



MAKEOVER NOTES:

Ask anyone on the street and they'll tell you that makeovers are all the rage. It comes as no surprise to us, as Milwaukee Downtown, Business Improvement District #21 is in the middle of an eight-year makeover of its own.

Admittedly, we have some great resources to work with. There's all of the downtown businesses – restaurants, hotels, retail – committed to pleasing customers. Don't forget our upstanding corporate citizens. Then there's the beautiful streets, RiverWalk and parks. And perhaps most important, there's the collaborative spirit of our stakeholders who really bring it all together.

Tourists, meeting planners and business owners from all over the country are starting to take notice of our transformation. From streetscape improvements to new housing options and everything in between, Milwaukee Downtown has made great strides. But our makeover will never be complete. We will always strive to improve and make downtown a better place to live, work and play. And as a person who loves downtown and all it has to offer, we're pretty sure you'll appreciate that.



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PATRICIA ABRAM
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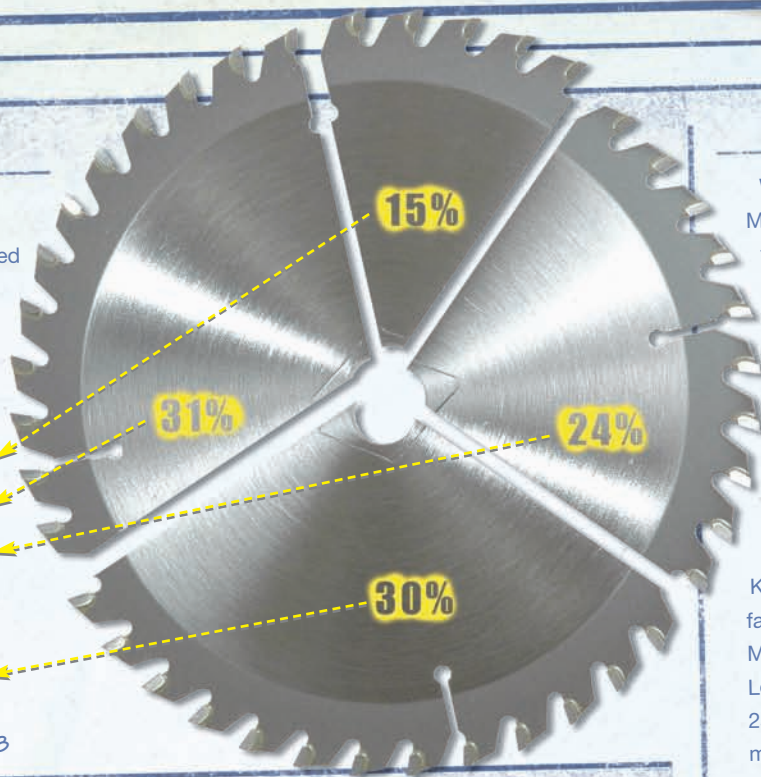
EX-OFFICIO MEMBER

DOUG NEILSON
VISIT Milwaukee

MAKEOVER BUDGET

Milwaukee Downtown's many programs and activities are funded through property assessments, grants and private contributions.

Administrative: \$ 369,300
PSA Program: \$ 754,000
CSA Program: \$ 579,000
 Sidewalk Cleaning
 Landscaping
 Graffiti Removal
**Marketing/
 Special Events:** \$ 721,588
Total Budget: \$ 2,423,888



ALLIANCE FOR DOWNTOWN PARKING AND TRANSPORTATION

MARQUETTE INTERCHANGE / PARKMILWAUKEE.COM

The Alliance for Downtown Parking and Transportation, a subsidiary organization of the BID, has continued to improve and mitigate parking and transportation issues impacting downtown. One of the major strides the organization has made is collaboration with the Wisconsin Department of Transportation to disseminate information during the Marquette Interchange Project. Milwaukee Downtown has coordinated transit fairs in over 25 major downtown office buildings to teach businesses how to effectively communicate with their employees and customers to "Change your approach. Not your destination."

The PSAs have been instrumental in distributing WisDot's "Get Around Guide," which features the latest ramp and street closures and suggestions for alternate routes. Milwaukee Downtown's newsletters and e-newsletters convey the same messages.

ParkMilwaukee.com continues to be the source for parking information. Updated regularly, the site is also linked to MChange.org, the official site for the Marquette Interchange Project.

TROLLEY REVIVAL

When grant funding for downtown's Milwaukee County Transit System trolley expired in 2003, Milwaukee Downtown, along with other neighborhood associations, stepped up to the plate to keep the trolley operating. Raising private dollars, the Loop Group was able to retain service on a 20-minute loop Wednesdays through Sundays, May through September.

Keeping the all day fare at \$1, the Milwaukee Trolley Loop saw over 25,000 guests, many of them first-time riders and visitors to the city.



NEW PARKING TECHNOLOGY

This summer, our PSAs worked with the Department of Public Works in acquainting motorists with a pilot parking project, which included the trial installation of new parking meters along Jefferson Street. The new meters conveniently accepted credit cards and coins from the sometimes coinless motorist. The City and downtown organizations continue to explore new options to make downtown parking more customer friendly.



USED FOR	PLANNING	CONTRACTING	DESIGN	CONSTRUCTION
CONTRACT DATE	1/15/04	1/15/04	1/15/04	1/15/04
CONTRACT NO.	1/15/04	1/15/04	1/15/04	1/15/04
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 MILWAUKEE
 BID #21
 MILWAUKEE



SALES PERSON: TOM S.
 DRAHH: EFA H.P., S.A.
 CHECKED BY: MCK 7/6/04

CLEAN SWEEP AMBASSADORS:

LITTER FREE

Scrubbing and power washing all 120 square blocks of the BID, our Clean Sweep Ambassadors (CSAs) take great pride in keeping downtown spotless. In 2004, our CSAs removed over 250,000 gallons of trash from streets, sidewalks and the RiverWalk. And with the help of two new Litter Hawks, our streets are cleaner than ever.



SETUP AND BREAKDOWN

Just as our PSAs provide peripheral assistance to downtown festivals and events, our CSAs are on the scene too. Working around the clock to setup and break down stages, lights, and displays, they even manage to have parks and streets sparkling clean the day after an event. It's teamwork to make the dream work!

MAKING THE HOLIDAY LIGHTS FESTIVAL SHINE

Our CSAs truly put the glitz into the six-week long Milwaukee Holiday Lights Festival. Working tirelessly behind the scenes, the CSAs deck the fest's three parks with larger-than-life holiday themed sculptures and over 450,000 lights. That's 11 miles of wire!



GRAFFITI REMOVAL:

GRAFFITI FREE

The Graffiti Removal Team has virtually wiped out graffiti in downtown. Power washing and soda blasting tags within 24 hours, taggers are deterred in marking property. In 2004, the Graffiti Removal Team removed 496 graffiti tags from public and private property.



PUBLIC SERVICE AMBASSADORS:

INFORMATION GURUS

The Public Service Ambassadors (PSAs) delivered a whopping 750,000 brochures, an all-time high, to downtown workers, residents, and visitors. Our talented team of PSAs have become the go-to for directions, guidance, event information, and hotel and restaurant recommendations.

Hitting the streets, rain or shine, sleet or snow, year round, our PSAs have made over 300,000 public relations contacts in the past year. As the walking concierges of downtown, they truly have a pulse on what's happening and have given downtown its friendly vibe.

HERE...THERE...EVERYWHERE

Our TIK (Traveling Information Kiosk) continued its tradition as the official information center for over two dozen downtown festivals and events. The demand for downtown info has grown so much that we added the BIK (Bicycle Information Kiosk) to cover territory the TIK could not.



FOR	PHASE	COMPLETION DATE	DESIGN DATE	CONSTRUCTION DATE
1/23/04	1/23/04	1/23/04	1/23/04	1/23/04
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11/23/04	11/23/04	11/23/04	11/23/04	11/23/04
12/23/04	12/23/04	12/23/04	12/23/04	12/23/04

LANDSCAPE CREW:

PUTTING OUR THUMBPRINT ON DOWNTOWN

In 2004, our Landscape Crew tended to over 250 planters and hanging baskets. From summer and fall plantings to holiday displays, the crew spruced up spaces with brighter flowers and foliage.

The handiwork of our team did not go unnoticed. The Associated Landscape Contractors of America (ALCA), the largest, most influential trade association in the U.S., awarded Milwaukee Downtown and KEI the prestigious "Award of Distinction" for installations along the RiverWalk and portions of Wisconsin Avenue. Way to go!

STREETSCAPIN'

Milwaukee Downtown worked with the Department of Public Works on streetscape improvements along Wisconsin Avenue between 2nd and 4th streets. The area received new sidewalks, curbs, granite planters with ornate metalwork, new foliage and new streetlights for better pedestrian friendly corridors. The project was the first step toward plans to apply the treatments eastward and westward in future years.



SPECIAL EVENTS:

SETTING THE CITY AGLOW

Milwaukee Downtown raised over \$120,000 in cash sponsorships to fund the sixth annual Milwaukee Holiday Lights Festival. With brilliant light displays in three parks, the festival has become a holiday destination for families in the surrounding regions.

In 2004, the Milwaukee Holiday Lights Festival collaborated with the City, County, and Festival of Trees to launch downtown's holiday lights celebration. The Holiday Lights Festival stepped up its ceremony with the Milwaukee Holiday Lights Kick-Off Extravaganza – a dynamic show featuring an extreme fire and ice show, dancers, live music, and a magnificent fireworks display. Over 3,000 people attended the ceremony. A 166 percent increase in attendance from previous years, the show received glowing reviews.

Milwaukee Downtown's television partner, WISN-TV 12, and radio partner, 99 WMYX, included live cuts from the Kick-Off Extravaganza into their programming. WMYX donated \$119,500 worth of airtime to promote the festival and the Million Dollar Roll, which took place that evening.



HOLIDAY ORNAMENT CAPTURES CITY LANDMARK

The 2004 official holiday ornament featured Milwaukee's City Hall. Cast in pewter, the ornament was fourth in a series hand-sculpted by local artist John Reichert. Over 750 editions of City Hall were sold with proceeds benefiting Milwaukee Downtown.

DOWNTOWN OPEN HOUSE & HOUSING EXPO

With the help of the Greater Milwaukee Association of REALTORS®, Milwaukee Downtown coordinated the fourth annual Downtown Open House and Housing Expo to showcase the explosion of new condominium and apartment developments. Held in Pere Marquette Park with the RiverWalk District's Milwaukee River Challenge, cross-promotion brought over 1,500 people to the Park and RiverWalk.

Improved transportation included five buses and a "sweeper." With nearly 30 downtown living options and three tours, prospective downtown residents were able to gain a unique perspective on everything from trendy lofts to spacious high-rises.

THREE DECORATED PARKS

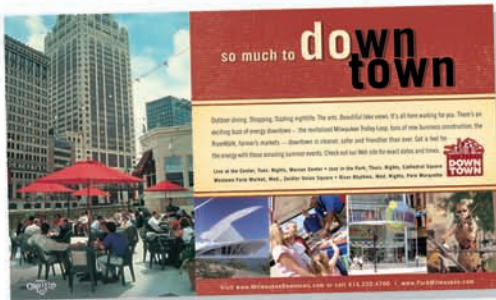
The Milwaukee Holiday Lights Festival attracted nearly 5,000 Jingle Bus riders throughout its six-week season. The CSAs worked feverishly to bring visitors "Community Spirit Park" in Cathedral Square Park, "Snowy's Winter Fun" in Pere Marquette Park, and "Make the Season Bright" in Zeidler Union Square. In "Community Spirit Park," students from 20 area schools crafted ornaments to decorate trees in their chosen themes.

A new addition to Cathedral Square Park was the 99 WMYX Santa's Mailbox. Santa received nearly 400 letters at the 99 WMYX Mailbox, all which were individually personalized with the help of his elves.



ADVERTISING AND PUBLIC RELATIONS:

BRANDING MAKEOVER



In 2004, Milwaukee Downtown unveiled a new logo. With renewed energy and vision for the future, we launched a print and radio campaign, and for the first time ever, a television campaign.

Everything from uniforms to vehicles were made over. To further awareness of our transformation, Milwaukee Downtown held a Premier Party at Eve to recognize the efforts of our media partners and to unveil the new television spot.

MILWAUKEE DOWNTOWN AMAZING RACE

One television promotion which truly topped the charts was the CBS 58 Milwaukee Downtown Amazing Race. Originally proposed to air in small increments on the news, the Amazing Race resulted in four 30-minute episodes, which aired Saturday evenings from mid-October to early November to their 500,000+ viewers. A two-hour commercial for downtown, highlighting activities and attractions, the Amazing Race was truly amazing!

TELEVISED CALENDAR OF EVENTS

Additional television promotions included our continued collaboration with WTMJ-TV 4's Milwaukee Minute, which aired every Friday morning. With information from the Collaborative Downtown Marketing Group, Milwaukee Downtown was able to provide coverage for 53 venues. WB-18 coordinated "The Place to Be..." which featured a weekly calendar of events presented by Executive Director Beth Nicols for three months.

RECORD-BREAKING PUBLIC RELATIONS

2004 has been a busy year, but nothing is more evident than the hundreds of thousands of dollars in free media coverage we received. We more than quadrupled our coverage from 2003. This not only includes features on the organization, the Milwaukee Trolley Loop, the Downtown Open House and Housing Expo, and the Milwaukee Holiday Lights Festival, but countless cases where our organization was used as a resource. It's quite obvious downtown Milwaukee has a unique story to be told and people are listening.



ISSUED FOR	FRANCE	CONTRACT DATE	SCHEMATIC DES.	DESIGN DEVELOP.	CONSTR. COMM.
SPIC WRITER RECEIVED	1/23/04	4/18/04	4/25/04	5/10/04	5/10/04
BLANKET ORDER NO. 2					
CHECKED BY DESIGN					
CLIENT APPROVAL					
ROUGH OPS. RECEIVED					
REVISION NO.					
PERITS					
SEAL SIGNATURE/DATE					
IN CONSTRUCTION					

Proposed Renovation for:
MILWAUKEE DOWNTOWN
BID #21
MILWAUKEE, WI 53201





Change your approach
not your destination



Business Improvement District #21 | 600 East Wells Street | Milwaukee, WI 53202 | 414.220.4700

MilwaukeeDowntown.com | ParkMilwaukee.com | MChange.org