

MKE UNITED

GREATER DOWNTOWN ACTION AGENDA

Milwaukee is at a critical crossroads. We are experiencing once-in-a-generation development in and around downtown that is creating tremendous new opportunities for our City.

We have an opportunity to leverage these developments to benefit the neighborhoods adjacent to downtown, create a coherent and discernible identity for Greater Downtown, and build safe and efficient connections between downtown and its adjacent neighborhoods.

While there is an estimated \$5 billion of projected private development planned downtown, without a shared and inclusive vision created by a cross sector partnership of government, business and community, some Milwaukeeans may not realize the full benefits. **Now is the time to create a shared and inclusive vision for Greater Downtown, supported by a strategic Action Agenda that will make that vision a reality.**

THROUGH MKE UNITED, WE WILL...



Create a **shared vision and identity** across neighborhood boundaries, organizations, sectors, race and class



Generate **tangible and feasible targets, actions, timelines and metrics** for inclusive growth that can benefit all Milwaukeeans



Execute a **civic engagement process** that builds trust, creates cross-sector working relationships and partnerships, and establishes a well-informed and long-standing constituency for planning and implementation

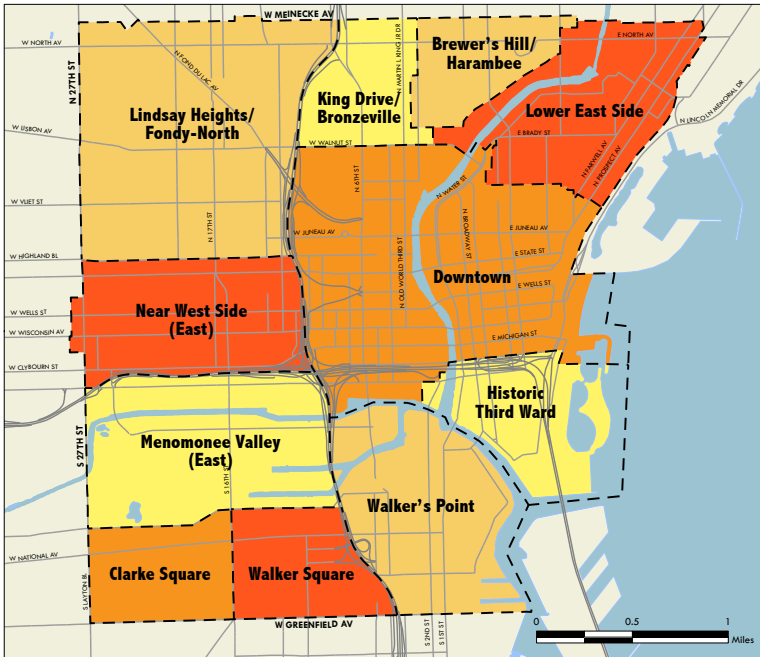
...TO CREATE A 10-YEAR ACTION AGENDA FOR GREATER DOWNTOWN MILWAUKEE THAT:

- 
ESTABLISHES AN AUTHENTIC GREATER DOWNTOWN IDENTITY
 Highlighting the historic, cultural, entertainment and public spaces that make Milwaukee's downtown and adjacent neighborhoods distinct, authentic, and attractive to residents, workers and visitors
- 
BUILDS CONNECTIONS
 Forging economic, transportation and cultural connections within and across Greater Downtown
- 
GROWS AND STRENGTHENS BUSINESSES AND JOBS
 Prioritizing inclusive development to add jobs and grow businesses throughout downtown and its adjacent neighborhoods, and attract new talent and visitors
- 
INCREASES DENSITY
 Providing additional housing, job, entertainment and cultural options for all Milwaukeeans and Greater Downtown workers and visitors
- 
CREATES ENTHUSIASM AND BUILDS PRIDE
 Establishing a welcoming environment for all downtown neighborhoods for Milwaukeeans and visitors



GREATER DOWNTOWN MKE

TIMELINE



PHASE I



2016

Building the Greater Downtown Vision (May – October 2016)

- Analyze existing plans, conditions and trends to identify priority challenges to overcome and opportunities to pursue
- Establish a shared vision for the Greater Downtown, including priority goals, outcomes and targets for inclusive growth
- Launch a comprehensive civic engagement strategy including focus groups, community ambassador meetings, an open house and project website and newsletter

WE NEED YOU!

To make the Greater Downtown a strong economic engine that is welcoming to all, well connected to its surrounding neighborhoods and positioned for future growth, we need you to come alongside us and help shape the vision, priorities and strategies of our Action Agenda.

Visit MKEUnited.com to:

- View updates and reports and share feedback
- Subscribe to our e-newsletter to stay up-to-date



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PHASE II



2017

Developing the Action Agenda (November 2016 – March 2017)

- Develop a 10-year Action Agenda with clear outcomes and implementation strategy for early (1 year), near-term (1–5 years) and long-term actions (5–10 years)
- The Action Agenda will be a “living” implementation playbook, useable by all, including specific assignments that government, business, community, philanthropic and institutional sectors can reasonably commit to accomplish