THE MKE HOP

STREETCAR

PRESENTED BY
POTAWATOMI
HOTEL & CASINO®



Record Ridership

- 2,175 riders per day in June
- 3,821 riders per day since Summerfest
- 4,149 riders per day in July
- 8,968 riders on July 13, single day record



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The Vision


BRONZEVILLE
NORTH AVENUE
MARTIN LUTHER KING DR
BRADY STREET
SCHLITZ PARK
DEER DISTRICT
MSOE
CBD EAST
EAST TOWN
HISTORIC THIRD WARD
HENRY MAIER FESTIVAL PARK
MILWAUKEE INTERMODAL STATION
WALKER'S POINT
UWM SCHOOL OF FRESHWATER SCIENCES
ROCKWELL AUTOMATION
LAKE MICHIGAN
Bronzeville to Walker's Point route
to Wisconsin Avenue (2020)
Bronzeville to Walker's Point (2024)
Walker's Point
M-Line (2018)
L-Line (2020)
Future extension
Amtrak Intercity Rail

Total Streetcar Project Costs

Segment	Action	Local Cost
to Wisconsin Ave	Engineering & Capital **(100% Local Funds)**	$28M
Bronzeville to Walker's Point	Commit Project Development costs	$18.3M
Walker's Point Alternatives Analysis	Further study beyond 1st St/Pittsburgh Ave	$0.5M
	TOTAL	**$46.8M**

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Streetcar Funding Plan

TID		Funding	Uses
#39	Hilton	$4.0M	to Wisconsin Ave
#41	Time Warner Riverwalk	$12.5M	Bronzeville to Walker's Point
#48	Park East	$16.0M	to Wisconsin Ave
#88	4th/Wisconsin	$8.0M	to Wisconsin Ave
#56	Erie/Jefferson	$5.8M	Bronzeville to Walker's Point
#75	Reed Street Yards	$0.5M	Walker's Point Alternatives Analysis
	TOTAL	**$46.8M**	

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Streetcar Funding Plan

TID	Total Funding	Previously Approved	New Funding	Payoff
#39 Hilton	$4.0M	$4.0M	--	2023 (Year 23)
#41 Time Warner Riverwalk	$12.5M	$8.0M	$4.5M	2023 (Year 23)
#48 Park East	$16.0M	--	$16.0M	2025 (Year 24)*
#88 4th/Wisconsin	$8.0M	$8.0M	--	2033 (Year 18)**
#56 Erie/Jefferson	$5.8M	--	$5.8M	2021 (Year 18)
#75 Reed Street Yards	$0.5M	--	$0.5M	2023 (Year 14)
TOTAL:	**$46.8M**	**$20.0M**	**$26.8M**	

*Including $5.0M for plaza

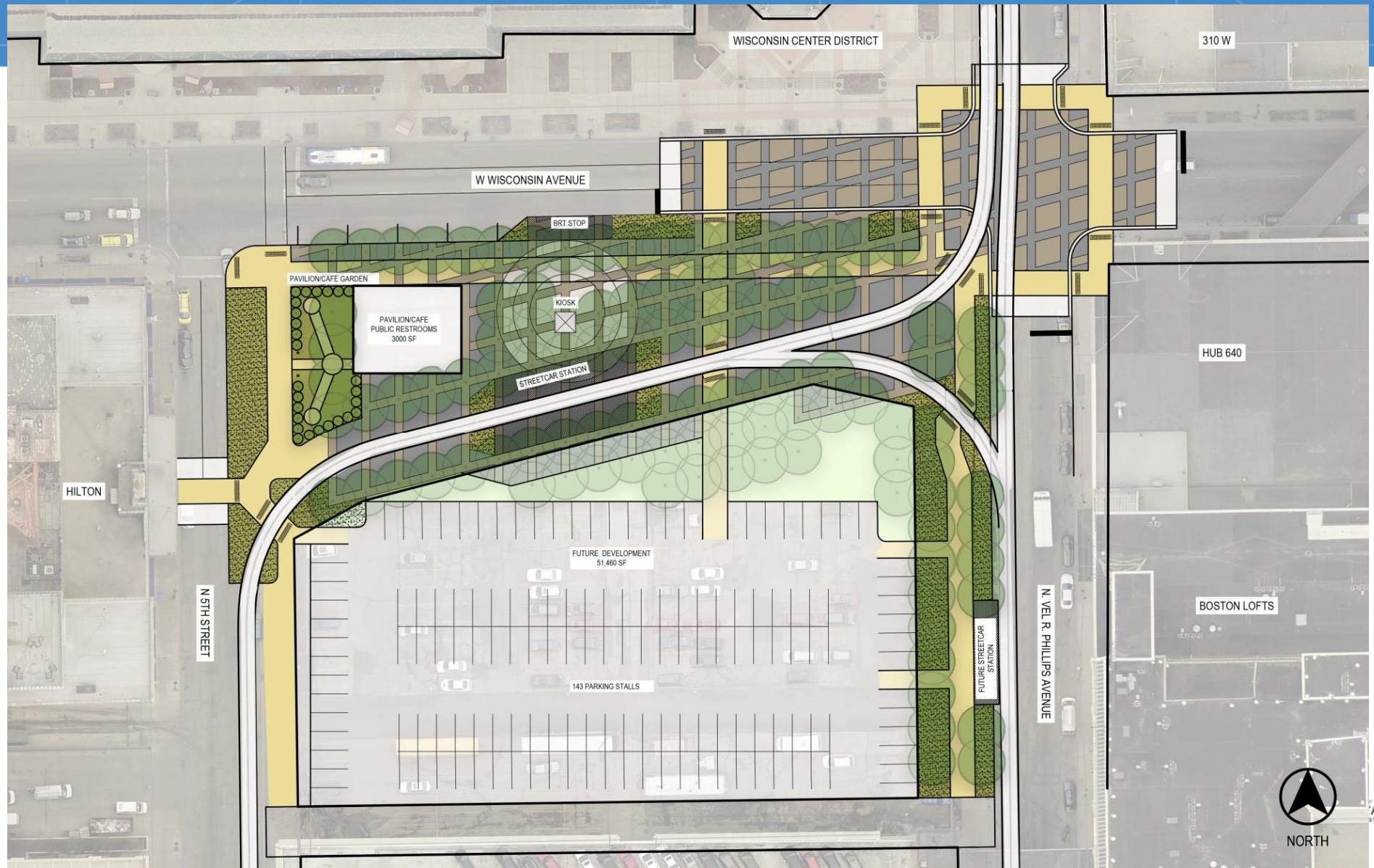
**Subject to future development proposal

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A Signature Urban Plaza

A Signature Urban Plaza



A Signature Urban Plaza

THE PROJECT

- Construct an approximately 0.9- acre urban plaza at Vel R. Phillips Ave. and Wisconsin Ave. at the site of an existing RACM-owned parking lot
- Streetcar and Bus Rapid Transit stops
- Envisioned as a green oasis with groves of trees and a future pavilion/café

COSTS AND FUNDING

- Approximately $5M to complete design and construction of the plaza
- Funded through nearby local tax increment financing (TID #48: Park East)

SCHEDULE

- September 2019: Complete design of plaza
- October 2019: Commence plaza construction
- July 2020: Plaza open before DNC

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A Signature Urban Plaza



A Signature Urban Plaza



Vel R. Phillips

- First African-American:
  - Secretary of State (WI)
  - Judge in WI
  - Milwaukee Common Council
- First Woman:
  - Secretary of State (WI)
  - Judge in Milwaukee County
  - Milwaukee Common Council
- First African-American Woman:
  - To graduate from UW-Madison Law School



Vel R. Phillips

- First African-American:
  - Secretary of State (WI)
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- First Woman:
  - Secretary of State (WI)
  - Judge in Milwaukee County
  - Milwaukee Common Council
- First African-American Woman:
  - To graduate from UW-Madison Law School
  - Elected to Democratic National Committee



VEL R. PHILLIPS PLAZA

AT VEL R. PHILLIPS AVENUE AND WISCONSIN AVENUE



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