

THE WATER COUNCIL

*Inner City Economic
Summit*

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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%

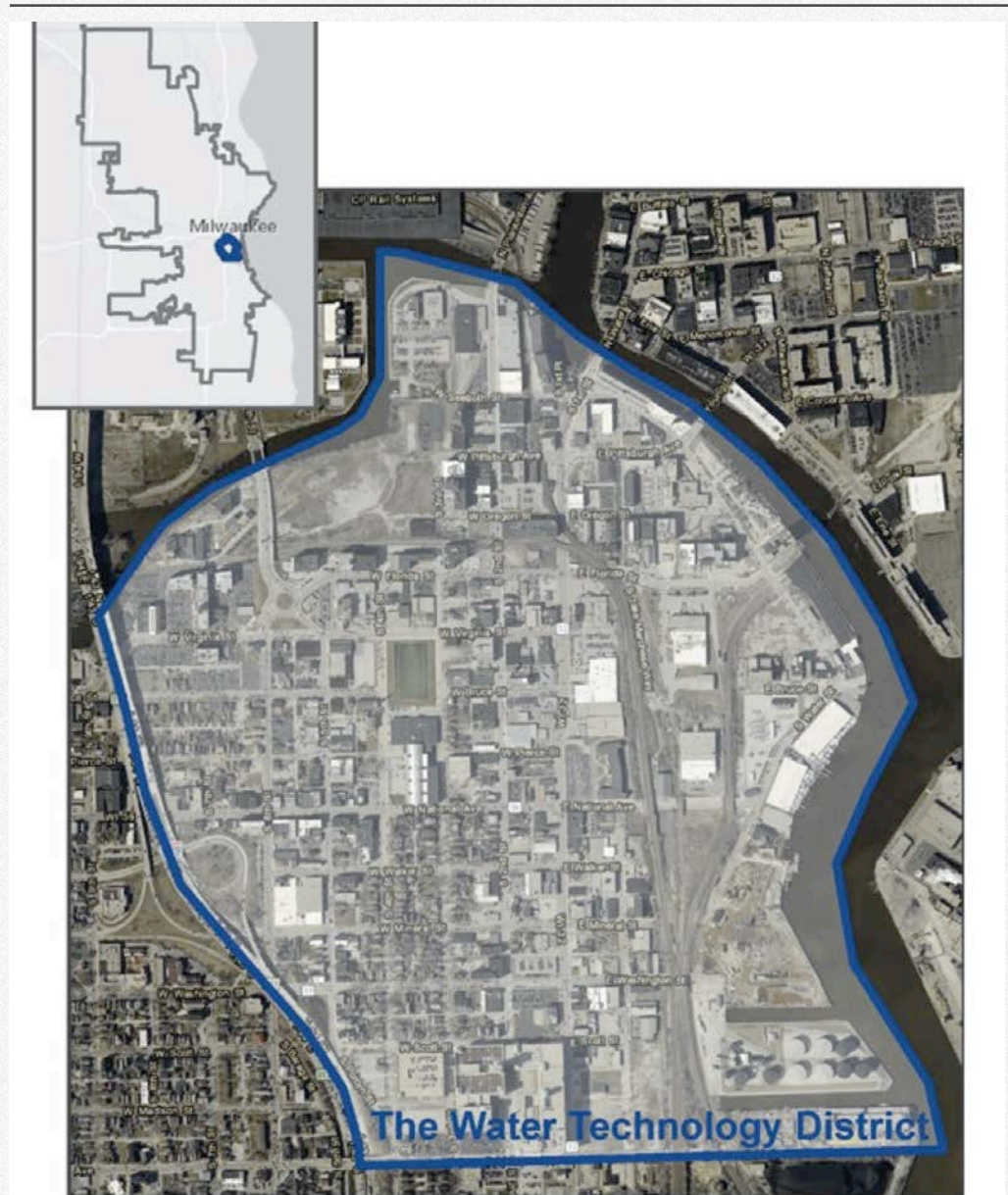
19 academic partners

What is The Water Council?

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

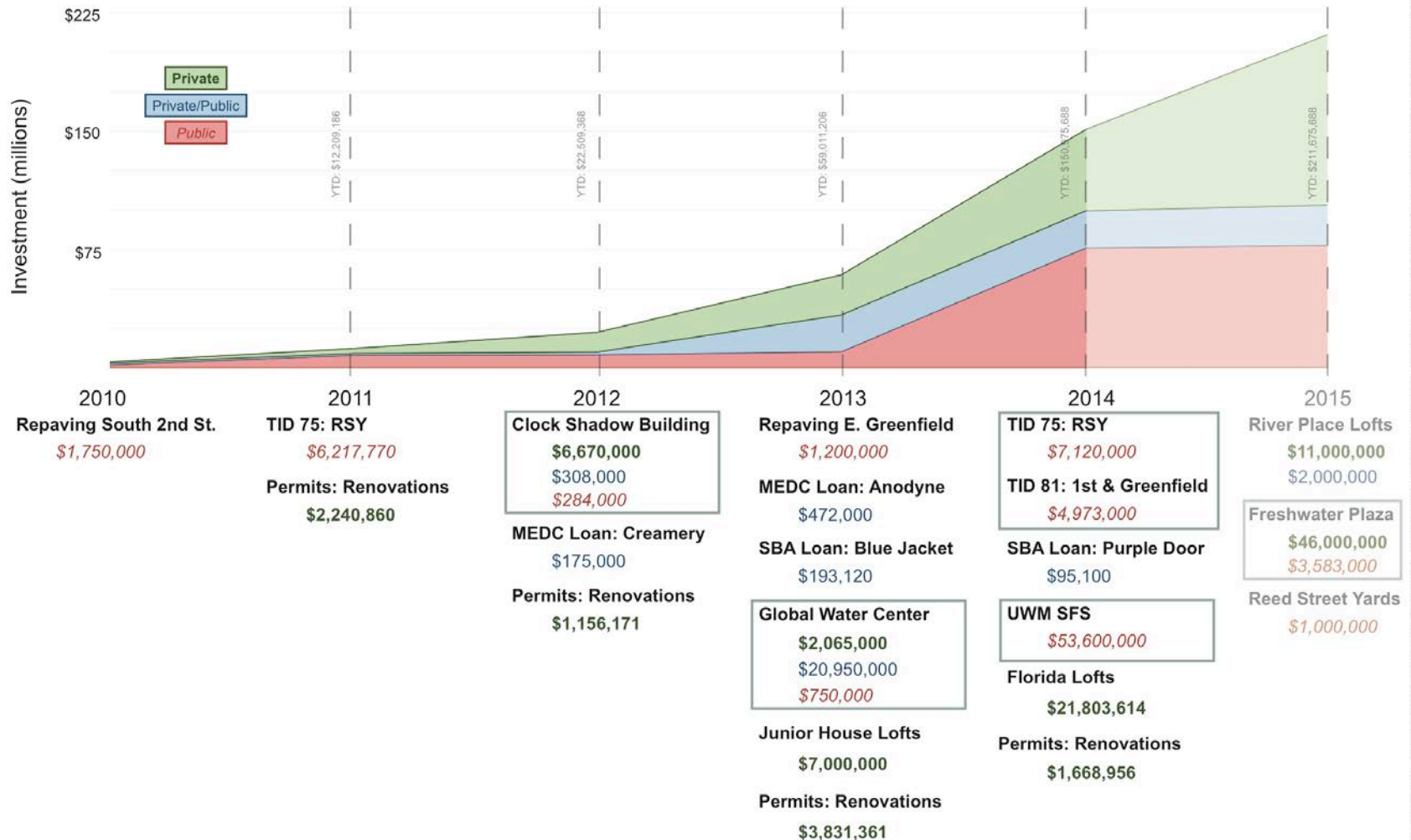
1. Increasing research in water technology
2. Commercializing water technology research
3. Promoting water entrepreneurship
4. Increasing access to capital
5. Developing a workforce skilled in water

Walker's Point & The Water Technology District



CUMULATIVE INVESTMENT

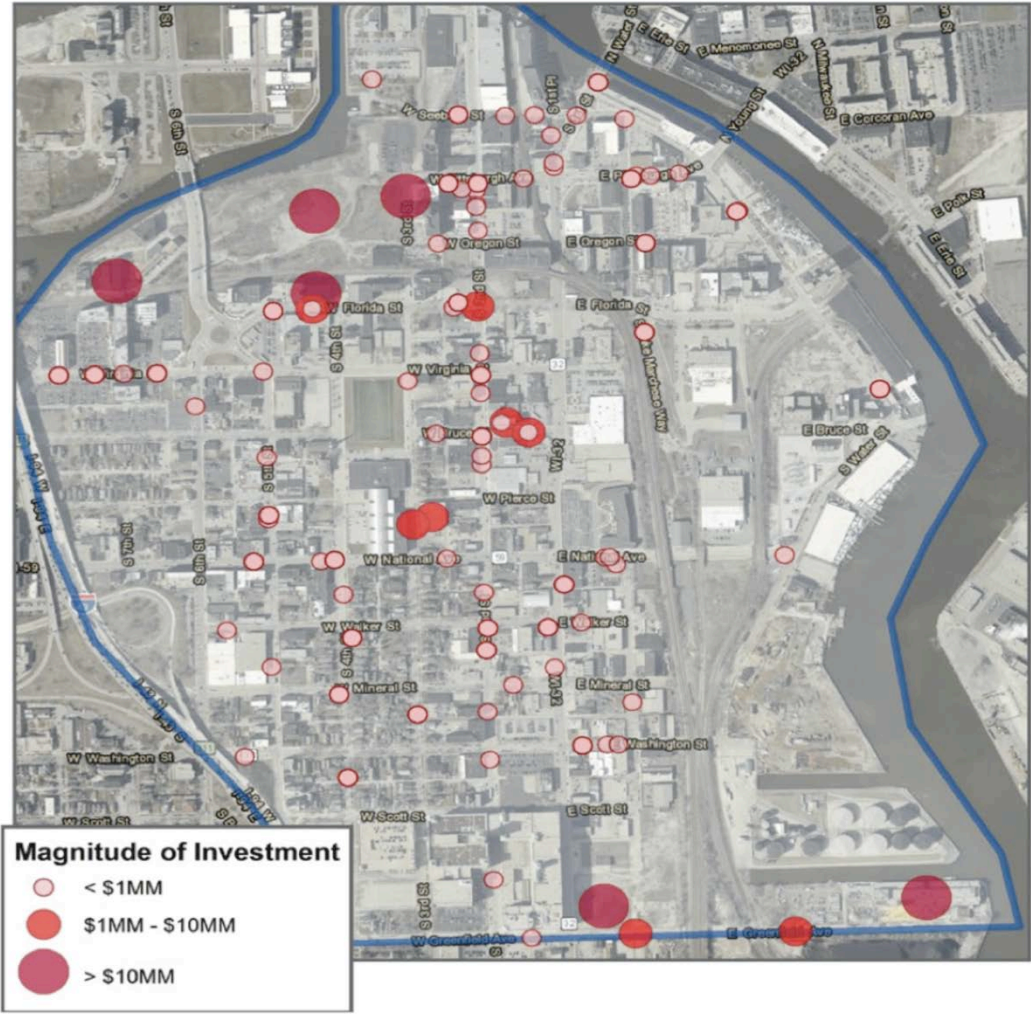
2010-2014 Water Technology District, Walker's Point Neighborhood



Project Size and Location

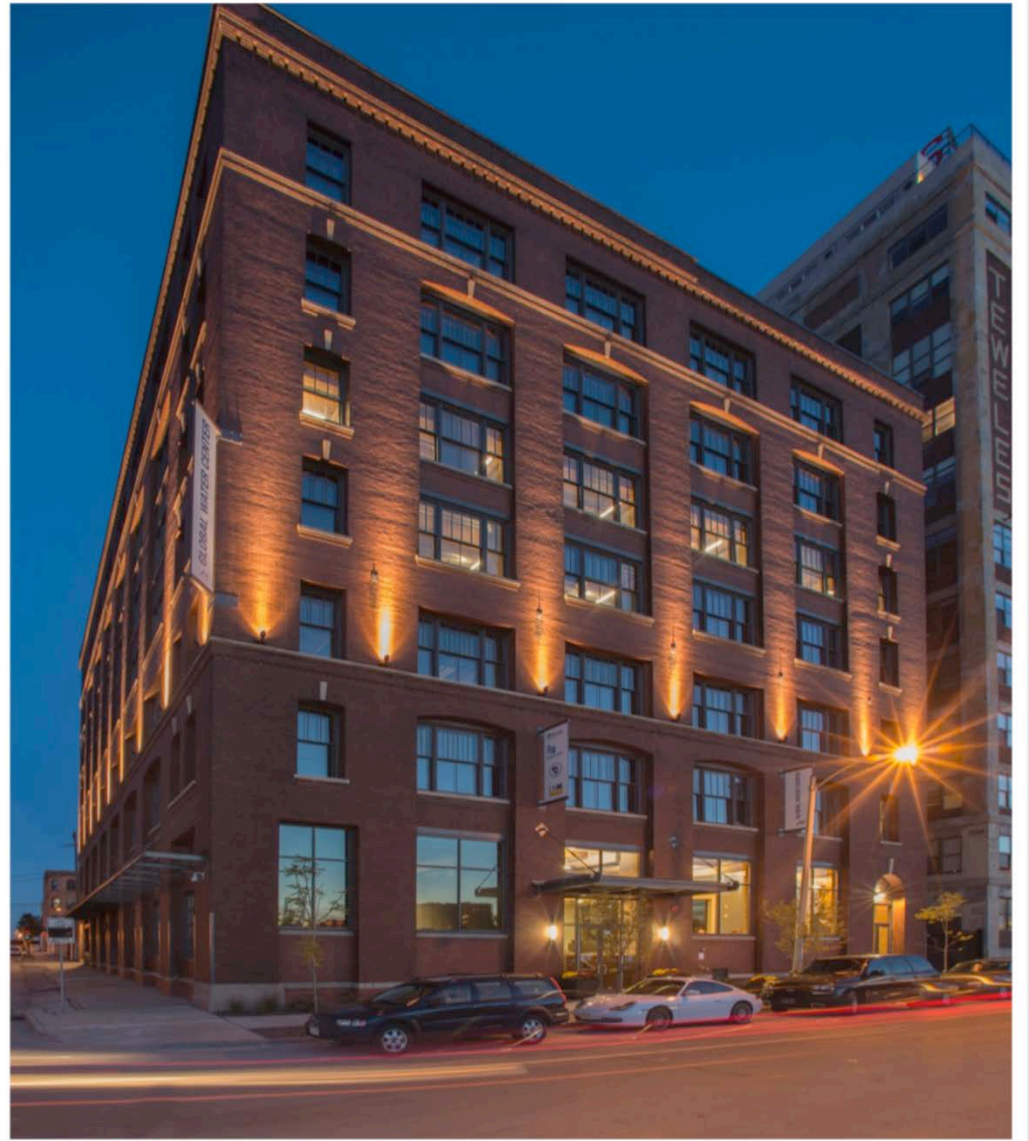
Magnitude of Real Estate Investment

Study Area, 2010-2015



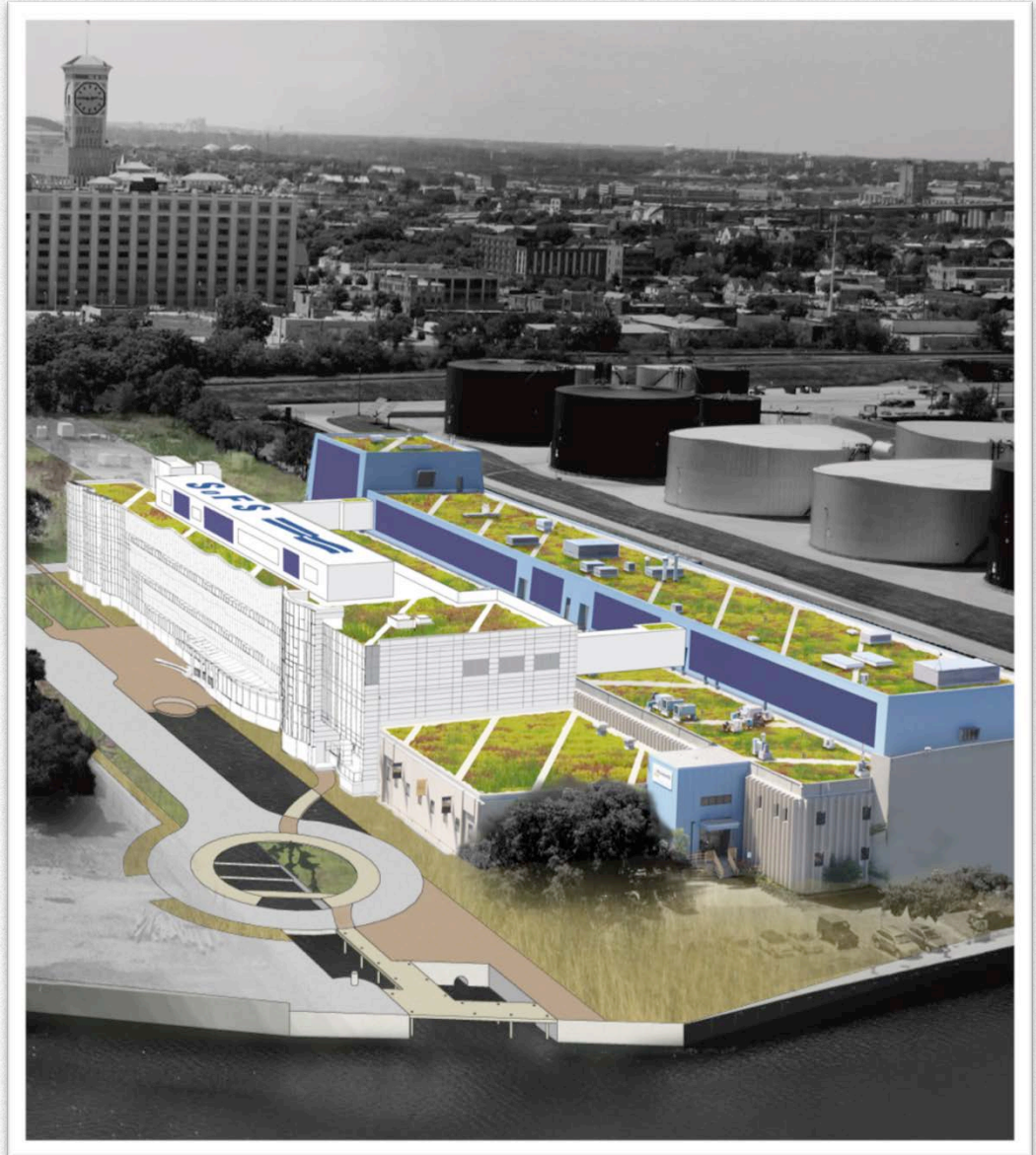
The Global Water Center

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%.