

Inner City Economic Summit

Milwaukee - The Capital of Water?

"Implausible as it might sound, Milwaukee is transforming itself from a dying industrial center into a technology mecca – a water technology mecca."

- Forbes April 15, 2013

Building on a rich heritage of water (and beer)



The Wisconsin Water Cluster

200+ companies working on technologies across the full water cycle

Over 35,000 people employed by cluster companies

2014 export growth of 7.4%

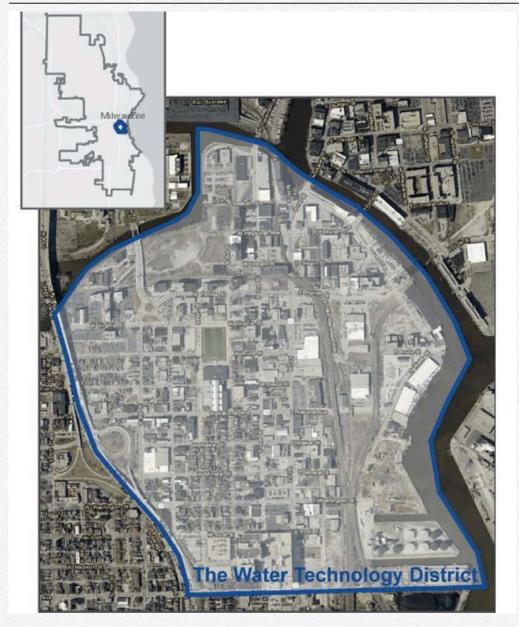
19 academic partners

What is The Water Council?

Milwaukee based venture development organization - 501(c)3 - focusing on:

- 1. Increasing research in water technology
- Commercializing water technology research
- 3. Promoting water entrepreneurship
- 4. Increasing access to capital
- 5. Developing a workforce skilled in water

Walker's Point & The Water Technology District



2012

\$6,670,000

\$308,000

\$284,000

\$175,000

Clock Shadow Building

MEDC Loan: Creamery

Permits: Renovations

\$1,156,171

2011

\$6,217,770

Permits: Renovations

\$2,240,860

TID 75: RSY

2010

\$1,750,000

Repaying South 2nd St.



2013

\$1,200,000

\$472,000

\$193,120

Global Water Center

\$2,065,000 \$20,950,000

\$750,000

Junior House Lofts

\$7,000,000

Permits: Renovations \$3,831,361

MEDC Loan: Anodyne

SBA Loan: Blue Jacket

Repaying E. Greenfield

2014

\$7,120,000

\$4,973,000

\$95,100

UWM SFS

Florida Lofts

TID 81: 1st & Greenfield

SBA Loan: Purple Door

\$53,600,000

\$21,803,614

Permits: Renovations

\$1,668,956

TID 75: RSY

2015

\$11,000,000

\$2,000,000

\$46,000,000

\$3,583,000

\$1,000,000

Reed Street Yards

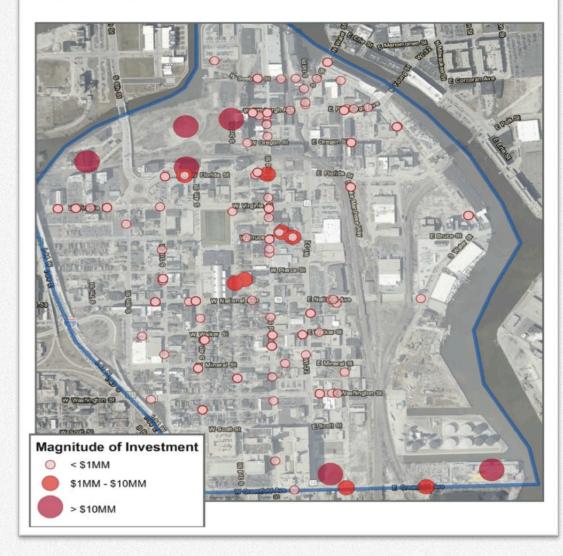
River Place Lofts

Freshwater Plaza

Project Size and Location

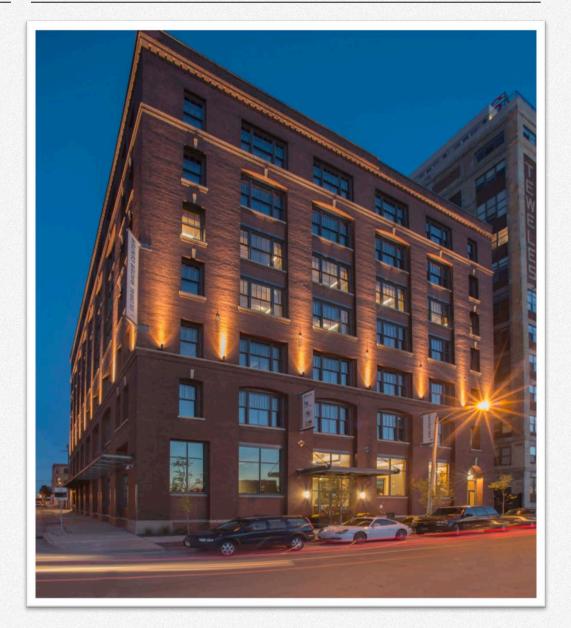
Magnitude of Real Estate Investment

Study Area, 2010-2015



The Global Water Center

98,000 ft² LEED Silver building completed in 2013. Houses 3 academic institutions, 20 small businesses, 3 publically trade companies, 3 NGOs and 1 governmental organization.



The hub of freshwater research and innovation

UW-Milwaukee's School of
Freshwater Sciences.
92,000 ft² research facility
houses: Great Lakes
Genomics Center, Toxicology
Labs, Robotics Lab,
Quarantine and Pathogen
Labs, Urban Aquaculture
Center, & a Research Fleet.



Local Outcomes

Total investment in The Water Technology District equals \$211.6 million

- private investments \$108.4 million
- private/public \$25.5 million
- \$77.5 million in public funds

District property values increased by 16.6% or \$56.6 million

City of Milwaukee property values declined by 11.1%.