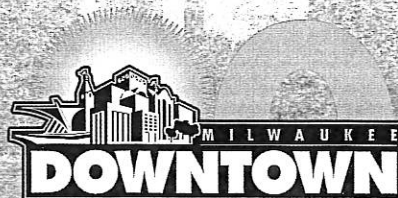
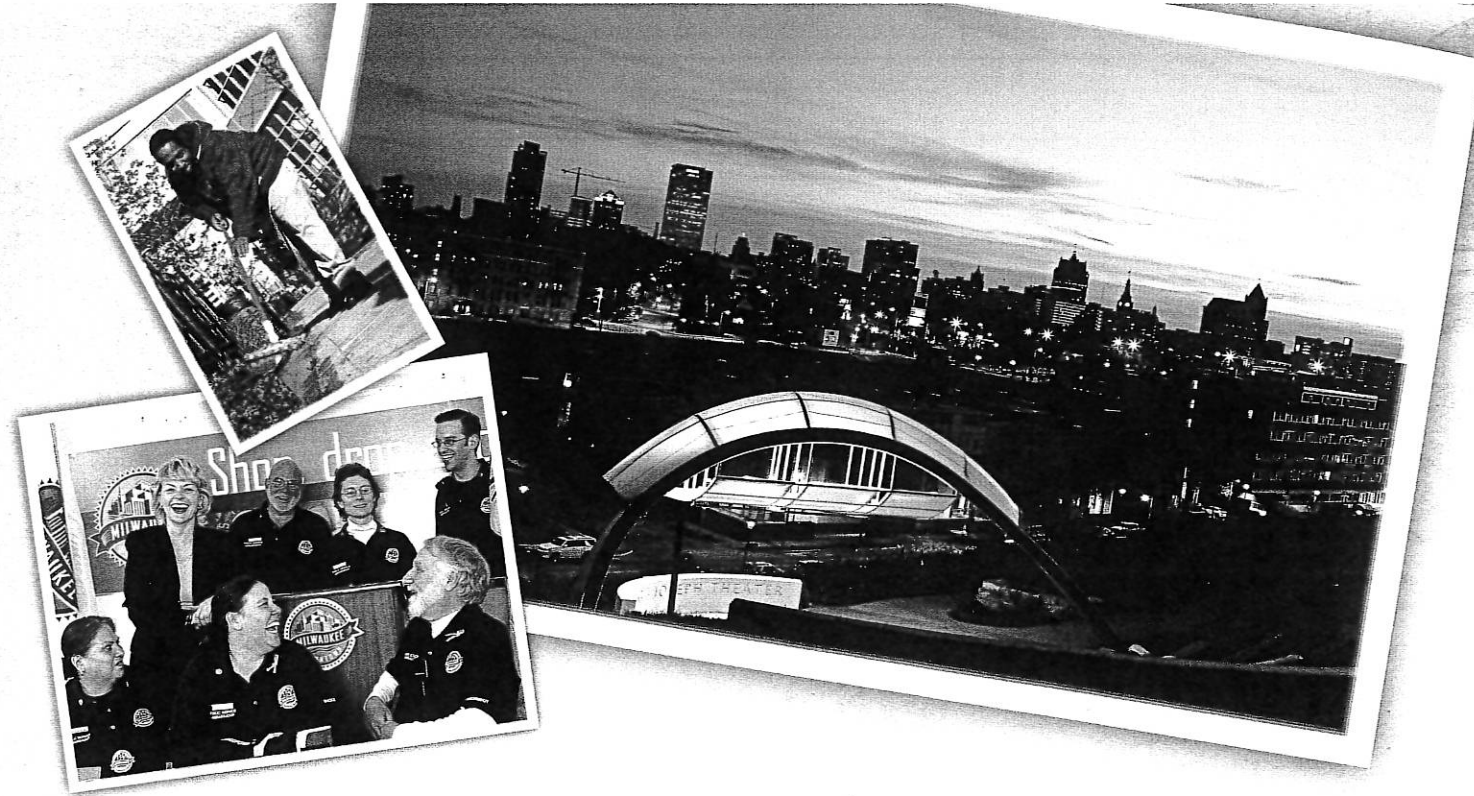


Celebrating Twenty Years



TWENTY
YEARS

2017 ANNUAL REPORT

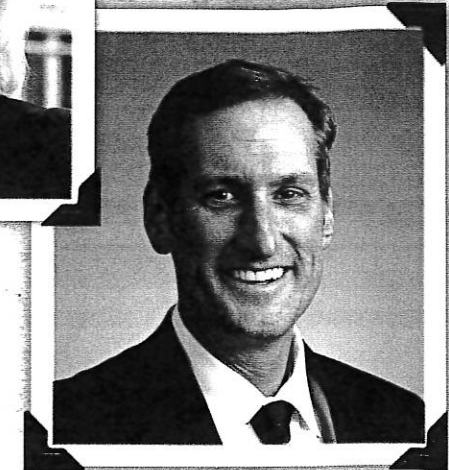
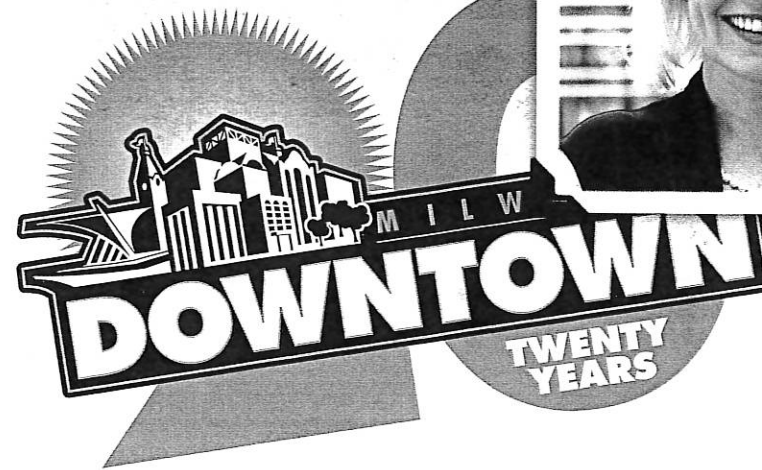


Mission

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 emerges as a premier destination of choice. Milwaukee becomes a renowned world-class region.



Message from CEO & Board Chair

This year marked the 20th year of operation for Milwaukee Downtown, BID #21. It was back in 1998 when several property owners had the foresight to work toward building a more competitive downtown.

We are forever indebted to these visionaries, as well as the many board members, partners, and friends of the organization who invested countless hours to position downtown Milwaukee as the national player that it is today.

Since 2005, \$3.6 billion in public and private projects has been completed, while another \$3.6

billion is under construction or in the pipeline. Cranes are in the air, and businesses and residents are moving in droves to get in on the action. It's no wonder why *Condé Nast Traveler* named Milwaukee as one of six U.S. cities to watch in 2017.

Our commitment to providing a clean, safe, and friendly environment has made the central business district one of the hottest neighborhoods in the region, state and country. Couple that with more than 6 million social media impressions, and the creation and blossoming of iconic events like Downtown

Dining Week, Downtown Employee Appreciation Week and the Milwaukee Holiday Lights Festival, and it's easy to see our vast appeal.

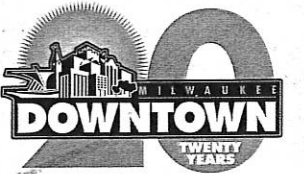
We have a great product to sell and we look forward to writing the playbook for the next 20 years. As we take a brief moment to relish in the successes of the past two decades, one thing is for certain: Our commitment to you, our stakeholders, remains unwavering. Thank you for your ongoing support and confidence in our team, and in the mission of our organization.

Beth Weirick
CEO,
Milwaukee Downtown, BID #21

Joseph J. Ulrich
Board Chair,
Milwaukee Downtown, BID #21
Vice President, U.S. Bank

Building Community

In the last 20 years, Milwaukee Downtown, BID #21 has produced several events to spotlight the advantages of living, working and playing downtown.



MILWAUKEE HOLIDAY LIGHTS FESTIVAL

In its 18th year, this six-week festival continued to establish downtown Milwaukee as a first-rate regional destination, dazzling guests with light displays and a variety of family-friendly events.

The grand unveiling of Cathedral Square Park, Pere Marquette Park, Zeidler Union Square, Wisconsin Avenue, and Old World Third Street was marked by the festival's Kick-Off Extravaganza. The official switch-flipping ceremony, which included

live music, holiday acts and fireworks, attracted over 5,000 attendees and 52,511 viewers in our first-ever WISN 12 live broadcast.

Other festival highlights included \$1 Meijer Jingle Bus rides, which serviced 7,049 passengers; Cocoa with the Clauses, which attracted 500+ guests; and Santa's Mailbox, which collected 1,676 wish lists – all personally responded to by the elves from Interfaith Older Adult Programs.

TASTE & TOAST

In its third year, this small plates and cocktails promotion served as a teaser to Downtown Dining Week and gave the 24 participating restaurants a first-quarter boost. Over 6,000 diners participated in the event – 44% of which were first-timers to a restaurant, and 42% learned of the event through social media.

DOWNTOWN DINING WEEK

Spurring spin-offs in nearby neighborhoods, Downtown Dining Week has become a premier dining event attracting over 600,000 diners to our restaurants since 2006. The 12th edition featured 43 invite-only eateries and three-course menus priced at \$12.50 for lunch and \$25/\$35 for dinner. The promotion continues to draw over half (55%) of all diners to a new restaurant, and 49% who neither live nor work downtown.

DOWNTOWN EMPLOYEE APPRECIATION WEEK

Downtown Employee Appreciation Week celebrates one of downtown's greatest assets – its workforce. We honor downtown's 83,490 employees with a week of great events and giveaways, including volleyball and trivia tournaments, a happy hour, western hoedown and over 19,250 free lunch items.

DOWNTOWN DIGGS

Created in partnership with the Greater Milwaukee Association of REALTORS®, the 5th annual Downtown Diggs condo showcase capitalized on the visitor traffic from Downtown Dining Week and the Milwaukee Trolley Loop launch. Prospective residents were able to see over 20 units throughout downtown.



Partner Initiatives

Unprecedented investment, combined with a series of public art projects, re-established Wisconsin Avenue's standing as downtown Milwaukee's truly grand avenue. Among the projects giving Wisconsin Avenue its street cred were Sculpture Milwaukee, the utility box mural project, a West Wisconsin Avenue audio walking tour, and the Key to Change campaign to end chronic homelessness. For these reasons, 2017 was declared "The Year of Wisconsin Avenue."

UTILITY BOX MURAL PROJECT

With direction from the Downtown Placemaking Task Force, Milwaukee Downtown rolled out a design competition for a mural installation on 10 Wisconsin Avenue public utility boxes. The intent was to create artwork to highlight Wisconsin Avenue's rich history of commerce, diversity of architecture and people, and its bright future. Mauricio Ramirez was selected as Wisconsin Avenue's Artist in Residence and transformed the boxes, which stretched from 9th to Cass streets.

SCULPTURE MILWAUKEE

Visitors to downtown were wowed this summer by Sculpture Milwaukee, a one-of-a-kind outdoor sculpture exhibit.

Featuring 22 sculptures by world-renowned artists and stretching from 6th Street to O'Donnell Park, Milwaukee Downtown helped administer the program, from collecting donations to assisting with installation logistics and maintenance. We collaborated on the ribbon-cutting ceremony and VIP reception, and led local media outreach efforts, which accounted for over

\$600,000 in coverage. We also drafted the Herzfeld Foundation grant application, which awarded the program \$50,000! We're looking forward to stepping up each year as Sculpture Milwaukee aims to be an annual event with new artists and works.

KEY TO CHANGE

Years of planning and coordination with both public and private partners finally paid off as Milwaukee Downtown was able to bring Key to Change, a community-giving program to end chronic homelessness, to downtown Milwaukee. Joining major cities like Washington D.C., Denver and Detroit, we repurposed parking meters as donation vehicles.

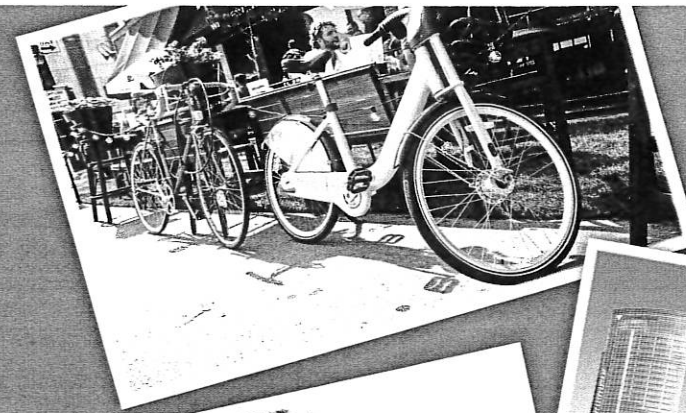
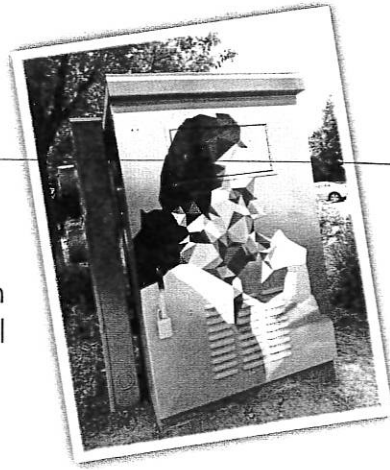
With seven meters located along Wisconsin Avenue, donations will be collected by the PSAs and used to further the mission of Milwaukee County Housing Division's Housing First project. Since its inception, Housing First has placed more than 225 chronically homeless individuals into permanent housing with a 98% retention rate. To date, over \$16,000 has been raised in private contributions.

OTOCAST APP

What better way to shine a light on West Wisconsin Avenue's rich history than a walking tour of the avenue itself? Unveiled in June 2017, our West Wisconsin Mobile Audio Tour was created via Otocast, a free app available on iTunes and Google Play. The tour highlights 13 points of interest along West Wisconsin Avenue, increasing engagement and encouraging exploration of this exciting and growing downtown corridor.

MILWAUKEE TROLLEY LOOP

Revitalizing this Milwaukee staple in partnership with VISIT Milwaukee, Milwaukee Downtown took the lead to help market the popular summer service, revising the route to include more of Wisconsin Avenue and adding Sunday hours for leisure travelers and conventioners. With limited hours of operation, we were still able to service almost 5,000 riders, with 64% of them being leisure travelers and 71% being first-time riders.



THE MILWAUKEE STREETCAR

While there have been plenty of important downtown projects over the last two decades, The Milwaukee Streetcar is certainly one of the most exciting. As a day-one advocate, we realize the economic impact, and are doing our part to help communicate and showcase all of the benefits downtown will reap. From Streetcar Socials to creating and updating the MKE Streetcar Investment Guide, we are "all in" and are excited to see the first phase of this amazing project completed in 2018.

BETTER BUILDINGS CHALLENGE

In partnering with the City of Milwaukee's Environmental Collaboration Office, we are committed to promoting the Better Buildings Challenge, an energy efficiency campaign targeted to commercial property owners. From saving on energy costs to focusing on "green" strategies and tenant satisfaction, we are reaching out with a toolkit of solutions that has helped secure 59 participants to date.

Budget

Milwaukee Downtown, BID #21 is funded by commercial property assessments, grants and private contributions. The programs and projects implemented are intended to further enhance downtown Milwaukee's clean, safe and friendly image.

TOTAL BUDGET: \$3,625,791

- Public Service Ambassador Program: \$772,417
- Economic Development, Marketing and Business Retention & Recruitment: \$1,696,944
- Clean Sweep Ambassador Program: \$891,185
- Administrative: \$265,245
- Sidewalk Cleaning, Landscaping and Graffiti Removal

