetscaping and promote economic development
- **Project Extent:** Van Buren Street from Wisconsin Avenue to Brady Street
- **Project Timeline:**
 - Concept Development – Complete
 - Design Alternatives and Community Engagement – *Underway*
 - Final Design – Fall 2023
 - Implementation – 2024



Commercial Real Estate

High-rise towers, urban Targets and bike lanes galore: See UWM students' visions for Clybourn St.

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4 OF 19 THUMBNAILS



UW-MILWAUKEE SARUP STUDIO PROJECT

Redevelopment concepts for the East Clybourn Corridor assisted to inform Downtown Plan Update recommendations





EAST-WEST BUS RAPID TRANSIT IN OPERATION

- Milwaukee County's first Bus Rapid Transit Run, called CONNECT 1 opened on June 5th
- Utilizes electric buses
- Line runs nine miles between downtown Milwaukee and the Milwaukee Regional Medical Center complex in Wauwatosa
- Expected to build up to over 9,500 daily riders



REQUEST FOR PROPOSALS

PREMIER TRANSIT-ORIENTED DEVELOPMENT OPPORTUNITY
ON A REDEVELOPMENT AUTHORITY OF THE CITY OF MILWAUKEE-OWNED PARCEL
IN THE HEART OF DOWNTOWN MILWAUKEE

401-41 WEST WISCONSIN AVENUE



Rendering of a conceptual development on the

CITY OF MILWAUKEE
DEPARTMENT OF
CITY DEVELOPMENT



REQUEST FOR PROPOSALS

MARCUS CENTER PARKING GARAGE



1001 NORTH WATER ST.

CITY OF MILWAUKEE
DEPARTMENT OF
CITY DEVELOPMENT

Issued: September 6, 2023
Due Date: December 15, 2023

WWW.MILWAUKEE.GOV/DCD/RFPs

VEL R. PHILLIPS & MARCUS CENTER PARKING GARAGE RFP PROMOTION

City of Milwaukee recently issued three (3) Request for Proposals (RFP) for redevelopment and businesses opportunities that Milwaukee Downtown continues to share with prospects, including:

1. a) 55,000 SF vacant development site parcel and b) food & beverage operator for a new 2,900 SF building opening in Vel R. Phillips Plaza in 2024
2. Marcus Center Parking Garage redevelopment (2.5 acre site)



CARW Commercial Real Estate Roundtable Forum

Sponsored by:



February 28th, 2023





BID-MANAGED PUBLIC SPACE IMPROVEMENT PROJECTS

- Frame the Square Completion
- Active Streets for Businesses
- Downtown's First Dog Park



ACTIVE STREETS FOR BUSINESSES CONTINUES

Continuing our successful partnership, Milwaukee Downtown deployed Active Streets for Businesses for the 4th season to support small businesses and public realm activation:

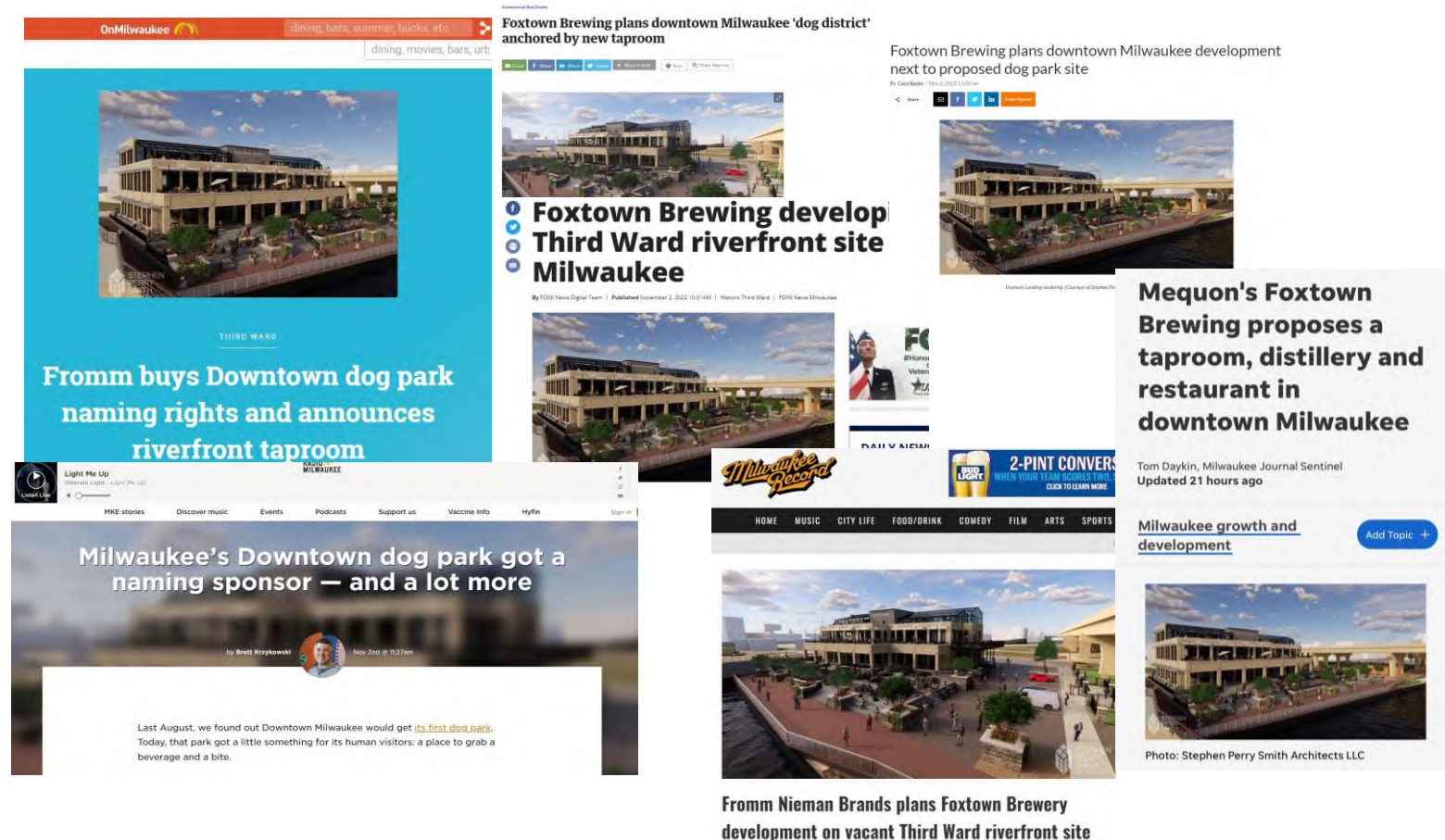
- Third Street Tavern
- Who's on Third
- Milwaukee Brat House
- Old German Beer Hall
- Buck Bradley's
- Taylors
- Lucky Clover



FRAME THE SQUARE REACHES COMPLETION

- Perimeter improvements, including new sidewalks, benches, East Town storage enclosure, utility screening, landscaping, bike racks, street trees, and landscaping were completed
- Project came in on budget after numerous surprises in the field

MKE DOG PARK TITLE SPONSORSHIP ANNOUNCEMENT & FOXTOWN LANDING DEVELOPMENT



FOXTOWN LANDING APPROVALS UNDERWAY



Food & Lifestyle

Foxtown Landing development receives Third Ward Architectural Review Board approval

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The project will be called Foxtown Landing.

FOXTOWN BREWING



By Margaret Naczek - Reporter, Milwaukee Business Journal
Nov 16, 2022



We can help
test your plan

LEARN MORE

RECOMMENDED

SPONSORED CONTENT
by MLG Capital - Real Estate

Your investment could
lead to charitable
donations

SPORTS BUSINESS

Brewers fans will
audio system, field
seating thanks to
Professional Base
District

TRAVEL & TOURISM

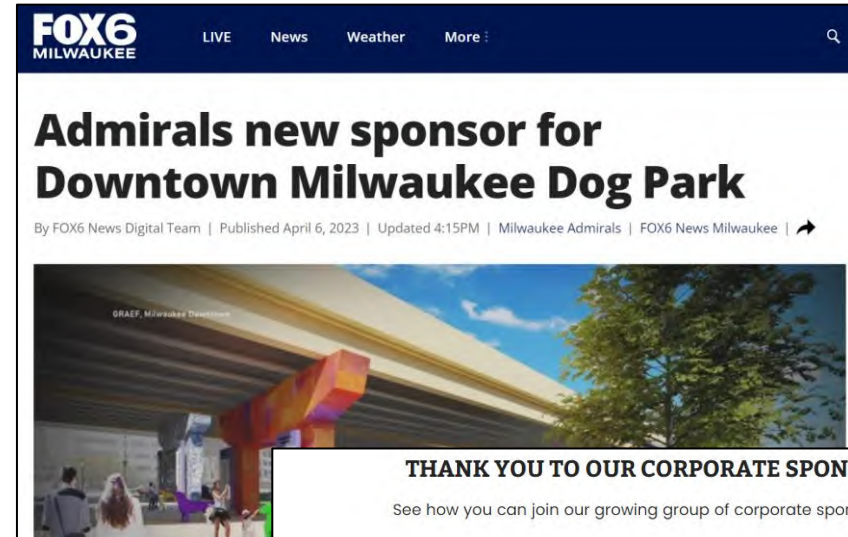
What to expect in
Milwaukee Region

FROMM FAMILY PET FOOD, MILWAUKEE ADMIRALS & SEVERAL OTHER SPONSORS ANNOUNCED

The following sponsors joined Fromm Family Pet Foods as sponsors of the dog park, including:

- Milwaukee Admirals
- Madison Medical Affiliates
- Pritzlaff Building
- St. Paul Fish Co.
- Gardner Builders
- Hempel Real Estate
- Explorium Brewery
- Physicians Realty Trust
- Tito's Vodka
- Hines / 333 Water
- WE Energies Foundation

WITH MORE COMING SOON!



Running with the big dogs – Foxtown Brewing, Downtown Dog Park

Most Creative Deal of the Year



**MILWAUKEE BUSINESS JOURNAL DEAL OF THE YEAR AWARDS:
MOST CREATIVE DEAL OF THE YEAR**



**Downtown Dog Park Fundraiser at
MILWAUKEE ADMIRALS DOG DAY**

SATURDAY, NOVEMBER 19TH | 6PM

UW PANTHER ARENA
400 W. KILBOURN AVENUE

Enjoy the Milwaukee Admirals game with your favorite furry friend!
Part of the proceeds from each ticket sale through our dedicated link
supports the fundraising efforts to build downtown's first dog park!

Get your tickets at
www.MKEDogPark.com

DOG PARK ADVOCACY, EVENTS, & PROMOTIONS

- Explorium Brewery
 - \$1 per Beer until reaching \$20,000
- Historic Third Ward Harvest Festival
 - October 22 | Riverwalk Commons
- Boos, Barks & Brews
 - October 22 | Explorium Brewery
- Howl O'Ween Around the Ward
 - October 23 | Catalano Square
- Howl-O-Weenie 2
 - October 30 | Boone & Crockett
- Dog Day
 - November 19 | Milwaukee Admirals

DOG PARK FUNDRAISING CONTINUES

DOWNTOWN
— Milwaukee Dog Park —

DOWNTOWN MILWAUKEE'S FUR-ST PUBLIC DOG PARK

Building Neighborhood Connectivity and Community Amenities

mke **DOWNTOWN**

 **GR&E**

Downtown Milwaukee's first public dog exercise area may soon call an underutilized area along the Milwaukee River and beneath the I-794 overpass home.

www.MKEDogPark.com | Project is located at 103 W. Clybourn Street

ADDRESSING COMMUNITY NEEDS

Reimagining public spaces and enhancing their uses for the entire community, even those with four legs, is an ongoing goal for Milwaukee's Downtown, BID #2 and Historic Third Ward, BID #2.

As downtown Milwaukee's residential population continues to grow and more workplaces and hotels become pet friendly, our goal is to provide a much-needed amenity for the expanding cohort of dog owners. The dog park will increase urban livability and be a key gateway that will connect downtown, transforming an underutilized parcel into a vibrant and inclusive community gathering space.

BUILDING A MORE COMPETITIVE CITY

The downtown dog park addresses an issue where Milwaukee is outperformed by its peers. This much-needed community amenity will enhance quality of life and make downtown and the City of Milwaukee more attractive and livable.

INCLUSIVE COMMUNITY CONNECTIONS

FUNDRAISING LAUNCHED 5 GAINING MOMENTUM

Following the commitment from the City of Milwaukee to fund the on-site public, Milwaukee connection, the project team launched fundraising efforts to build downtown's first dog park and implement advanced improvements. Fundraising is currently underway and building momentum from every type of Milwaukeean. From thousands of individual donors, through to new projects to corporate sponsors, volunteer leaders and sponsorship benefit packages are available at www.MMDogPark.com.

By supporting downtown Milwaukee's first dog park, you are directly contributing to an increased quality of life for residents, employees and guests, as well as your four-legged friends. Plus, as a 501(c)(3), your donation may be tax deductible.

DID YOU KNOW???

- According to a Milwaukee downtown survey, 71 percent of downtown residents, including area dog owners, were asking dog-friendly amenities such as "important" or "very important."
- According to a recent survey by PetSmart Pet Services, Milwaukee ranked one of the top 10 dog-friendly cities in the U.S.
- 10,000+ estimated number of dogs in greater downtown.
- 2,000+ dogs from downtown in monthly public dog park.
- 70 percent of pet owners that use dog-friendly.
- 50% estimated percentage of Milwaukee that lives in pet-friendly dog.

PARK AMENITIES

The underutilized parcel will be transformed into a dynamic, 12,000-square-foot dog park that is envisioned to feature:

- Separated small and large dog areas
- Synthetic turf
- Fencing
- Agility and obstacle stations
- Shaded areas provided by overhead highway bridge
- Water stations
- Public art
- Access to the three-mile Milwaukee RiverWalk system
- Prominent dog recognition opportunities
- Space for community programming

SPONSORSHIP OPPORTUNITIES

BEST IN SHOW
\$10,000 - \$25,000 per year
Marketing on MMDogPark.com
Delivery Commission
Company awarded, areas provided above-sponsorship for signage, individual per year
Large representation on Downtown Milwaukee BID in MMDogPark.com
Please see current events in MMDogPark.com

WOOD RAISER
\$10,000 - \$25,000 per year
Marketing on MMDogPark.com
Delivery Commission
Company awarded, areas provided above-sponsorship for signage, individual per year
Large representation on Downtown Milwaukee BID in MMDogPark.com
Please see current events in MMDogPark.com

CONCEPTUAL LAYOUT

NOTE: CONCEPTUAL LAYOUT. ALL DIMENSIONS AND LOCATIONS ARE APPROXIMATE AND SUBJECT TO CHANGE.

ADVERTISEMENT

Sponsor Recognition Wall

MKE DOG PARK SPONSORS

Thanks to you for making
MKE Dog Park the best place for
your dog to play!
MKE Dog Park is the best place for
your dog to play!
MKE Dog Park is the best place for
your dog to play!

Power of Paws

SPONSOR OPPORTUNITIES

BEST IN SHOW \$1,000.00

Membership in MKE Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee

Large representation in Sponsor
Recognition Wall in MKE Dog Park
Dog Park

Name of select dog in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park
Large representation and link to
company website on "Partners"
page of www.MKEDogPark.com

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

Invitation to participate in
in-site activities and programming
in MKE Dog Park
Large representation in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

TOP DOG \$750.00

Large representation in Sponsor
Recognition Wall in MKE Dog Park
Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

Invitation to participate in
in-site activities and programming
in MKE Dog Park
Large representation in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

Invitation to participate in
in-site activities and programming
in MKE Dog Park
Large representation in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

WOOF RAISER \$1,000.00

Membership in MKE Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee

Large representation in Sponsor
Recognition Wall in MKE Dog Park
Dog Park

Name of select dog in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park
Large representation and link to
company website on "Partners"
page of www.MKEDogPark.com

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

Invitation to participate in
in-site activities and programming
in MKE Dog Park
Large representation in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

BIG DOG \$500.00

Membership in MKE Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee

Large representation in Sponsor
Recognition Wall in MKE Dog Park
Dog Park

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in MKE Dog Park
Large representation in MKE Dog Park
Sponsor Recognition Wall in MKE Dog Park

Large representation in MKE
Dog Park monthly newsletter
Large representation in MKE
Dog Park newsletter

FUR-2-MATE \$1,000.00

Membership in MKE Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee
Co-sponsor Milwaukee Dog Park
Advisory Committee

JOIN OUR GROWING LIST OF PARTNERS

We are grateful for the generous
support and assistance from
our partners, government and
private, that have been
instrumental in our program. Now
www.MKEDogPark.com is open to
our partners, and you can join
our growing list of partners.

BIG DOG

The project team is committed to making
every Milwaukee dog park the best
place for your dog to play, and
the project is available to you to make
your dog park the best place for
your dog to play.

FUR-2-MATE

The project team is committed to making
every Milwaukee dog park the best
place for your dog to play, and
the project is available to you to make
your dog park the best place for
your dog to play.

WILL YOU JOIN US
IN SUPPORTING
THIS PAW-JECT?

OTHER DONATION OPPORTUNITIES & SPONSORSHIP INFORMATION AVAILABLE AT WWW.MKEDOGPARK.COM

In addition, a portion of 20,000 in name tags (available for
purchase) will be sold at the Milwaukee Dog Park event, and
the proceeds will be used to support the Milwaukee Dog Park project.

Please consider making a donation today!

www.MKEDogPark.com

Sponsorships at all levels continue to be available!

DOWNTOWN IN THE HEADLINES

js

Milwaukee Journal Sentinel Business

9m ·

Milwaukee ranked by Forbes Magazine as a top city for young professionals



jsonline.com

Milwaukee ranked by Forbes Magazine as a top city for young professionals

Milwaukee has one of the Nation's Strongest Apartment Markets

Milwaukee ranked as the 7th most competitive apartment rental market in the United States out of the 137 rental markets in 2023.

Top 20 Most Competitive Rental Markets at the Start of Rental Season 2023							
Rank	Market	Competitive Score	Average Vacant Days	Occupied Apartments	Prospective Renters	Lease Renewal Rate	Share of New Apartments
1	Miami-Dade County, FL	130	33	97.1%	24	74.4%	0.9%
2	North Jersey, NJ	117	40	96.4%	14	74.4%	0.2%
3	Southwest Florida	116	34	96.1%	13	74.4%	0.9%
4	Broward County, FL	108	41	95.5%	14	74.4%	0.1%
5	Omaha, NE	106	34	96.2%	14	74.4%	0.5%
6	Grand Rapids, MI	103	42	95.4%	10	74.4%	0.1%
7	Milwaukee, WI	102	43	95.7%	14	74.4%	0.6%
8	Orlando, FL	99	37	95.3%	12	74.4%	1.1%
9	Brooklyn, NY	99	43	96.0%	12	71.8%	0.0%
10	Suburban Chicago, IL	96	42	95.3%	14	74.4%	0.4%
11	Suburban Philadelphia, PA	91	47	94.7%	10	74.4%	0.3%
12	Central Jersey, NJ	91	52	95.9%	9	83.5%	0.5%
13	Kansas City, MO	89	40	94.4%	9	80.0%	0.2%
14	Bridgeport - New Haven, CT	87	42	95.5%	13	80.0%	0.5%
15	Cincinnati, OH	86	42	94.0%	11	74.4%	0.3%
16	Orange County, CA	86	43	95.9%	12	74.4%	0.2%
17	San Diego, CA	82	38	95.9%	14	74.4%	0.2%
18	Greater Boston, MA	82	42	95.4%	13	74.4%	0.5%
19	Tampa, FL	82	41	94.3%	11	74.4%	1.0%
20	Palm Beach County, FL	80	38	95.0%	11	80.0%	1.0%

Why consumer spending in downtown Milwaukee is outpacing U.S. growth

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The Milwaukee city skyline is seen Friday, April 7, 2023, in Milwaukee. *Morry Gosh/AP Photo*

Study: Milwaukee's downtown foot traffic recovery among the best in the Midwest

BizTimes

MILWAUKEE BUSINESS NEWS

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Commentary: Milwaukee is a business magnet

By Andrew Weiland - Sep 11, 2023 2:10 am


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Regal Resnord's new corporate headquarters will be housed within the same building that serves as the headquarters for its Industrial Division. *Photo by Greg Gorman for BizTimes*

Downtown Milwaukee outpaces its peers as workers return to the office


Milwaukee boasts one of the nation's better downtown recovery rates, according to new rankings compiled by the University of Toronto.

LAND AND SPACE July 20, 2023



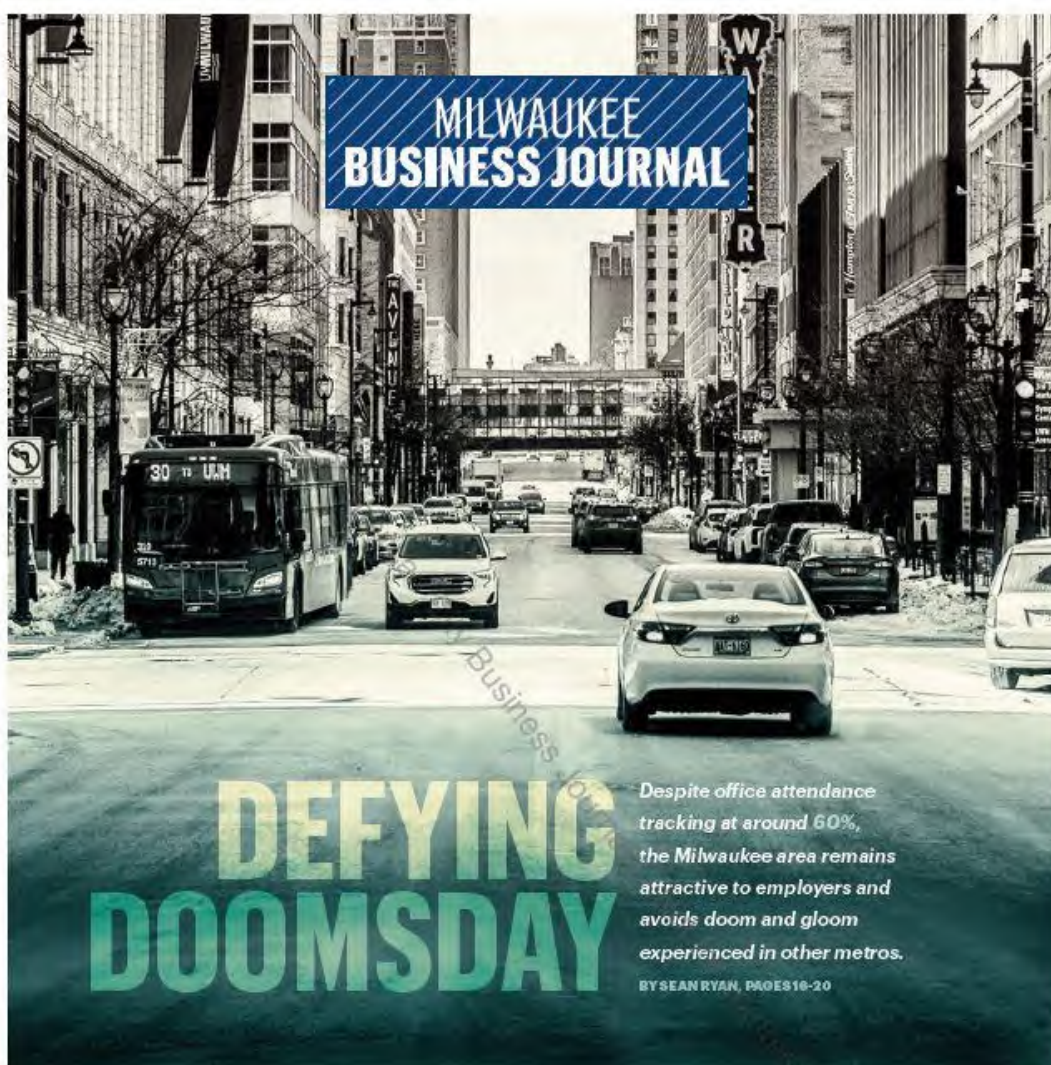
LAND AND SPACE

Downtowns face the decline of office workers. But Milwaukee outpaces many of its peers

Tom Daykin

Milwaukee Journal Sentinel

Published 5:02 a.m., CT July 20, 2023 | Updated 9:26 a.m., CT July 20, 2023



MILWAUKEE BUSINESS JOURNAL

DEFYING DOOMSDAY

Despite office attendance tracking at around 60%, the Milwaukee area remains attractive to employers and avoids doom and gloom experienced in other metros.

BY SEAN RYAN, PAGES 16-20

DEVELOPMENT

State could provide \$9.3M to Iron District

Funds for downtown soccer stadium would be accompanied by \$35.7 million from project developer.

RICH KIRCHEN, 2



MENTORING MONDAY

Sharing knowledge and encouragement

The Feb. 27 Mentoring Monday event convened women like Tami Garrison (left) to offer direction and inspiration.

STAFF COVERAGE, 3-5

THE LIST

Highest-paid athletes of Wisconsin sports teams 13

MILWAUKEE BUSINESS JOURNAL
March 3-9, 2023
Vol. 40, No. 27

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MilwaukeeBusinessJournal.com/email

BATTLING ECONOMIC TRENDS

DOWNTOWN BUILDINGS HOLD THEIR OWN AS WORK FROM HOME CONTINUES



BY SEAN RYAN
seanryan@milwaukeejournal.com

Capital First Trust is doing its best to keep employees happy, and this year plans to leave its current Walker's Point office space. ❖ Contrary to the narrative of remote work or layoffs gutting downtown populations in major cities, Capital First Trust is moving because it needs a larger, better office for its team. Levi Dax, marketing officer for Capital First Trust, said the firm is searching the downtown Milwaukee market for a space at least 30% bigger than its current 10,200 square feet, with a larger kitchen and more amenities for its about 10 employees. ❖ "We don't want to be outpaced by the rest of the world," Dax said of seeking a more attractive office. ❖ "A lot of individuals are on schedules they chose themselves, but I would say for two or three days are in the office," he said. "We're growing, so I think people are happy." ❖ Capital First Trust showed up in a few local brokerage firms' market reports in late 2022 as another example of a firm seeking to sublease its current office space to another business.

CONTINUED ON PAGE 18



DOWNTOWN JOBS

Some of the biggest announcements of companies moving jobs to downtown Milwaukee in recent years



Fiserv

Number of new jobs: 826 jobs in Brookfield headquarters to move downtown. 322 more to be created.
Downtown location: Hub 440 building at 640 W. R. Phillips Ave.

Rite-Hite

Number of new jobs: 300 being consolidated from Brown Deer headquarters and other locations.
Downtown location: Two-building, 9.5-acre campus on Freshwater Way

Northwestern Mutual

Number of new jobs: 2,000 to move downtown from Franklin in 2027.
Downtown location: 818 E. Mason St. building to receive \$500 million overhaul

Komatsu Mining Corp.

Number of new jobs: 1,000 office and manufacturing jobs, many moved from former West Milwaukee HQ.
Downtown location: New headquarters, manufacturing plant at East Greenfield Avenue

Milwaukee Tool

Number of new jobs: Nearly 700.
Downtown location: Vacant office at 501 W. Michigan St. that Milwaukee Tool acquired and is renovating

SoftwareOne

Number of new jobs: 135 headquarters jobs formerly located in Menasha.
Downtown location: North American headquarters in Dye House building at 320 E. Buffalo St.

Milwaukee Business Journal, Cover Story, March 3-9, 2023

REAL RESULTS

AUGUST 2023

Good Afternoon Downtown-ers,

We just wrapped an exceptionally busy month in Downtown Milwaukee. From the signature events that brought thousands of guests into our central business district to the progress made on some exciting catalytic projects, Downtown Milwaukee is all the buzz.

After a nearly two-year planning process, the Connecting MKE Downtown Plan 2040 was unanimously approved by the Common Council in late July. Plan recommendations will now be furthered as we do our part on the implementation.

Our partnership with Downtown Madison Inc. continues as we plan for our next Madison + Milwaukee Downtown Exchange. The Monday, August 7th session will include an expert panel that are leading quality of life programs in Wisconsin's two largest cities. Get more information and be sure to register [here!](#)

The MKE Dog Park is advancing with new sponsor commitments. Watch for some exciting announcements on the horizon as project lead

City leaders are still accepting proposals for an opportunity in the City of Milwaukee, and one opportunity in the Midwest. The parcel at Ve opportunity to transform Downtown's major t

Food, fun and camaraderie will soon fill our par Downtown Employee Appreciation Week retu Office Challenge Games, after-hours socials ar details below and round up your co-workers.

Plus, consider supporting two downtown main at their upcoming fundraising events. Info on b

Thanks for reading!

Matt Dörner

Matt Dörner
Economic Development Director
Milwaukee Downtown, BID #21
mdorner@milwaukeedowntown.com
Follow us on Twitter | @RealResultsMKE



THESE US A HOME! DONATE TODAY!

DOWNTOWN
Milwaukee Dog Park

HOME ABOUT PROJECT OVERVIEW NEWS CONTACT DONATE

April 06, 2023


MILWAUKEE ADMIRALS ANNOUNCED AS SIGNATURE SPONSOR OF DOWNTOWN'S FIRST DOG PARK

Milwaukee's professional hockey team joins Fromm Family Pet Foods and area businesses in advancing project

The Downtown Dog Park reached another milestone today as project leaders announced the [Milwaukee Admirals](#) among the local supporters joining [Fromm Family Food](#) as a major corporate sponsor of downtown's first dog park. The announcement marks a significant step forward as fundraising efforts continue for the future off-leash dog park, which will be adjacent to the [Downtown Landing development](#), on a long vacant site under the I-794 freeway between the Milwaukee River and Plankinton Avenue.

"Since the launch of the downtown dog park project, we have found multiple ways to partner with the dog park project leaders, including collaborations with our Dog Day games," said Harris Turer, owner and CEO of the Milwaukee Admirals Hockey Club. "As a team that is active in the community, we understand the important role that pets play in people's lives. For this reason, we've had serious interest in supporting the project from the beginning. We are excited to join other business leaders in improving the quality of life for the greater Milwaukee dog community and their owners with the addition of this much-needed amenity."

The Milwaukee Admirals launched Dog Day events in 2009 to appeal to an untapped segment of new fans - dog owners. The initial response was overwhelmingly successful as hundreds of dogs and their owners attended the game, prompting the team to add a second Dog Day event after the team moved to the UW Panther Arena to accommodate the event's growing popularity.



COMMUNICATION TOOLS

- Published Real Results e-newsletters
 - 43.6% open rate, 2,100+ subscribers
- Promoted economic development news through @RealResultsMKE Twitter/X handle
 - 1,290 followers
- Managed MKE Dog Park social media, blog posts, and newsletters



REBECCA SUE BUTTON

MARKETING, EVENTS & SOCIAL MEDIA DIRECTOR





SOCIAL MEDIA STATS

(Sept. 2022 – Aug. 2023)

Facebook

- Total page followers: 53,500+
- Total page likes: 48,200+
- Number of posts: 577
- Total engagement: 525,638
- Engagement rate: 6.89%
- Reach: 1.8 million
- Impressions: 3.14 million

Twitter/X

- Followers: 58,900+
- Number of tweets (including retweets & replies): 740
- Total engagement: 3,855
- Engagement rate: .6%
- Impressions: 408,685

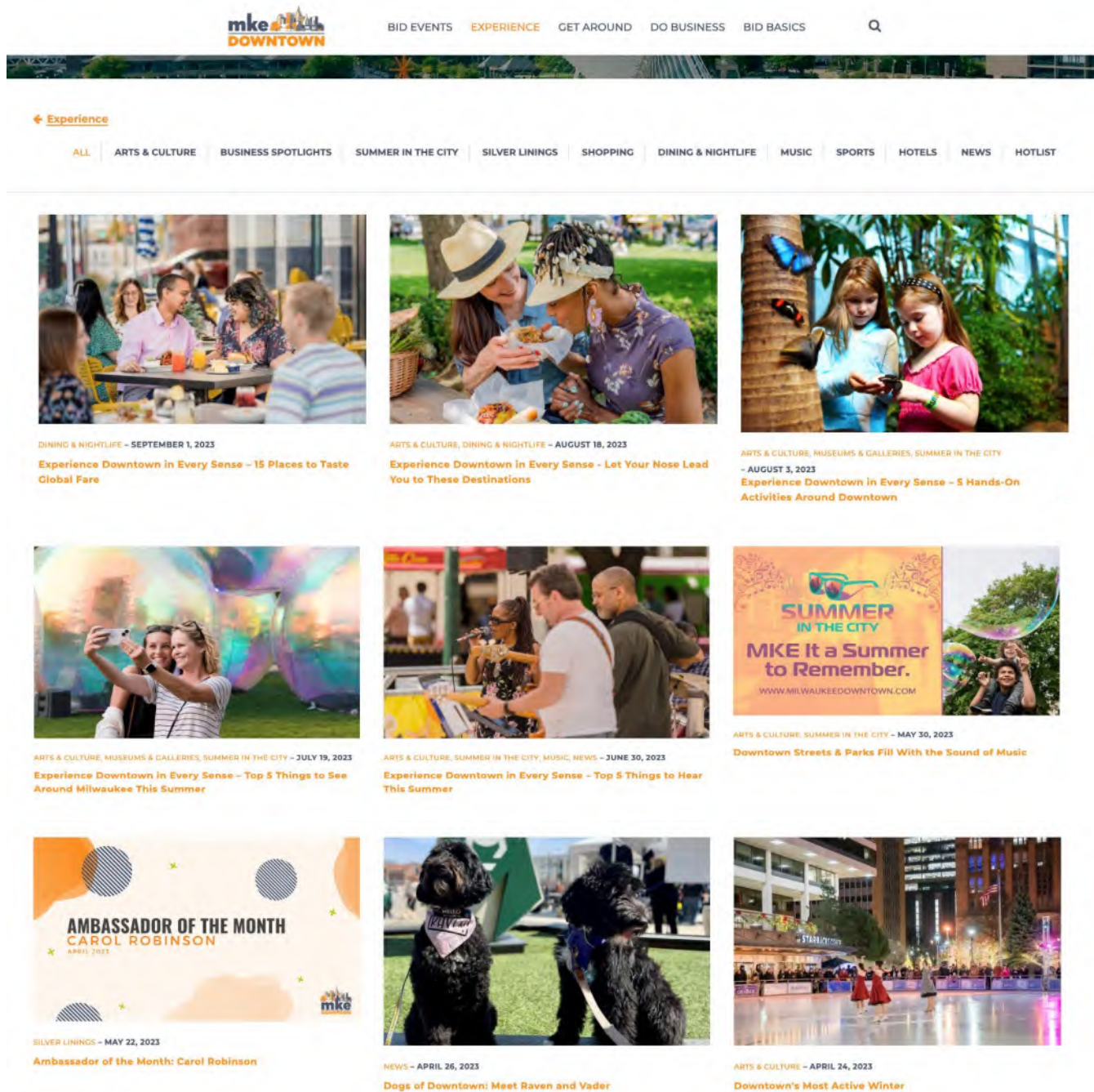
Instagram

- Followers: 38,300+
- Number of posts + stories: 860+
- Total post engagements: 73,000+
- Total reel views: 1+ million
- Engagement rate: 6.13%
- Reach: 1.4 million
- Impressions: 2.5 million



CONTESTING THROUGH SOCIAL MEDIA

- Coordinated themed giveaways inviting engagement and spurring consumer purchases
- Supported Downtown businesses through gift card purchases + collaborations
 - 12 Days of Downtown Giveaways over the holidays
 - XOXO MKE: HYBYCOZO Valentine's Days giveaway
 - Summerfest ticket giveaway
 - Evanescent giveaway
 - "Experience Downtown in Every Sense" trivia game



MKE IT DOWNTOWN BLOGS

- Published 32 blogs between Sept. 1, 2022 – Aug. 31, 2023
- Strong driver of web traffic
- Over 27,000 pageviews
 - Itinerary-based blogs perform best
 - Top blogs: “HYBYCOZO Coming to Cathedral Square,” “Where to Grab Lunch Downtown on Monday,” and “Experiencing the Jingle Bus”

DOWNTOWN DINING WEEK



DOWNTOWN DINING WEEK 2022

- September 8 – 15, 2022
- 28 participants
- \$1,400 in Downtown gift card giveaway promotions
- 320 survey responses received
- 49.7% neither lived nor worked Downtown
- 50.3% experienced a restaurant for the first time
- 88% rated Food, Service, & Environment as “Excellent” or “Good”
- 47,278 pageviews
- Social Media: FB/Twitter/IG: 360,100+ impressions





MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2022

- Presented by Johnson Financial Group
- Families returned to Pere Marquette Park for the Kickoff Extravaganza after two-year hiatus
- WISN 12 aired the kickoff ceremony live
 - The show re-aired on two other occasions. In total, the station's three broadcasts netted over 61,100 impressions for adults 18+.
- 500,000+ Lights Illuminated Downtown for the season
 - "Community Spirit Park" at Cathedral Square Park
 - "Christmas Chalet" at Pere Marquette Park
 - "Santa's Celebration Square powered by We Energies" at Zeidler Union Square
 - Wisconsin Avenue shone bright with its succession of cascading chandeliers
 - Red Arrow Park also received a twinkling treatment



MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2022

- 5,120 riders jumped on the Jingle Bus – a motorcoach bus operated by Coach USA
 - 40-minute tour narrated by eight local actors
 - Estamos Unidos assisted in providing Spanish-speaking tours
 - Online ticketing made available
- 1,525 letters were personalized to children through Santa's Mailbox
- Other events led by Milwaukee Downtown throughout the season included:
 - Two Christmas Cavalcades
 - Cocoa with the Clauses
 - NYE MKE at the Milwaukee Art Museum



TASTE & TOAST 2023

- Downtown's first-quarter happy hour event
- February 27 – March 3, 2023
- 18 participants
- \$450 in Downtown gift card giveaway promotions
- 148 survey responses received
- 71% lived or worked Downtown
- 40.5% experienced a restaurant for the first time
- 89% rated Food, Service, & Environment as “Excellent” or “Good”
- 10,726 pageviews
- Social Media: FB/Twitter/IG/Views: 100,000+ impressions



DOWNTOWN DINING WEEK 2023

- June 1 – 8, 2023
- 30 participants
- \$1,500 in Downtown gift card giveaway promotions
- 469 survey responses received
- 51.4% neither lived nor worked downtown
- 42.4 % experienced a restaurant for the first time
- 90% rated Food, Service, & Environment as “Excellent” or “Good”
- 47,947 website pageviews
- Social Media: FB/Twitter/IG: 390,200+ impressions



DOWNTOWN EMPLOYEE APPRECIATION WEEK 2023

- Spirit week for Downtown's workforce
- August 14 – 18, 2023
- 60+ Downtown Partners and/or prize contributors
- 14,000 lunch item giveaways
- 3,000+ giveaway prizes
- \$42,500 in-kind donations
- Activities included: morning jolt coffee sessions, a happy hour, trivia night, morning workout sessions, kayaking and new office challenge games



THE EXCITEMENT



Milwaukee Downtown, BID #21 2023 ANNUAL MEETING



Wednesday, September 27
3:00 – 7:00 pm
Pfister Hotel – Grand Ballroom
424 E. Wisconsin Avenue

You can see, hear, taste, smell and feel it in the air! Downtown Milwaukee is finally back to business in every sense. More companies are committing to downtown, more employees are back in downtown offices, and more people are attending downtown events than we've seen in years. No doubt they accepted our invitation to "Experience Downtown In Every Sense."

Come help us celebrate Downtown Milwaukee's milestones as we look back at the last year. We'll also share the next chapter of BID #21, and we'll recognize the rock stars who have made our collective successes possible.

So, plan to join us. Let's toast to a sense-sational year and a bright future!

3:00pm
Registration, Networking
and Sensory Exploration

4:00pm
Accomplishments
and 2024 Initiatives

4:45pm
2023 Downtown
Achievement Awards

5:30pm
Reception

Space is limited. Register today!
Registration is \$25/person.



bit.ly/3qFnsZJ

Registration closes on Friday,
September 22 or when sold out.





MILWAUKEE HOLIDAY LIGHTS FESTIVAL 2023

- Returns Nov. 16, 2023 – Jan. 1, 2024
- 25th anniversary celebration
- Milwaukee Downtown will re-install the Wisconsin Avenue chandeliers with a new silver and gold motif
- New Ornament Trail art installation will be unveiled on Wisconsin Avenue
- Return of the Kickoff Extravaganza, Jingle Bus tours, Cocoa with the Clauses and more

A wide-angle photograph of the Milwaukee skyline. The PNC Tower, a tall blue glass skyscraper, is the central focus. To its left is the US Bank Tower, another tall building with a grid-like facade. The foreground features the distinctive white, sail-like roof of the Milwaukee Art Museum. The sky is filled with white and grey clouds, and the water of Lake Michigan is visible at the bottom.

GABRIEL YEAGER

DIRECTOR OF PUBLIC SPACE INITIATIVES





MILWAUKEE THEATER DISTRICT

Partnered with VISIT Milwaukee, United Performing Arts Fund (UPAF), and The Marcus Corporation to brand the Milwaukee Theater District, a walkable district featuring nine performing arts venues in the heart of downtown. The district's new branding was unveiled at a press conference on November 30, 2022 at the Riverside Theater.

- Ranks No. 1 for the highest number of theater seats per capita in the U.S.
- 15,000 seats
- 2,000+ performances annually
- 2 million attendees annually
- Served as project manager for Milwaukee Theater District banner and signage project, which includes 20 street pole banners and a vinyl wrap of the ASQ Center-Riverside Theater skywalk over West Wisconsin Avenue
- Presented a new busker series along the Riverwalk, in partnership with Pabst Theater Group, between July – September 2023
 - "It's Alive on the Riverwalk"

A photograph of a public art installation at night. In the foreground, a large, illuminated, geometric sculpture with a complex, star-like pattern is visible. Several people are standing around it, looking at the artwork. In the background, there are other people and a large, multi-story building with many windows. The scene is lit with warm, ambient light, possibly from streetlights or the installation itself. The text "PUBLIC ART IMPLEMENTATIONS" is overlaid in the center of the image.

PUBLIC ART IMPLEMENTATIONS



LIGHTFIELD BY HYBYCOZO

- Largest public art installation to date
 - Featured 24 light-emitting sculptures by the world-renowned design studio HYBYCOZO
- “Lightfield,” presented by Johnson Financial Group, transformed Cathedral Square January – May 2023
 - YTD, visits were up +78% between January 1 - May 31, 2023 from 7,600 visitors/11,100 visits in 2022 to 16,100 visitors/19,900 visits in 2023
- Free STEAM (since, technology, engineering, arts, and math) curriculum available for download
- Three nights of free community programming:
- Two-Night Opening Party: January 18 and 19
 - Featured food trucks, the BID’s first ice bar, s’mores, nightly DJs, and light performers
- Partnered with The Pfister Hotel for a Valentine’s Day staycation prize package on social media
- Hosted a closing reception in the park, featuring a dance floor under a big white tent, bar, and food trucks on April 21 as part of Gallery Night



EVANESCENT BY ATELIER SISU

- Partnered with the Marcus Performing Arts Center to reimagine Rainbow Summer as a five-day arts and cultural festival on their new outdoor grounds in July
- Evanescent by Australian-based design studio Atelier Sisu brought nine larger-than-life bubbles for one of Milwaukee's most Instagrammable moments of summer
- Performances included: Funkadesi, Melody Angel, Esso, Eclipse, and the Big Shoulders Brass Band
- Activities included daily bubble playtime, Mercadera Market, featuring Latin women entrepreneurs and Latina makers, and Family Day on Saturday
- Attendance: 8,300 (during programmed hours; 5pm to 9pm each day)
- On Friday, July 21, between Evanescent at Marcus Performing Arts Center and Barbie the Movie night at Summer Spinz, an estimated 4,000 people enjoyed dueling events across the street from one another. Foot traffic in both public spaces soared to new records

A photograph of Red Arrow Park. In the foreground, many people are sitting on the grass, some on chairs and some on the ground. In the background, there is a blue bus with 'PALAFEL GUYS' and '414-732-7631' on it, and a white food truck. The scene is outdoors with trees and a paved path.

REIMAGINE RED ARROW PARK

CREATING CITY HALL'S BACKYARD

Reimagine Red Arrow Park is a multi-year, public-private partnership to foster programming and civic life in the heart of the downtown, 365 days a year. Our founding project partners include MGIC, the Herzfeld Foundation, and Milwaukee County Parks.

In 2023, we partnered with Milwaukee County Parks and park advocates to create a roller rink on the “Slice of Ice” rink in the summer, and our fan-favorite “Summer Spinz” event series was born. On the third Friday of each month, we hosted free evening skate parties that celebrated Pride Month in June and the release of Barbie the Movie in July.

In addition, we partnered with MGIC to bring holiday decorations to the park for the 2022/23 “Slice of Ice” skating season.



JACK-O-LANTERN JUBILEE

- Hosted first-ever Halloween-themed event as a safe alternative to trick-or-treating for our youth on October 29, 2022 from 10am to 2pm
- Activities included a free pumpkin giveaway for the first 500 people, courtesy of Metro Market and Pick 'n Save, a children's costume parade led by Mayor Cavalier Johnson, pumpkin carving with Art Below Zero, pumpkin painting with Artists Working in Education, story time, and character meet-and-greets
- 500 goodie bags were distributed, complete with art supplies, coloring books and candy



BROADWAY SKATES

- Hosted two free Broadway-themed skating events, HAIRSPRAY! on January 20, 2023 and FROZEN on February 18, 2023, in partnership with Marcus Performing Arts Center
- Encouraged theater-lovers to dress up as their favorite characters, skate along to the Broadway soundtrack, and strike a pose with characters in our “show” globe, a playful spin on our snow globe
- Partnered with Ice Theatre MKE for three show-stopping performances featuring the music of HAIRSPRAY! and FROZEN



DOWNTOWN ICE CAPE-ADE

- Hosted 2nd annual superhero-themed event on February 11, 2023
- Children were encouraged to dress as their favorite superhero, or don one of the free Milwaukee Downtown-branded capes, to skate alongside costumed comic book characters, and real-life heroes from the Milwaukee Fire Department, Milwaukee Police Department, and Team USA from the Petit National Ice Center
- 250 skaters enjoyed free skate rentals, sponsored by WaterStone Bank
 - 2022 rentals 14,924 according to Milwaukee County Parks (ending on Dec. 31, 2022)
 - 2022 total skaters 22,386 according to Milwaukee County Parks (ending on Dec. 31, 2022)



BIG TRUCK DAY

- Partnered with DPW for our largest one-day activation, the second annual Big Truck Day on May 20, 2023 from 11am to 2pm
- Tripled in size and attendance in just one year, with 20 trucks and an estimated 4,500 guests
- Other partners Milwaukee Fire Department, Milwaukee Police Department, MFD's Survive Alive House, MCTS's BRT bus, Betty Brinn Children's Museum's Wonder Wagon, Milwaukee Public Library, Artists Working in Education
- Distributed 750 Milwaukee Downtown-branded safety vests to children within the first 30-minutes of the event
- Activities included free face painting, sand box and bubble playtime, a dinosaur meet-and-greet, a book sale with the Friends of the Milwaukee Public Library, and truck-themed arts and crafts with Artists Working in Education
- Event cost was completely underwritten by major truck manufacturers and local truck dealers



HEART(BEATS) OF THE CITY powered by MGIC

- Second annual lunchtime concert and food truck series, held every Wednesday
- 12-week concert series (except for 4th of July holiday and Downtown Employee Appreciation Week)
- 84 food trucks booked throughout the season
- Acts included MetroFern, Chicago's premier disco fusion band, Betsy Ade & the Well Known Strangers, Kuf Knotz & Christine Elise, Philadelphia Magazine's Best Rapper of 2022, and a host of the area's best bands



SUMMER SPINZ

- Held on the third Friday of June, July, and August
- Transformed the “Slice of Ice” skating rink into a roller-skating party
- Community partners included Roll Train, Milwaukee Recreation, Marcus Theatres, Milwaukee Film and Milwaukee County Parks
- Event featured nightly DJ sets, including DJ Shawna, DJ Bam and DJ Gemini Gilly, food trucks, cotton candy and popsicle vendors
- Swag giveaways included Summer Spinz buttons and towels
- June celebrated Pride Night and July celebrated the premiere of Barbie the Movie
- 250 attendees in June, followed by 3,000 attendees in July



YOGA IN THE PARK

- In September 2022, we partnered with Cathy Stadler of Outdoor Yoga MKE for a free, weekly morning yoga class on the grass
- The event's popularity spun off to include an indoor yoga class at the Milwaukee County Historical Society
- On Summer Solstice, June 21, 2023, we welcomed 58 yogis in the park for sunrise salutations in celebration of the longest day of the year
- In September 2023, Sunrise Salutation will return Thursday mornings, 7am to 8am, at Red Arrow Park



SUMMER IN THE CITY CAMPAIGN

- For the second consecutive year, Milwaukee Downtown bundled summer happenings into one convenient landing page under its umbrella placemaking campaign, “Summer in the City”
- New this year, “Summer Notes,” a tri-fold brochure featured weekly concert lineups, including Heart(beats) of the City, Tunes@Noon, Riverwalk Commons Concerts, and Jazz in the Park
 - Piece was distributed at all four events throughout the summer
 - 98 hours of free music
- MilwaukeeDowntown.com-branded sunglasses and beachballs were distributed at weekly lunchtime events
- 13,788 webpage views



PNC presents TUNES@NOON

- Celebrating its fifth season of live local music in the 411 East Wisconsin Center's outdoor courtyard, fans describe it as "Downtown's best kept secret"
- Concerts held every Thursday from June 1 – August 31, 2023, featuring Zach Pietrini, Alyssia Dominguez, Navy Band Great Lakes, Marr'Lo Parada, Dirty Boogie, Donna Woodall Group, and many more crowd favorites
- New this year, guests were treated to Pete's Pops, ice cream and popcorn during select concerts



MILWAUKEE HOLIDAY LIGHTS FESTIVAL ACTIVATIONS

- Santa's Christmas Cavalcade returned to the streets of Downtown for the third season.
- On two evenings, Santa Claus, Mrs. Claus, and local jazz singer Sarah Fierek performed aboard the Historic Third Ward's vintage, open-air firetruck
- Partnered with Events By Design to host NYE MKE to ring in 2023 at the Milwaukee Art Museum
 - Event benefited Milwaukee Downtown's public art programming, including HYBYCOZO



2023 ORNAMENT TRAIL

- 15 local and national artists commissioned to paint 15 unique, larger-than-life ornaments to commemorate the 25th anniversary of the Milwaukee Holiday Lights Festival in 2023
- Artists selected by the Downtown Placemaking Task Force
- Participating properties include: 3rd Street Market Hall, 310W, 600 EAST, Chase Tower at Water & Wisconsin, The Clark Building, HUB 640, The Milwaukee Club, Northwestern Mutual, PNC Bank at 411 East Wisconsin Center, The Pfister Hotel, Saint Kate - The Arts Hotel, Two-Fifty East, Railway Exchange Building, Reinhart Boerner Van Deuren (1000 N. Water Street), US Bank Center
- Discounts and promotions for holiday sweet treats in kids activity book from Cafe at The Pfister, Proof Pizza, 3rd Street Market Hall, Dairyland, Mid-Way Bakery, Baskin-Robbins, 600 EAST Cafe and more



OTHER ACCOMPLISHMENTS

- Assisted City and County partners by coordinating press conferences for the MCTS Pride bus unveil at Cathedral Square Park in May and signing new food truck legislation into law at Heart(beats) of the City in June
- Participated in writing a research brief on Bold Placemaking with the International Downtown Association
 - Report was published in the Journal of Urban Regeneration and Renewal of London
- Participated in Baird Center expansion and Vel R. Phillips Plaza art selection committees
- Ongoing management of landmark lighting program, roofline lighting on Dr. Martin Luther King Jr. Drive, and portfolio of 25+ murals
- Fundraising YTD (August 31, 2023): \$144,000 in private funding to support public art and public space projects in Downtown
- In September 2023, we entered a partnership with the City of Milwaukee to coordinate public art installations for the new Vel R. Phillips Plaza, starting in Summer 2024



BETH WEIRICK

LOOKING AHEAD





2024 INITIATIVES

- Continued focus on quality-of-life initiatives, including crime reduction and public safety
- Allocate resources to advance recommendations from the Downtown Area Plan update (Connec+ing MKE: Downtown Plan 2040)
- Fundraising for Community Prosecutor and Homeless Outreach Coordinator positions
- Activation of public spaces
- Continued positioning of Downtown Milwaukee as an attractive place to do business and work
- Continued focus on a strong Downtown campaign supporting arts, culture and entertainment
- Embrace and implement the updated mission, vision, goals and “Big Moves” of the organization’s new strategic plan

UPDATED FOCUS



MISSION

We lead and inspire Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative and vibrant heart of the community.

VISION

Milwaukee Downtown is an economic catalyst creating opportunities for all. Downtown continues to be a premier destination of choice to live, work, learn, play and stay. Milwaukee is renowned world-class city adding value to the state and Great Lakes region.



UPDATED BID #21 PRIORITIES



PRIORITY #1: Clean, Safe, & Welcoming

Continue to provide BID 21 services and expand programs that keep Downtown Milwaukee clean, safe, and welcoming for all.

Big Move: Milwaukee Downtown BID 21 will act as the steward for Downtown's public realm -- expanding beautification services; identifying and advocating for needed repairs and improvements; and activating the Riverwalk.

PRIORITY #2: Economic Growth

Strengthen Downtown's role as the best place in the Midwest for local businesses, large employers, retail, daytime and nighttime entertainment, and tourism to grow and thrive.

Big Move: Milwaukee Downtown BID 21 will prioritize recruiting and retaining employers of all sizes, and will help to recruit and retain a strong, diverse, and creative workforce. Create marketing materials for use by BID 21, peer organizations, government officials, and business executives when working with potential recruits.

PRIORITY #3: Placemaking, Marketing & Events

Bring people together through new and exciting shared experiences by activating Downtown's public and private owned/publicly accessible open spaces.

Big Move: Milwaukee Downtown BID 21 will take the lead in establishing a public space management initiative to develop, maintain, and activate inclusive public spaces in a financially and environmentally sustainable manner.

PRIORITY #4: Arts, Culture, Entertainment, & Sports

Grow Downtown Milwaukee's reputation as a premier location for arts, culture, entertainment, nightlife, and sports.

Big Move: Milwaukee Downtown BID 21 will increase its role in elevating and promoting Downtown as a world class destination for the public and performing arts, music, film and tv, and sporting events.

PRIORITY #5: Neighborhood & District Partnerships

Leverage the exciting diversity of Downtown neighborhoods and the clout of collective action by strengthening existing and creating new partnerships with neighborhoods, community organizations, and other districts.

Big Move: Milwaukee Downtown BID 21 will continue and further take the lead in convening partners and coordinating efforts to strengthen downtown, community, and district connections.

**MOTION NEEDED:
TO OPEN THE PUBLIC HEARING**

PUBLIC HEARING OF THE YEAR TWENTY-SEVEN OPERATING PLAN

- Operating Plan Highlights
 - Budget
 - Discussion and Public Comment
-

**MOTION NEEDED:
TO CLOSE THE PUBLIC HEARING**





DEBORAH TOMCZYK

LEGAL COUNSEL, REINHART BOERNER VAN DEUREN

2024 SUMMARY OF CHANGES



Summary of Changes in 2024 Operating Plan

Section I (Page 1)

- Incorporated re-imagined mission and vision from MIG strategic planning effort.

Section III(A) (Page 2)

- Noted refocusing on core “clean, safe and welcoming” services; placemaking and strategic partnerships.

Section III(A) (Page 3)

- Highlighted the District’s leadership in the City’s Downtown Plan, placemaking, public art and entertainment districts.

Section III(B) (Page 3)

- Updated staff titles.

Section III(B)(1) (Pages 4-5)

- Emphasized roles and partnerships with PSA homeless outreach coordinator, Milwaukee County Housing Service and DOJ/DA.

Section III(C) (Pages 9-10)

- Updated budget and assessment information.

Section III(D)(2) (Page 11)

- Updated 4th – 9th largest office buildings to determine board categories.

Appendix D

- Updated budget; mill rate is currently \$1.64 per \$1,000 of assessable value.

Appendix E

- Inserted MIG Strategic Plan Goals and “Big Moves.”

2024 BUDGET



BUSINESS IMPROVEMENT DISTRICT #21 CLEAN*SAFE*WELCOMING 2024 BUDGET

INCOME

2024 BID #21 Assessments
(Based on a mill rate of \$1.64 per \$1,000 of
assessed value) \$ 4,678,180

Additional Income \$ 39,850

TOTAL INCOME \$ 4,718,030

EXPENSES

Clean Sweep Ambassador Program
 Sidewalk Cleaning \$ 859,400
 Landscaping \$ 413,068
 Graffiti Removal \$ 5,000
\$ 1,277,468 (27% of total)

Public Service Ambassador Program \$ 964,400 (20% of total)

Administrative \$ 455,134 (10% of total)

Economic Development/Marketing/Business
Retention/Recruitment/Special Projects \$ 2,021,028 (43% of total)

TOTAL EXPENSES \$ 4,718,030



THANK YOU!

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