

Where will people **work** in the Greater Downtown in 2027?

2 Transformative Direction

Place-based job and business growth in the Greater Downtown centered on 8 target industry clusters is essential to creating improved job access and wealth creation for Milwaukee city residents and growing the economy of the region.

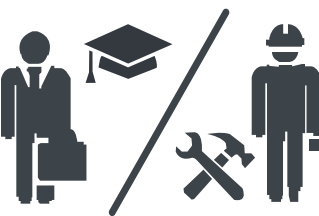
Challenges



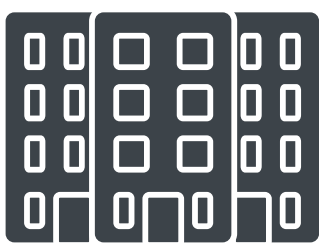
Milwaukee County growth has lagged the rest of the region in job growth since 1950. **The county lost 30,000 jobs from 1990 to 2010.**



Jobs in Greater Downtown have increased by 26%, but **the share of city residents working in the downtown economy has decreased.**



The new office development pipeline will create new jobs and modernize older class 'A' office stock, but **many of these jobs may not match resident job skills or educational attainment requirements.**



Conversions of Class B and C office space to residential represents **a net change of 1.2 million SF of office space in the Greater Downtown.**

If Trends Continue

Insufficient Rate of Growth

In the context of 30,000 jobs lost in the region from 1990-2010, a conservative projected economic job growth at 4% or 29,000 jobs by 2025 is not sufficient to create enough economic opportunity for Milwaukee residents.

A Significant Job Gap

At this rate it would take 45 years to close the existing 27,000 job gap for city residents.

Failure to Address Equitable Access to Opportunity

Without a strong regional transportation agenda, Milwaukee residents must rely on greater job growth in the city and the Greater Downtown

More Job Loss

The percent of jobs in the Greater Downtown economy held by city residents has fallen from 47% in 2004 to only 38% in 2014.

Lack of Inclusion

Without more job and business cluster diversity, growth in the office market alone may continue to exclude many Milwaukeeans for jobs in the Greater

Proposed Imperatives

- 1 Greater Downtown must seek to **create place-based employment districts centered on 8 target industry clusters**
- 2 Greater Downtown must **create more jobs for Milwaukeeans** with both a diverse selection of skillsets and a range of wages
- 3 Greater Downtown must **incubate more local entrepreneurs** to help preserve and promote an authentic Milwaukee
- 4 Greater Downtown must attract business, jobs and new talent that help to **grow both the local and regional economy**

