



## Timeline of Highlighted Activities / WAM DC Efforts to Revitalize West Wisconsin Avenue

June, 2013	Strategic Action Session occurs over two days to identify challenges, opportunities and strategies for the revitalization of West Wisconsin Avenue. 40 individuals of varied backgrounds and experiences participate in the process. "Catalytic" and "quick win" project opportunities are identified. Grand/Warner Theater identified as a catalytic development opportunity.
August, 2013	WAM DC incorporated as a 501(c)(3) to provide coordinating expertise between public and private sectors. Coordinates with MDC to provide critical capital infusions where necessary to overcome feasibility hurdles for private investment-driven deals.
May, 2014	WAM DC and MDC provide financial structuring assistance to the developers of the Posner Building / MKE Lofts, a 105-unit mixed-income housing renovation at the corner of Plankinton and Wisconsin Avenues.
June, 2014	WAM DC assists with the staging of the first "Night Market" which has become a popular annual series on West Wisconsin Avenue. WAM DC is currently organizing/promoting a street lighting project that would further support the staging of this and other events on West Wisconsin Avenue.
October, 2014	WAM DC leads civic effort during the auctioning of The Grand Avenue, assembling \$18 million of capital commitments. Eventually outbid by an out-of-state investor/bidder. Little reinvestment or revitalization progress made under then-new out-of-state ownership.
January, 2015	Marquette University announces new sports/athletic facility in West Wisconsin Avenue neighborhood. WAM DC participates in planning interface meetings convened by Marquette to assist with coordination of overall urban design for the area.
March, 2015	MSO engages with WAM DC to explore the feasibility of redeveloping the Grand Theater property as the new home of the MSO and an additional performance space for other uses. WAM DC provides technical support on real estate and financing options. WAM DC provides ongoing legal, real estate, development and technical support.
May, 2015	WAM DC related entity contracts to acquire the property at 200-208 West Wisconsin Avenue as a critical piece of the MSO/Grand Warner Theater redevelopment plan.
October, 2015	New/prospective ownership group comprised of local investors approaches WAM DC for involvement in gaining control of The Grand Avenue assets from the buyer at auction. Acquisition occurs in December, 2015 utilizing MDC financing.
June, 2016	WAM DC related entity closes on acquisition of 200-208 West Wisconsin Avenue.