



Downtown Tourism, Hospitality, & Entertainment Study

Milwaukee, Wisconsin

Hunden Strategic Partners worked with the Downtown Business Improvement District to assess Downtown Milwaukee's competitive edge as an entertainment and hospitality destination. HSP assessed the market for opportunities and gaps in hospitality, nightlife and entertainment. The approach to the study involved profiling the major building blocks of the Milwaukee destination experience. It also involved answering critical questions facing downtown Milwaukee. Those questions included: What is the best location for the new NBA Arena? Is a new convention hotel needed and should the Wisconsin Center expand? Will a new casino near Illinois hurt downtown's entertainment market? Is public transit needed to keep Milwaukee competitive for Millennials?

The analysis also included a profile of "what exists", with a focus on peer city comparisons, which show how Milwaukee stacks up against similar sized markets in terms of a variety of entertainment, nightlife, hotel and other assets.

The scope included developer interviews, market analysis, and comparison of similar projects, as well as the final report and presentation.

Client: Downtown Milwaukee Business
Improvement District

Time Period: 2014 – 2015