

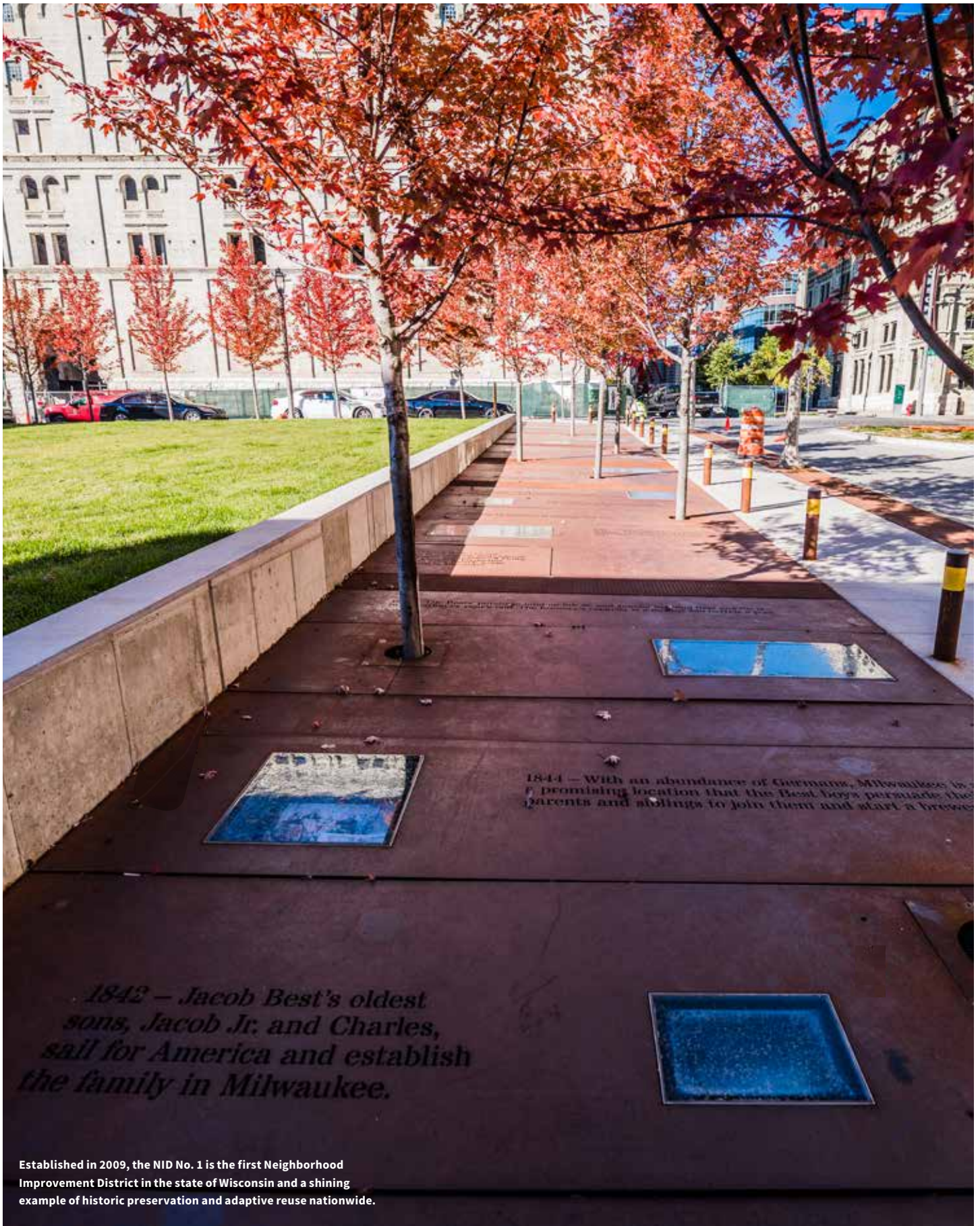
THE BREWERY

DISTRICT

№ MILW 01

2020
ANNUAL REVIEW





Established in 2009, the NID No. 1 is the first Neighborhood Improvement District in the state of Wisconsin and a shining example of historic preservation and adaptive reuse nationwide.

The Brewery Neighborhood Improvement District No. 1



Formerly the site of Pabst Brewery, the 21-acre campus and its historic structures spent over a decade deteriorating following Pabst's abrupt closing in 1996. Yet under the vision and leadership of early investors, real estate developer and philanthropist Joseph J. Zilber, and a public-private partnership with the city of Milwaukee, the once-abandoned area has transformed into one of downtown Milwaukee's great neighborhoods.

The sustainable and walkable district consists of 16 adaptively reused buildings, and 14 historically preserved, totaling more than one million square feet; over 844,000 square feet of new construction; a phased streetscape reconstruction; and more than \$300 million in public and private investment. Infrastructure designed for stormwater management, aggressive landscaping, tree lawns, bioswales, Zilber Park and Preservation Park, and other commitments to sustainability make The Brewery District a LEED Platinum Neighborhood Development.

Residential and commercial property owners within the district remain committed to the forward momentum of the neighborhood and, therefore, support an annual assessment to enhance city services and enrich the quality of life within the district.

Mission

To promote and sustain the development and operation of the former historic Pabst Brewery complex as a thriving mixed-use, safe and vibrant community in which to live, work, learn and play.

District Boundaries

The Brewery NID represents approximately eight blocks and is bounded by Winnebago Street at the north, Highland Avenue at the south, I-43 to the west and 7th Street to the east.

Core Programs & Activities

The Brewery NID provides property owners and occupants safety and security services, enhanced day portering activities, public space maintenance, Zilber Park and Preservation Park operation, streetscape maintenance, stormwater management, public art maintenance, historic neon Pabst sign maintenance, holiday lighting programs, and integrated marketing and promotional services.



Economic Development

The Brewery District continues to grow with the Pabst Brewery Grain Silos as the only remaining property to be redeveloped.

New Construction

New construction accounts for 844,000 sq. ft. of total property while over a million sq. ft. has been adaptively reused. The final redevelopment under construction is The Malt House Lofts a 118 unit, 170,000 sq. ft. market rate residential development.

The Brewery Project LLC commissioned the new Juneau Avenue roundabout gateway signage in partnership with the city of Milwaukee in 2019. The Brewery NID No. 1 entered into a maintenance agreement with the city of Milwaukee to maintain the improvements when the project completed in early 2020.

Live

The Brewery District is now home to 1,062,616 sq. ft. of residential space totaling 786 units in seven properties: Eleven25 at Pabst, luxury apartments for students; Brewery Point, an affordable housing program for residents 55 or older; Frederick Lofts, the two new Vim + Vigor developments and the Malt House Lofts are market rate; and Blue Ribbon Lofts provides a mix of market rate and affordable living apartments.

Work

Commercial developments provide over 312,000 sq. ft. of commercial space and more than 40 tenant businesses in four office build-

ings: Boiler House, No Studios, Pabst Professional Center, and The 42.

Learn

The Brewery District is home to the University of Wisconsin-Milwaukee Joseph J. Zilber Public School of Health. The 50,299 sq. ft. LEED Gold certified building currently houses nearly 60 School of Public Health faculty and students.

Play

Dining, entertainment and hospitality account for 379,000 sq. ft. of space in ten properties: Best Place at The Historic Pabst Brewery, Brewhouse Inn & Suites, Captain Pabst Pilot House, Eleven25 at Pabst Restaurants, Glass + Griddle, Hyatt Place Milwaukee Downtown, Jackson's Blue Ribbon Pub, Milwaukee Brewing Company, No Studios, and Rooftop MKE.

Green Space

The Brewery NID No. 1 owns and maintains 20,650 sq. ft. of green space in two public parks: Preservation Park and Zilber Park.

Parking

The Brewery District has a centrally located LEED Gold certified, public parking structure with 908 parking stalls. There are over 500 private parking spaces, above ground and under, in addition to the public parking structure.

Juneau Avenue Roundabout Gateway Signage

UWM Joseph J. Zilber School of Public Health

Vim + Vigor

Brewhouse Inn & Suites

Pabst Professional Center

+31%
Property values in The Brewery District increased 31% from 2019 to 2020.

\$35.8M
Total assessed property values increased \$35,849,500 from \$113,051,000 in 2019 to \$148,900,500 in 2020.

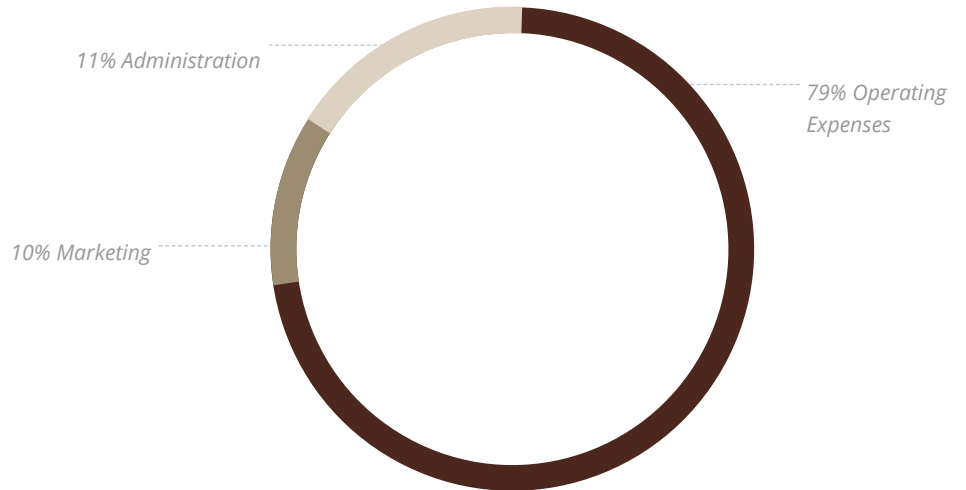
Budget

The total assessed property valuation was \$148,900,500 in 2020.

The 2020 Operating Plan proposed spending \$212,000 in expenses, which included an increase in the District's day porter services, marketing and promotional services, and a three year commitment to support Milwaukee Downtown, Inc.'s initiative to fund a position for a Homeless Outreach Coordinator for District One.

District operations include Day Porter Services, Public Safety, Park Maintenance, Stormwater Management, Landscaping, Winter Maintenance, Public Art Maintenance, Historic neon Pabst Sign Maintenance and a Holiday Lighting Program. More details on the operations are on the following page.

OPERATING BUDGET AT A GLANCE



\$212,000

In 2020, the Operating Budget was \$212,000, a \$12,000 increase from 2019 when the budget was \$200,000.

85

The Brewery District walk score increased from 77 in 2019 to 85 in 2020. The neighborhood is categorized as very walkable given its high accessibility to dining and drinking, groceries, shopping, errands, parks, schools, culture and entertainment.



Brewery District Operations

2020 was a year of continuing the NID No. 1's property management and maintenance responsibilities.

Services Provided

Response to the Global Pandemic

The Brewery NID canceled major events for public safety, purchased and installed hand sanitizing stations in its public parks, disseminated important COVID-19 information for businesses and residents on safety, available grants, funding, testing, guidelines from the Milwaukee Health Department, and developed a marketing campaign to support business during their critical reopening period.

Day Porter Services

To ensure the cleanliness of the neighborhood, the District's Day Porter Services remove on average, 240 gallons of trash each week.

Public Safety

The Brewery District is committed to the safety of the neighborhood. Investment in a Security Officer, technology,

communication with the community and MPD District One Community Officer Liaison, are part of the strategic proactive measures implemented by the District.

Park Operation

The Brewery District maintains and operates 20,650 sq. ft. of green space, not including bioswales and tree lawns. Two parks, Zilber Park and Preservation Park further enhance the vibrancy of our neighborhood and sustainability commitments. The parks are used for wedding ceremonies and events.

Stormwater Management

The Brewery District is designed to capture all stormwater from roof tops, and open areas before entering the combined sewer system. The stormwater is collected and purified through the implementa-

tion of underground detention reservoirs, porous pavement areas, 17 bioswales, and the aggressive use of landscaping and native plantings. The Brewery District, once a 100% impervious site, infiltrates over 75% of the average annual rainfall and extracts 85% of its pollutants. The Brewery District is currently developing Stormwater BMPs to continue to maintain its stormwater management system and continue its LEED ND commitments.

Annual Landscaping

The District maintains 17 bioswales, park trees, seasonal flower beds, the public right-of-way native plantings along Juneau Avenue and the roundabout, as part of its landscaping maintenance plan. Debris and trash are removed, shrubs and trees are pruned, landscaping beds are weeded, mulch is installed, and leaves

are removed and each spring and fall under our year long Landscaping program. Lying outside of the District's boundaries, The Brewery NID also maintains, as needed, the north side of Winnebago Street between 10th and 9th Streets.

Winter Maintenance

Each winter, snow is removed and ice is maintained in public areas including Zilber Park, Preservation Park and a pedestrian walkway between the District's parking garage and 10th Street.

Public Art Maintenance

The District's public art maintenance plan includes Zilber Park's bronze statue, a Gabion Ice Wall, Preservation Park's Artifact Gallery, and the Juneau Avenue roundabout gateway signage.

Historic neon PABST Sign Maintenance

The Brewery District conducts regular engineering inspections and maintenance of the historic PABST sign over Juneau Avenue to preserve the sign's structural integrity and ensure it remains an iconic symbol of Milwaukee's brewing history for years to come.

Holiday Lighting Program

The District's second annual holiday lighting program increased from 46 harp light poles to decorating 86 harp light poles throughout the neighborhood.

Board Meetings

The Brewery District Board held 14 public meetings from September 2019 through August 2020 to insure the Operating Plan and its objectives are fully realized.

Board of Directors

The Brewery NID No. 1

Michael Kelly
Board Chair
Blue Ribbon Management

Jim Haertel
Board Treasurer
Best Place at the Historic Pabst Brewery

Angel Rivera
Board Member
Hyatt Place Milwaukee Downtown

Patrick Noonan
Board Secretary
Colliers International

Erica Vaillancourt
Board Member
Interstate Parking

Staff
Erin Stenum
NID No. 1 Manager

Magnificent Green Spaces



Zilber Park pictured here is one of two public parks owned and operated by the NID No. 1. It is a landmark to the legacy left by Joseph J. Zilber and his commitment to the redevelopment of The Brewery District. The park features trees, benches, original brick pavers from the Pabst Brewing Company complex. The gabion rock has a hidden water feature that turns it to ice with the right winter conditions.

Contributing to the significant investment in the district's LEED Platinum Neighborhood Development Certification the park's unique design integrates pervious surfaces and storage for reducing stormwater runoff and filtering contaminants from surrounding buildings prior to entering the city's stormwater system.

Brewery District Promotion Highlights

The Brewery NID No. 1 increased marketing and public relations services from 2019 through 2020, the following are highlights from the last year.



Around the Corner with John McGivern

The Brewery District made its debut on Around the Corner with John McGivern on Season 9 Episode 8 on The Brewery and Deer Districts. John toured the neighborhood and interviewed Blue Ribbon Lofts resident Susanne Terry, Jim Haertel owner of The Best Place at The Historic Pabst Brewery, Beth Ridley with No Studios, Extra Space Storage,

Captain Pabst Pilot House, Ronald Perez at the UWM Joseph J. Zilber School of Public Health, Jim McCabe at Milwaukee Brewing Company and Alderman Robert Bauman. The episode was filmed August 2019 and scheduled to premiere on April 9, 2020 at Milwaukee Brewing Company, however the premiere was canceled due to the pandemic.



WUWM Lake Effect On-Site Series

The WUWM 89.7 FM Lake Effect producers selected the Brewery District for one of their On-Site Series in November 2019. The broadcast was live taped with Lake Effect's host Bonnie North as she interviewed a panel of special guests discussing what makes the Brewery District unique. Special guest panelists

included former Milwaukee Journal Sentinel Architecture Critic Whitney Gould, Historian and Author John Gurda, Photographer Paul Bialas, Captain Pabst Pilot House Master Brewer Zach Krueger, Founder of Milwaukee Brewing Company, Jim McCabe, with Trapper & Tanner Schoepp, guest musicians.



Roundabout Gateway Unveiling

Unveiling Ceremony and media event for the New Gateway Sculpture The Brewery District was held at Hyatt Place recognizing the formal completion of the historic Pabst Brewery District redevelopment project and unveiling of the new Gateway Sculpture, Nov. 12. The event featured a presentation of “Brewery District Day” proclamation by Mayor Tom Barrett and welcome by John Kersey,

Executive Vice President of Zilber. Free beer was provided by Pabst and Milwaukee Brewing Company, with music by Milwaukee’s Polka Kings. The sculpture was commissioned by the Brewery Project LLC in cooperation with the City of Milwaukee and is a collaborative design effort between Eppstein Uhen Architects, Ascend Design and David J. Frank.



VINTERSKÖL Musik Fest

The Brewery District celebrated the nearing end of winter with a first edition VinterSköl Musik Fest on Sat., Feb. 15. Held in the beautiful, historic neighborhood, the Nordic-inspired winter celebration showcased an impressive lineup of Milwaukee musicians, craft and arts vendors, beer, brewery and beer history tours. More than 1,000 attendees joined together to experience an exploration

of Milwaukee music with a phenomenal lineup of 24 live performances across five venues: Best Place at The Historic Pabst Brewery, Captain Pabst Pilot House, Jackson’s Blue Ribbon Pub, Milwaukee Brewing Company, and No Studios.



Explore The Brewery District Campaign

To support Brewery District businesses during a critical “reopening” period during the pandemic, the NID worked with Water Street Creative to develop a Social Media campaign to raise awareness of open businesses and operating hours to increase visitors to the District.

The objectives of the campaign were to attract visitors to the District, share the safety procedures businesses implemented, disseminate

accurate information about current hours of operation, update thebrewery.org/explore page with current information to share through newsletter, social media, Visit Milwaukee and OnMilwaukee, and to build social media followers and email database to grow audience for The Brewery District and for individual district businesses.

Greatful for Community...

Our community shares what they love about The Brewery District.



"Life in the Brewery District is wonderful because we are close to the "happening" areas-the Forum, the Riverwalk, the Performing Arts Center-but in a peaceful neighborhood away from the crowds. Great living space, too."

Suzanne Terry - Blue Ribbon Lofts Resident



"Being new to Milwaukee, working in The Brewery District has been an enriching adjustment. I'm so grateful to be a part of the neighborhood – the people that live and work here create a true sense of community."

The Brewery District is more than just a place to live, work, and play – it's a living history that you're a part of. The vintage charm and grandeur of The Brewhouse Inn & Suites sets the perfect stage. Housed in the original Pabst Blue Ribbon brewery, our boutique hotel celebrates Milwaukee's beer-brewing heritage."

Emily Rauber - The Brewhouse Inn & Suites



"We at Best Place at the Historic Pabst Brewery chose the Brewery District primarily for its unique History, Architecture, Downtown Location and Association with BEER! The later additions of Environmental Sustainability, Safety, Cleanliness and Proximity to our new Fiserv Forum have just been added bonuses. We truly believe we have found the 'Best Place' here at the Brewery District."

Jim Haertel - The Best Place at The Historic Pabst Brewery



"Klement's Sausage loves being part of the Brewery District. Surrounded by the historical Pabst Brewery campus, the Brewery District is a hidden gem with quaint cobblestone streets that hosts a diverse mix of offices, apartments, hotels and restaurants."

Marnie Seidl - Klement Sausage Co., Inc.



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