

A photograph of a red entrance with a double glass door and yellow handles. The door has a decorative lattice pattern above it. The text "destination downtown MKE" is overlaid on the image.

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MKE

Patricia S. Algiers & Associates, Inc.

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This is the story of a girl who was born and raised in Milwaukee. She grew up loving its beautiful lake, festivals, museums, restaurants, and relaxed lifestyle. She attended Marquette University, and transitioned from her journalism internship to a job downtown.



She found a great apartment that was just a few minutes from Wisconsin Avenue. She took advantage of Milwaukee's nightlife and found regular spots to hang out with friends. Weekends were spent at Alterra on the Lake, Mayfair, and Brady Street.

After awhile, she reached a point where she felt she had to get married, buy a condo or house, or leave and see the world. She was thirty, and quite frankly bored with her surroundings.





She wanted to find a place where she could have fabulous adventures, see beautiful things, and meet interesting people. She wanted the place she worked to be equally as grand.

Luckily, as a writer, this girl worked while she traveled. So, with her laptop, passport, and spirit for adventure, she set off.

First came Paris, where she was able to sublet a studio apartment in the Latin Quarter. She saw world-class museums, gorgeous monuments, and chic boutiques.

She loved how she could walk or use the Metro to get wherever she wanted to go. The city's pulse invigorated her and she would go "cafe to cabaret" at all hours.





She needed to see more, so she sought out the classic and romantic feel of Italy.

She adored the open markets that sold everything from produce to purses. Every street had a different story to tell. Shoes, more purses, jewelry, and beautiful clothing were hers to choose from in Rome and Venice.

The next stop was Spain, where she slowed down a bit. She adopted the custom of long dinners, and walks along the streets.

She loved the stores that were interwoven with the restaurants and cafes. This kept the area alive long after the shops had closed for the day.





She continued to explore. While visiting each city, she noticed something. She was attracted to areas with hip bars, cafes, restaurants, hotels, and most importantly, shops.

These places had a certain magical element that made her want to explore. Having everything so close was something she adored.

"I wish Milwaukee would feel like this," she thought.

After spending a great deal of time abroad, she felt the need to be closer to family and friends. However, she didn't want to return home just yet. So, she decided to explore other U.S. cities to try and calm her still restless soul.

In places like San Francisco, New York, and Chicago, she found neighborhoods that enticed her, shops that left lasting impressions, wonderful hotels that begged her return, and amazing restaurants she would talk about for years.

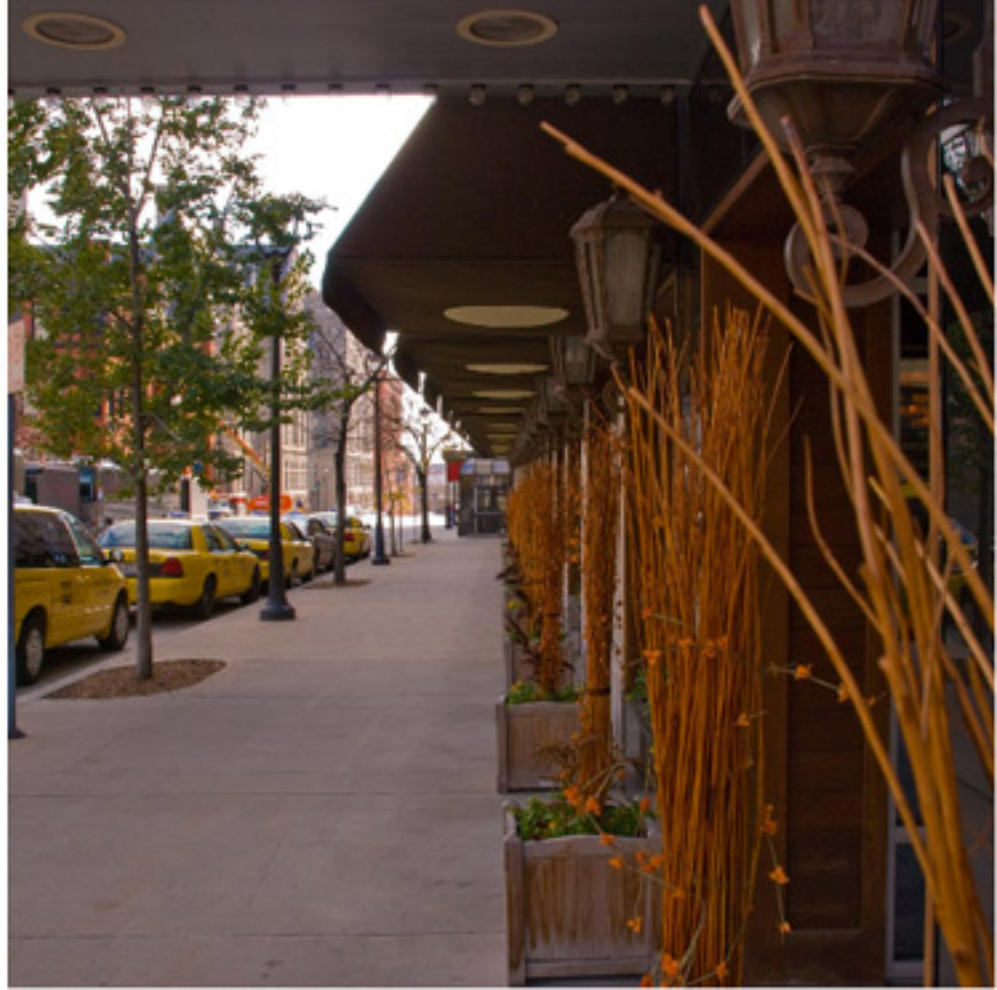




In all of the places she traveled, she shopped.

She was drawn to many of the cities she visited because of their concentrated retail districts. They linked hotels, restaurants, and entertainment venues together. Shopping was the glue that made things stick.

After awhile, she decided she needed a break from traveling.
She headed home.





At the same time the girl had been traveling, the passionate and energetic Milwaukee Downtown, BID #21 Team had been working very hard. They were setting the stage for the creation of something Milwaukee had never experienced before.

This creation involved a plan in a geographic area of Milwaukee where retail venues could thrive and prosper. An innovative mapping system would illustrate locations and make it easy for consumers to find retail.



The plan was quite genius, for it used existing and new hotels, restaurants, cafes, shops, spas, and other businesses to open the doors to a retail zone. This area would attract and retain shoppers, residents, tourists, and businesses.

The Team knew there would need to be ample parking structures, lots, and street parking that worked. It was important for people to easily navigate the area.



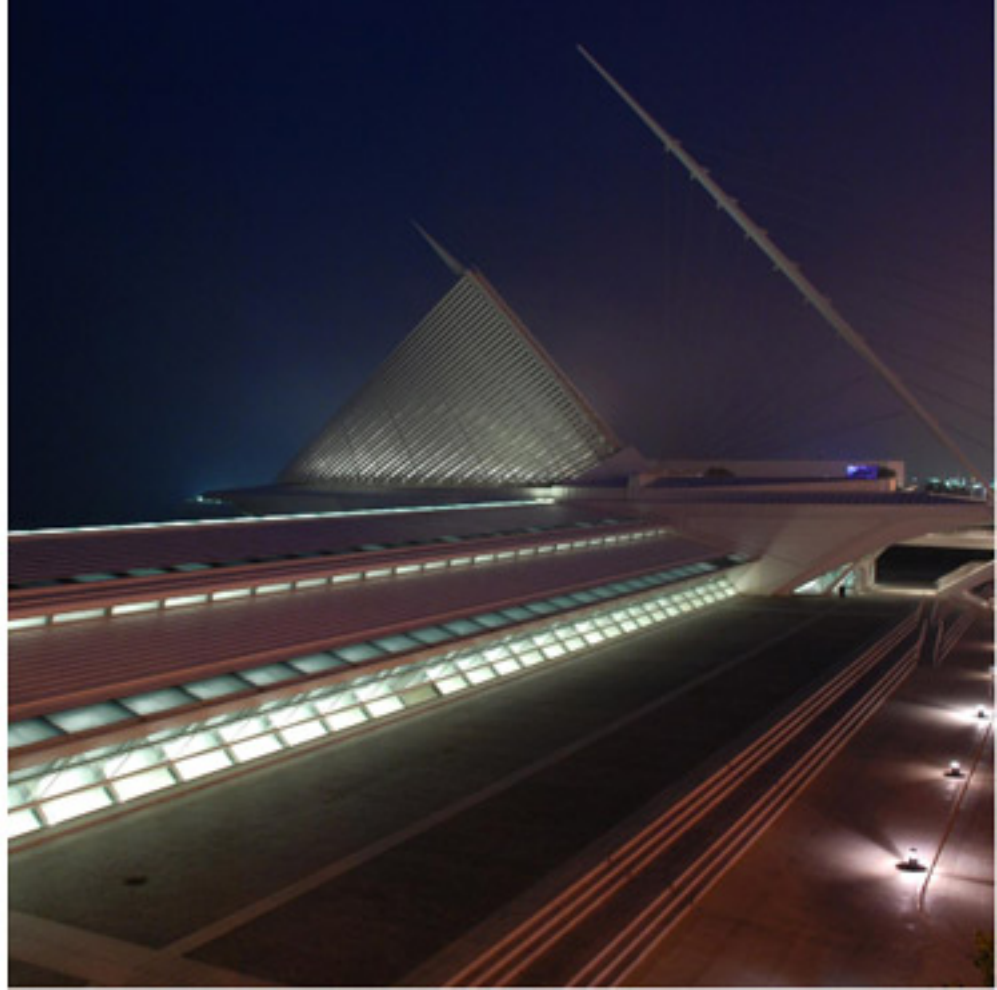


Galleries, wine bars, and gourmet shops would give the area a world-class appeal. Spas, wellness centers, delis, and markets were included to enhance the positive energy that filled the area.

Boutiques, shoe stores, home accessory and furniture stores, markets, drycleaners, and walk-in clinics would offer retail and services to those who lived, worked, and played in the area.

The Team knew that the secret to success had a great deal to do with the retail choices that would be made as the plan progressed.

The Team grew more and more excited as they thought of all who would be drawn to the area. Their target market included twenty and thirtysomethings meeting on nights and weekends. It also included the business lunch crowd, and those looking for a great dinner spot. Tourists and suburbanites would no doubt frequent many venues.



Condos designed for first-time owners, families, and active seniors, in addition to office spaces situated over trendy boutiques and storefronts added to the list.

The blocks would fit together with storefronts of varying options appealing to urban and international tastes.





The Team knew that the finished product would allow for the perfect mix of hotels, residences, and restaurants; with the mainstay and drawing power of fantastic and strategically thought out retail.

The Team pictured all of these things set against the natural vibrant backdrop of an amazing lake, navigable river, and beautiful tree-lined streets... all set within the city designed for stress-free commuting.

Soon the girl was on a plane home, and was excited to find a copy of **Milwaukee Magazine** left by a previous passenger. She noticed what had changed while she was gone. A special section on new retail and restaurant developments caught her attention.





Here she saw the finalized plan for a revolutionary, yet intuitive downtown Milwaukee. The plan showed a map with restaurants, hotels, condos, cafes, and shops... lots and lots of shops offering many of the things she saw while traveling the world. This area looked fun to explore.

As she paged through the magazine, she realized it was no longer necessary to look to the outside world. With that, she got off the plane, knowing that adventure was alive and well and a part of everyday life in Milwaukee, her "new" hometown.

global thinkers innovators problem solvers communicators shoppers



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