

# 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

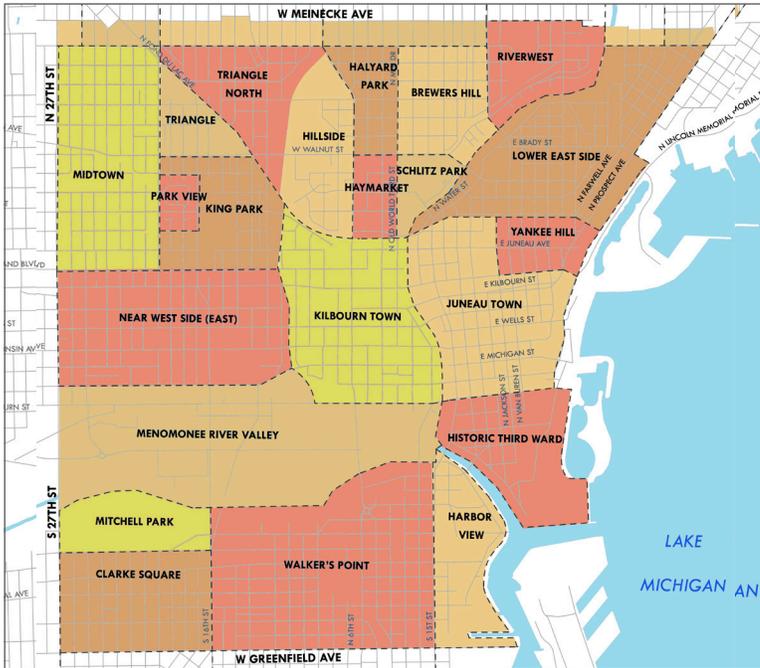
### ...TO CREATE A 10-YEAR ACTION AGENDA FOR GREATER DOWNTOWN MILWAUKEE THAT:

- 
**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



## 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.

**Tell us your thoughts about the Greater Downtown. Visit [MKEUnited.com](http://MKEUnited.com) to take our survey!**

### At [MKEUnited.com](http://MKEUnited.com) you can also:

- View updates and reports
- Subscribe to our e-newsletter
- View a calendar of upcoming events



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## PHASE I



### Building the Greater Downtown Vision (Spring 2016 – Summer 2017)

- Analyzed existing plans, conditions and trends to identify priority challenges to overcome and opportunities to pursue
- Established a draft vision for the Greater Downtown we want and need
- Launched a comprehensive civic engagement strategy including focus groups, community ambassador meetings, a project website and a public survey

## PHASE II



### Developing the Action Agenda (Summer 2017 – Winter 2018)

- Build upon, strengthen and expand civic engagement strategy
- 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