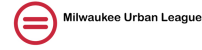




**GREATER DOWNTOWN
ACTION AGENDA**



KEY FINDINGS

Where Do People Shop and Play in the Greater Downtown

RETAIL CORRIDORS

1. Downtown has historic and emerging corridors/districts such as Brady Street, 2nd Street and North Water Street that have unique, authentically Milwaukee retailers and restaurateurs. Historic Third Ward has become the center of upscale national retail in the Greater Downtown, while some historic retail corridors (e.g. Wisconsin Ave west of the highway and MLK Drive) have become less concentrated.

RETAIL AND RESTAURANTS

2. Nearly 90% of all retailers in the downtown are local, independent retailers. The largest concentration of chain retail in the downtown is at Grand Avenue Mall. Grand Avenue Mall in the downtown is slated for redevelopment that calls for office uses on the upper floors with national retailers continuing to have a presence on the street.
3. There are over 500 restaurants in the Greater Downtown. Very few national chains exist, but nearly 90% are local restaurants. Restaurant clusters are concentrated in Lower East Side, Downtown, Third Ward & Walker's Point, most being at least half a mile from the core of cultural and entertainment venues.
4. Lindsay Heights/Fondy-North, Avenues West, and western Downtown lack full service grocery stores.

HOSPITALITY

5. There are 23 Hotels in the Greater Downtown accounting for a total of 4,455 hotel rooms (keys).
6. 627 rooms will be added between 2016-2017, however, Downtown is still lacking a large-scale convention hotel to attract additional convention business.

OPEN SPACE ACCESS

7. 87% of the Greater Downtown population lives within a quarter mile of public open space however, Avenues West, Historic Third Ward, Clarke Square and Walker Square have less than ½ acre of

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neighborhood parks within their neighborhood boundary per 1,000 people. Greater Downtown as a whole has 2.8 acres of neighborhood park per 1,000 people.

HISTORIC DISTRICTS

8. There are 32 historic districts in Greater Downtown and 96 historic sites in Greater Downtown, mostly in Avenues West and Downtown.

CULTURAL AND ENTERTAINMENT VENUES

9. Greater Downtown attracted over 1 million annual hotel stays in 2015. Potawatomi Casino is the most visited destination in Greater Downtown. Visit Milwaukee hosted 527,320 convention attendees through 481 events in 2015.
10. There are over major 60 events in the calendar year in the Greater Downtown. Site visitation is heavy through the winter months, driven by basketball and hockey events. Summer visitation is driven by concerts and non-sporting events. Friday and Saturdays have the highest frequency of events with the largest average visitor counts. Wednesdays and Tuesdays are the next highest performing days.

SOURCES

1. (Source: Gensler, City of Milwaukee DCD)
2. (Source: SB Friedman, CoStar, City of Milwaukee DCD, ESRI)
3. (Source: SB Friedman, CoStar, City of Milwaukee DCD, ESRI)
4. (Source: SB Friedman, CoStar, City of Milwaukee DCD, ESRI)
5. (Source: Gensler, City of Milwaukee DCD, STR Global)
6. (Source: SB Friedman, CoStar, City of Milwaukee DCD, ESRI, NAICS)
7. (Source: Gensler, 2010 US Census Bureau, City of Milwaukee DCD)
8. (Source: Gensler, 2010 US Census Bureau, City of Milwaukee DCD)
9. (Source: Gensler, Downtown Milwaukee 2016 Market Profile, PUMA, STR Global, Visit Milwaukee 2015 Annual Report)
10. (Source: Gensler, www.visitmilwaukee.org)