



MILWAUKEE DOWNTOWN, BID #2 |
2017-2018 ACCOMPLISHMENTS

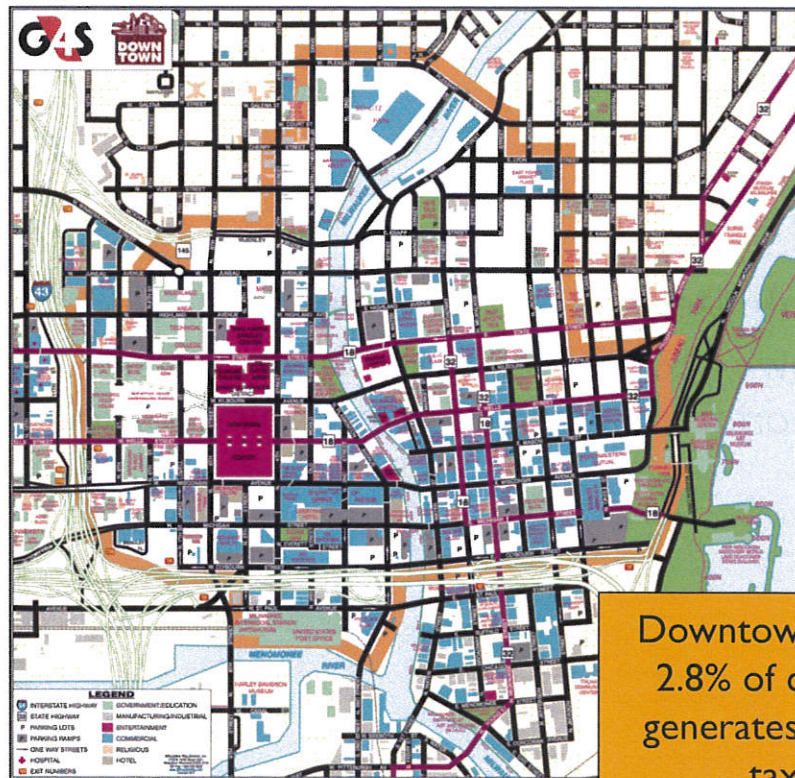
MISSION

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.





Downtown represents 2.8% of city land, yet generates 17.9% of its tax base.



PRIORITY #1

Downtown Economic Development Leader

Recognized downtown economic development leader with increased support from a growing stakeholder base.



PRIORITY #2

Take a Leadership Position on Catalytic Projects

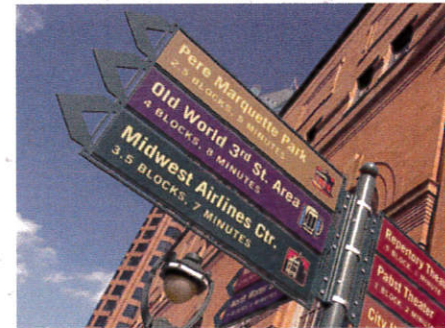
Leverage collaborative partnerships to champion and better connect catalytic, next-generation projects, including The Hop, Arena District area, Wisconn Valley Innovation Center and Wisconsin Avenue initiatives.



PRIORITY #3

Energy and Vibrancy of Downtown

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

Enrich Downtown's Quality of Life

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



TOTAL ASSESSED VALUE OF
PROPERTIES WITHIN DISTRICT

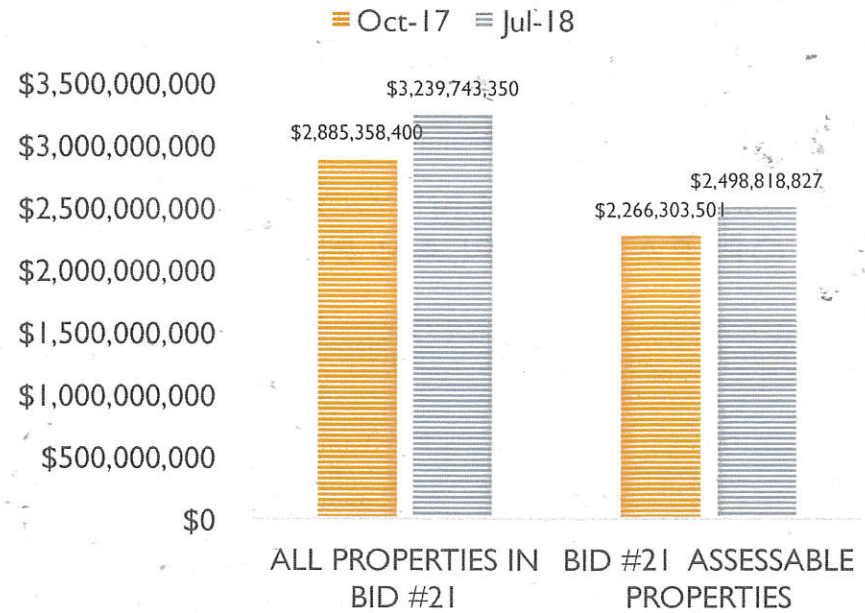




**MILWAUKEE DOWNTOWN,
BID #21 PROPERTY VALUES
RISE 11%**

Downtown Milwaukee is in the midst of an unprecedented amount of investment. Since 2017, the value of all properties within BID #21'S boundaries rose by nearly 11%. Several large developments came online and others started construction – all demonstrating that the services provided by Milwaukee Downtown, BID #21 play a key role in supporting the quality of life desired by our commercial and residential property owners, and residents.

**PROPERTY VALUE GROWTH
COMPARISON IN BID #21
FROM 2017 TO 2018**

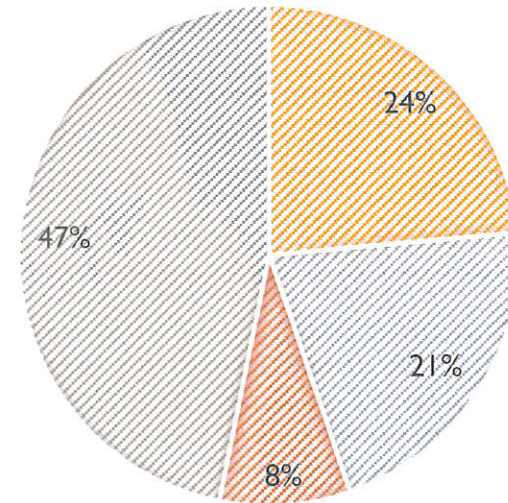




YEAR TWENTY-ONE OPERATING PLAN BUDGET

Representing approximately 150 square blocks and 500 property owners, Milwaukee Downtown, BID #21 collected \$3.7 million in assessments to fund its core programs and initiatives. Collected assessments were slightly higher than the previous year given new development and a three-cent mill rate increase.

BID #21 ASSESSMENTS: \$3,719,364
ADDITIONAL INCOME: \$32,500
TOTAL INCOME:
\$3,751,864



- Clean Sweep Ambassador Program - \$885,270
- Public Service Ambassador Program - \$792,905
- Administrative - \$318,454
- Economic Development/Marketing/Business Retention & Recruitment - \$1,755,235

CORE PROGRAMS



PUBLIC SERVICE AMBASSADORS

- 110,096 brochures distributed
- 90,990 PR contacts made
- 4.41 million PR contacts since 2000
- 12 seasonal PSAs added
- 18,000 steps taken daily
- New mobile info kiosk: The MOTOR (Milwaukee's Own Traveling Outdoor Resource)



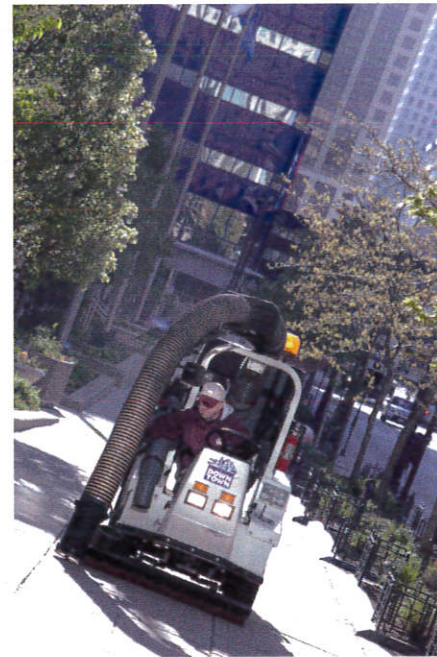
PUBLIC SERVICE AMBASSADORS

- Visibility at downtown and area events
- Extra set of eyes and ears for Milwaukee's police and fire departments
- Staffing Downtown GO! Kart at 310W
- Team with tenure
- Meet regularly with Downtown Security Network



CLEAN SWEEP AMBASSADORS

- 137,300 gallons of trash collected
- 77 Super Block Cleanups completed
- New Tennant 636 Green Machine
- Installed and maintained holiday lights décor
- Coordinated set up and tear down of Downtown Employee Appreciation Week



GRAFFITI REMOVAL TEAM

- 1,260 graffiti tags removed
 - Power washing
 - Paint matching
 - Chemical removal
- 21,043 tags eliminated since 2000
- 99% removed by PSAs
- Larger tags removed by Ace of Spray
- Eliminate within 24 hours of discovery



LANDSCAPE TEAM

- 370+ planters and beds
- 75+ hanging baskets
- Spring, summer, fall and holiday arrangements
- 130,000+ new pieces planted each year
 - 60,000 spring pansies
 - 60,000 summer annuals
 - 10,000 fall mums and kale plants
- Tend to Wisconsin Avenue, Old World Third Street and Milwaukee RiverWalk
- Enhanced landscaping in conjunction with Sculpture Milwaukee



ECONOMIC DEVELOPMENT



DOWNTOWN INVESTMENT MAP

- Benchmarks private and public sector projects
- Go-to resource for public sector, developers and brokers
 - 1,500 copies printed
 - Available on website
- Packages \$7.7+ billion in completed, underway and proposed projects since 2005
 - \$2.9+ billion invested in public/private projects since 2010
 - \$1+ billion under construction
 - \$1.7+ billion proposed



DEVELOPMENT INCENTIVES

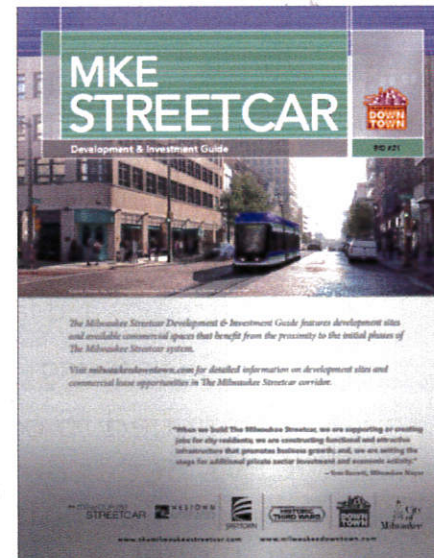
- \$125,000 in BID #21 Business Development Loan Pool (BDLP) funds have leveraged \$1 million in private investment
- Continued to partner and promote KIVA Zip loans, as well as City financing tools:
 - White-box and façade grants
 - PACE financing
- Continued to collaborate with City's Better Buildings Challenge to assist commercial properties with energy efficiency upgrades



THE HOP

PRESENTED BY POTAWATOMI HOTEL & CASINO

- Updated MKE Streetcar Development Opportunities Guide
 - 1,500 hard copies distributed
 - OppSites.com
- Participant on the Open for Business committee
- Streetcar Socials to bring supporters together and patronize businesses
- Assisted in promoting over 350 businesses along Phase 1
- Participant in the Plan Advisory Group for the Equitable Growth through Transit Oriented Development Study, examining future streetcar extensions



NIGHTTIME ECONOMY

- Contracted with Responsible Hospitality Institute to re-engage nighttime economy stakeholders and build upon successes
- Engaged 60+ participants in a two-day workshop to create priorities
- Currently implementing tactics to strengthen our nightlife brand and improve connectivity among districts
 - Brighten the Passage
 - Jefferson Street Tunnel Mural



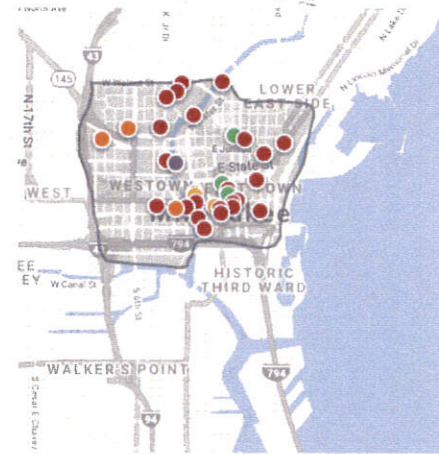
COMMUNICATION TOOLS

- Published monthly *Real Results* e-newsletters
 - 38% open rate
- Produced *MKE Blueprint* magazine
- Continued monthly business spotlights on website
- Promoted economic development news through @RealResultsMKE Twitter handle
 - 935+ followers



COMMERCIAL PROPERTY SEARCH

- Vetted alternative platform (Catalyst) after defunct Xceligent, hosted in partnership with CARW
- Highlights BID #21 property owners with available retail and office opportunities
- Links users to available spaces and potential incentive programs



COLLABORATIVE INITIATIVES

- Ambassadors to the MKE United Greater Downtown Action Agenda
- Continuing as a member of the Wisconsin Economic Development Corporation Connect Communities network
- Contributing member of the NAIOP Public Affairs Committee and Better Buildings Challenge team



ENHANCEMENT PROJECTS

- Old World Third Street tactical improvements preparing for Fiserv Forum Opening
- Reconstruction of playground at Cathedral Square Park
- Storefront improvements for Grand Avenue Club's Water Street Boutique
- Jefferson Street pedestrian tunnel mural



MARKETING & BRANDING

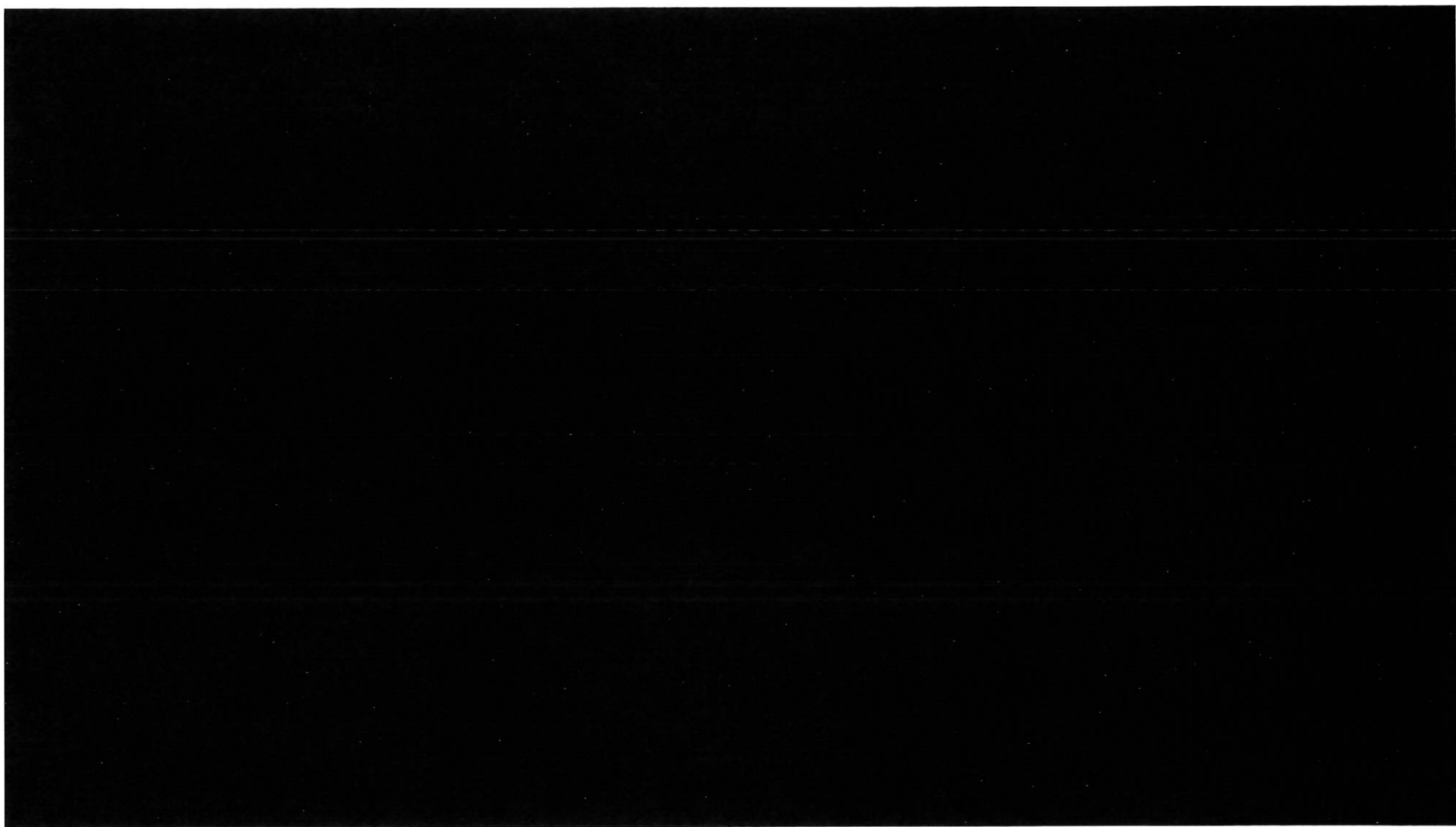




SOCIAL MEDIA

In 2018, followership across Facebook, Twitter and Instagram grew by 8%, pushing us beyond 100,000 followers. In addition, engagement rates among all three platforms remained high above the industry standard. Most notably, Instagram engagement rose to 431.7%, while video posting increased by over 18% due to a new video strategy. Other new tactics included launching a new blog series and implementing random acts of kindness through our social media platforms.

- Facebook (Milwaukee Downtown)
 - 33,321 followers
 - 400 posts
 - 95,852 total engagements
 - 5.7% rate of engagement
 - 1,446,304 users reached
 - 3,058,815 impressions
- Twitter (@MilwDowntown)
 - 56,792 followers
 - 1,046 tweets (includes retweets and replies)
 - 6,872 total engagements
 - 12.1% rate of engagement
 - 772,900 impressions
- Instagram
 - 13,691 followers
 - 164 posts
 - 59,110 total engagements
 - 431.7% rate of engagement
 - 789,919 impressions
 - 613,508 users reached



STAKEHOLDER COMMUNICATIONS

- Downtown Hotlist
 - 17,022 subscribers; 21% open rate
- E-Ripple Effect
 - 2,867 subscribers; 26.4% open rate
- Ripple Effect Magazines
 - 5,000 copies printed



WEBSITE

- 34.7% of visitors are 25-34
- 57.5% of visitors are women
- 46.4% of users are accessing with a desktop computer
- 83.4% of users are new to site
- 234,198 users
- 1,168,060 pageviews
- New website with interactive mapping features launching September 2018



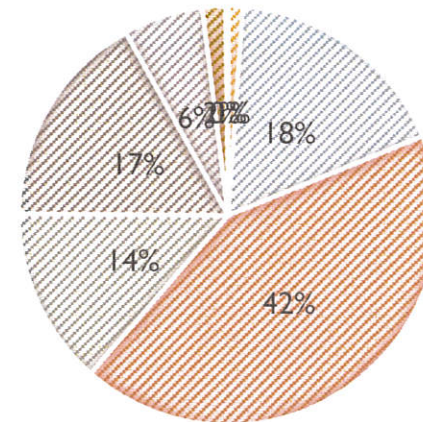


PUBLIC RELATIONS

Public relations remained a key tactic in elevating visibility of downtown and awareness of its many projects and programs. From September 2017 through August 2018, we tipped the scales at just over \$1 million in earned media coverage—up 24% from 2017.

2017-2018 EARNED MEDIA COVERAGE

- ✦ PARK(ING) Day
- ✦ Key to Change
- ✦ Milwaukee Holiday Lights Festival
- ✦ Taste & Toast
- ✦ Downtown Dining Week
- ✦ Downtown Employee Appreciation Week
- ✦ Downtown GO! Kart
- ✦ Other



CORE EVENTS



MILWAUKEE HOLIDAY LIGHTS FESTIVAL

- Community Spirit Park
 - 2,914 students, 91 schools
- Coordinated city's largest switch-flipping ceremony in Pere Marquette
 - 4,000+ guests & 53,006 WISN viewers
- 9,293 Jingle Bus rides
- Collaborated with Interfaith Older Adult Programs to personalize 1,698 letters for Santa's Mailbox
- Wish List MKE project with Retailworks, Inc.
- Hosted Cocoa with the Clauses in Cathedral Square
 - 700+ guests



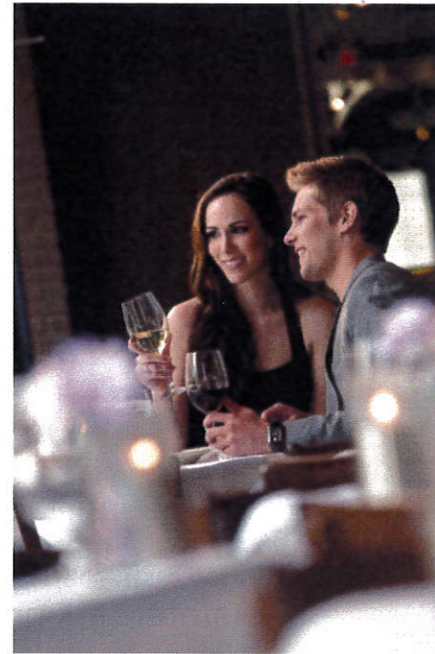
MILWAUKEE HOLIDAY LIGHTS FESTIVAL

- \$89,250 raised in cash sponsorships
- New décor in Zeidler Union Square
- Northwestern Mutual Tower & Commons ornament (419 editions sold)
- Coordinated addition of tree lot to Pere Marquette Park
- Bundled neighborhood events in comprehensive 52-page guide
- Regional ad campaign
- 964,855 social media impressions (Facebook, Twitter & Instagram)



TASTE & TOAST

- Restaurants customized menus and pricing
- 29 restaurants
- 303 surveys completed
- 57% were ages 25-39
- 52% neither lived nor worked downtown
- 44% learned about event through social media
- Great customer feedback, +85% indicated "good" or "excellent"
- Attracted 7,559 diners



DOWNTOWN DINING WEEK

- 39 restaurants
- Attracted 75,000+ diners
- 1,503 surveys completed
- Acquainted 53% with a new restaurant
- 45% neither worked nor lived downtown
- 58% participated in a pre or post activity
- Excellent satisfaction scores
- Partnerships with Society Insurance, Interstate Parking and OpenTable
 - 7,048 OpenTable reservations



DOWNTOWN EMPLOYEE APPRECIATION WEEK

- Spirit week for 83,490+ employees
- Distributed 23,500+ free food items over lunch
- Office Challenge Games, Grandest Happy Hour, Volleyball, Trivia & Coffee Break
- New: Paddle with Milwaukee Kayak Co., Picnic Pop-Up, Greeters, Guardians & Gatekeepers Awards
- 241 prize donations and 1,500 coupon donations from 46 businesses
- In-kind value of \$8,422+





PARTNER INITIATIVES



PARK(ING) DAY

- Coordinated Milwaukee's first large-scale PARK(ing) Day event
- Partnered with downtown businesses and architecture firms to activate 11 parking spaces
- Created interactive map
- Coordinated 12 street musicians for lunchtime entertainment
- 2018 edition returns Sept. 21



JANE'S WALK MKE

- Partnered with Near West Side Partners to host "One Wisconsin Avenue" walk
 - Commemorated urban pioneer Jane Jacobs
- Coordinated "Coffee & Conversation" with John Gurda at 600 EAST Café
- Collaborated presence at Jane's Walk MKE kick-off at Turner Hall



JEFFERSON STREET TUNNEL MURAL PROJECT

- Issued RFQ to enliven pedestrian tunnel between downtown and Historic Third Ward
- 31 submissions received from artists coast-to-coast
- Philadelphia-based artists Katie Batten and Janson Rapisarden of CERA Studios have been commissioned
 - Both attended Milwaukee Institute of Art & Design
- Work to begin October 2018



SCULPTURE MILWAUKEE

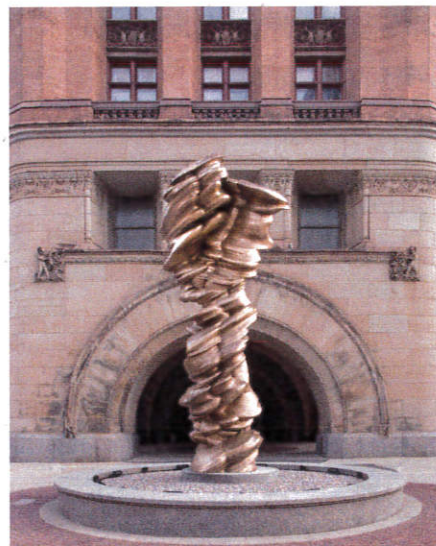
- Served as administrator
- Assisted with installation
 - PSA patrols
 - Enhanced landscaping
- Led outreach efforts to engage businesses with sanctioned programming
- Collaborated with VISIT Milwaukee on JEM grant submission



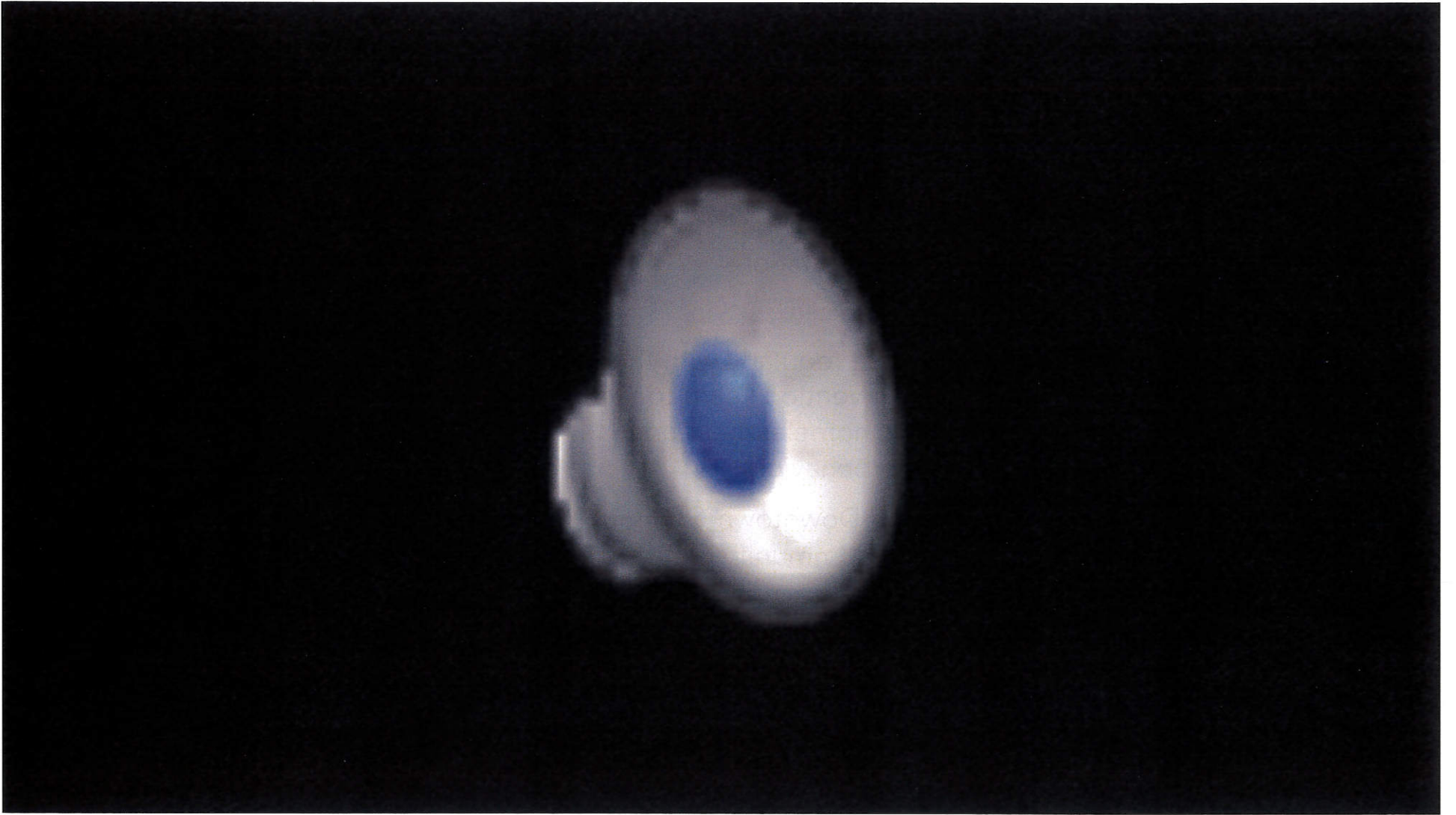
Robert Indiana, LOVE, 1966-1999, and Ghada Amer, Blue Bro Girls, 2012.
Photos by Kevin J. Miyazaki

SCULPTURE MILWAUKEE

- Assisted in coordinating ribbon-cutting ceremony & Cragg donation
- Secured ongoing programming partners, offers and events
- Assisted in developing social media strategy in conjunction with marketing partners
- Led local PR efforts - \$200,000+ in coverage to date
- Continue to assist with maintenance and vandalism issues



Tony Cragg, Mixed Feelings, 2012, photo by Kevin J. Miyazaki



KEY TO CHANGE

- Unveiled seven key-shaped parking meters to collect donations
 - Over \$20,000 collected.
- Continue to meet regularly with the Community Intervention Team to address chronic homelessness and public nuisance behaviors
- Working to fund Downtown Community Prosecutor and Community Outreach Coordinator
- Updated Downtown Homeless Resource Guide



DOWNTOWN DIGGS

- Partnered with GMAR® on 6th annual condo showcase
- Held during Downtown Dining Week
- Leveraged existing marketing resources
- Acquainted prospective residents with 18 available units



OTOCAST APP

- Continued hosting West Wisconsin Avenue audio walking tour
- 13 points of interest
- Free app available at Apple Store and Google Play
- 3,359 interactions since June 2017



2019 INITIATIVES



2019 INITIATIVES

- Utilization of The MOTOR
- Continued focus on quality-of-life initiatives
 - Downtown Community Prosecutor
 - Downtown Outreach Coordinator
- Populating fresh content on new website
- New model for PSA & CSA deployment focusing on nighttime economy
- Bolster Random Acts of Kindness



2019 INITIATIVES

- Assistance with Sculpture Milwaukee 2019
- Additional economic development projects that enhance the public realm
- Capitalizing on real estate opportunities with The Hop
- Advancing Urban Stables project



2019 OPERATING PLAN & BUDGET



Summary of Changes in 2019 Operating Plan

- | | |
|------------------------------------|--|
| Section III(A)
(Page 2) | - Added Hop MKE and Bucks Fiserv Forum as catalytic projects. |
| Section III(B)(1)
(Page 4) | - Broadened scope of the PSA program to extend to assisting diners, sports fans and club-goers. |
| Section III(B)(4)
(Page 8) | - Added initiative to combat homelessness, including Key to Change, Homeless Outreach Coordinator and Downtown Community Prosecutor. |
| Section III(B)(5)
(Page 8) | - Allow for providing contract services not just outside the District but also to area residents. |
| Section III(C)
(Pages 8-9) | - Updated budget information and assessment information. |
| Section III(D)(2)
(Pages 10-11) | - Updated 1 st – 9 th largest office buildings to determine board categories. |
| Section III(D)(7)
(Page 12) | - Added environmental specialist position to BID staff. |
| Appendix D | - Updated budget. |



APPENDIX D
Proposed 2019 Budget (Subject to Change)
BUSINESS IMPROVEMENT DISTRICT #21
CLEAN*SAFE*FRIENDLY
2019 BUDGET

INCOME

2019 BID #21 Assessments (Based on a mill rate of \$1.5758 per \$1,000 of assessed value)	\$ 3,937,725
Additional Income	<u>\$ 28,270</u>
TOTAL INCOME	\$ 3,965,995

EXPENSES

Clean Sweep Ambassador Program	
Sidewalk Cleaning	\$ 607,903
Landscaping	\$ 363,750
Graffiti Removal	<u>\$ 4,500</u>
	\$ 976,153 (25% of total)
Public Service Ambassador Program	\$ 828,000 (21% of total)
Administrative	\$ 297,629 (8% of total)
Economic Development/Marketing/Business Retention/Recruitment	<u>\$ 1,864,213</u> (47% of total)
TOTAL EXPENSES	\$ 3,965,995





FOR MORE INFORMATION, VISIT
WWW.MILWAUKEEDOWNTOWN.COM.

