

# SOUTH MILWAUKEE DOWNTOWN OPPORTUNITY ZONE PROSPECTUS



**A platform for action in a vibrant downtown district**



Prepared by the City of South Milwaukee  
Economic Development Department  
Updated January 2021

# MAKE IT HAPPEN HERE.

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## Opportunity in a Vibrant Downtown

South Milwaukee's Opportunity Zone is right in the center of the vibrant downtown district - allowing investors to add to a burgeoning business mix and take advantage of key properties available for lease.

## Opportunity in the District

South Milwaukee's Opportunity Zone corresponds not only with the downtown, but also with three Tax Incremental Districts, so investors can be sure that their investment will be supported with investment in public infrastructure.

## Opportunity in the South Shore Market Area

Investment in South Milwaukee is an investment in the South Shore Wisconsin market - a growing commercial and industrial corridor along I-94.

## Opportunity in Good Company

Join the other major employers who have made South Milwaukee their home and invested in a lake Michigan community with an innovative school system, beautiful parks system, and regional draw.



Want to find out more? Visit <https://www.cdfifund.gov/Pages/Opportunity-Zones.aspx> or contact the Assistant City Administrator / Economic Development Director:

**Patrick Brever**  
[brever@smwi.org](mailto:brever@smwi.org)



# OPPORTUNITY ZONE TAX INCENTIVES

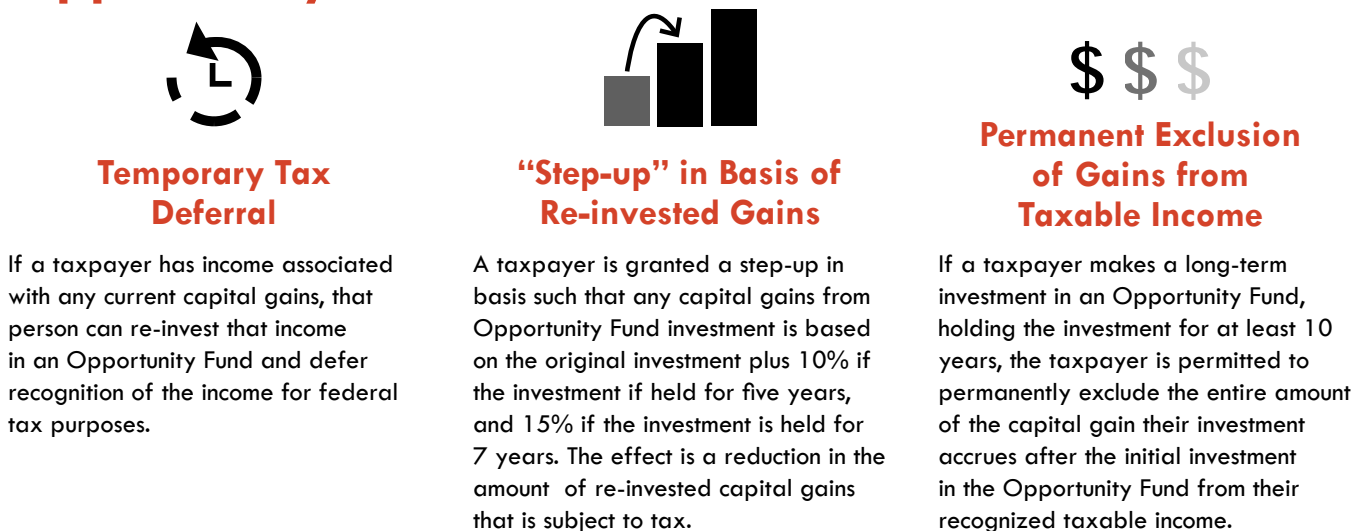
## What is the Opportunity Zones program?

The 2017 Tax Cuts and Jobs Act established new Internal Revenue Code Section 1400Z - Opportunity Zones. The opportunity zones program offers three tax incentives to individuals or partnerships who wish to invest in low-income communities through a qualified Opportunity Fund.

## What is the process?



## What are the tax benefits to those who invest in Opportunity Zones?



# GOALS

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**Placemaking**



**Elevating the  
Community  
Story**



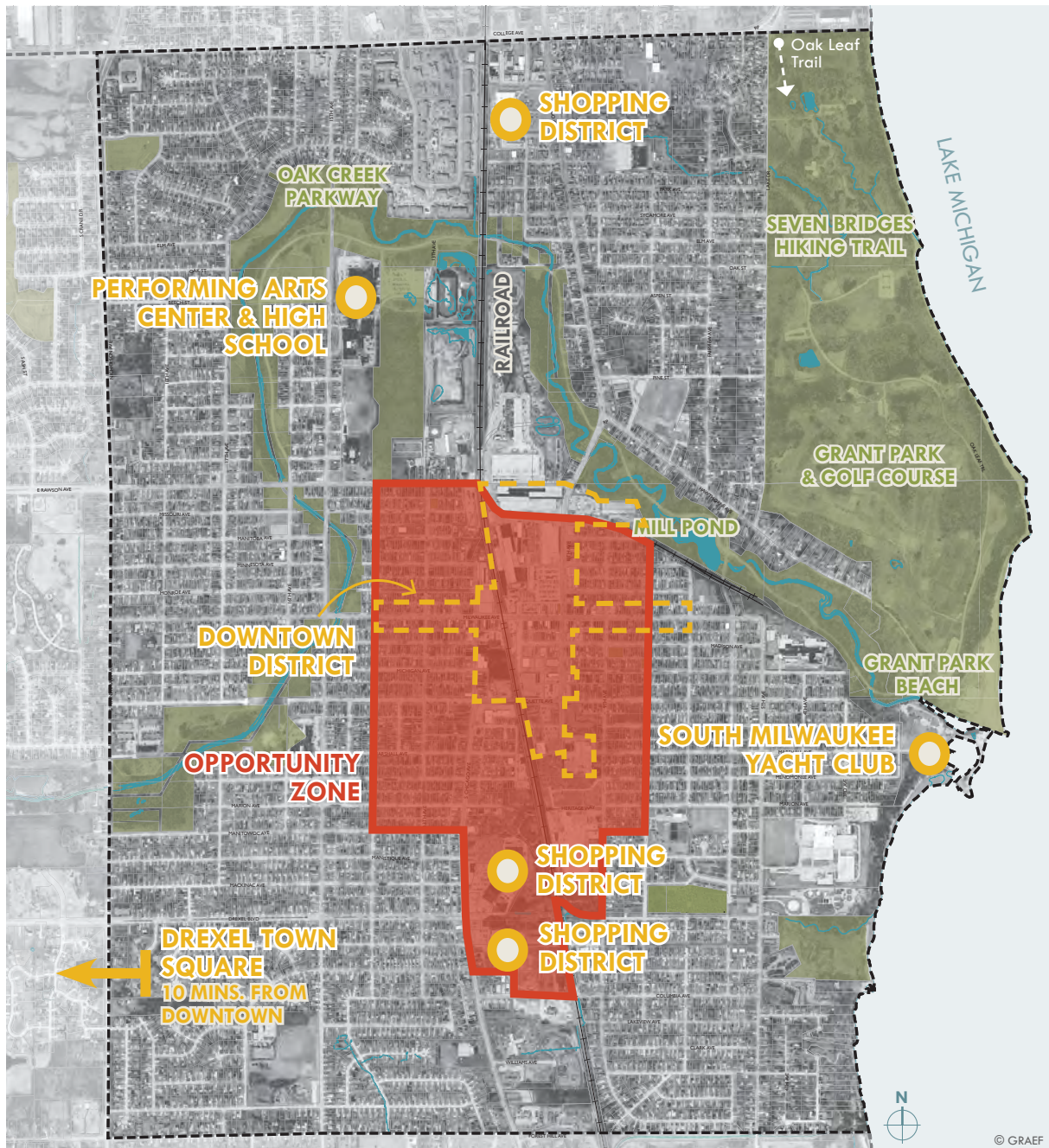
**Making Resilient  
& Sustainable  
Development**



**Renovating  
Existing  
Building Stock**



# THE ZONE



The South Milwaukee Opportunity Zone is located in the center of the City, encompassing most of South Milwaukee's Downtown district and other shopping districts, as well as several key properties and investment opportunities.

# SOUTH MILWAUKEE: A PLACE TO THRIVE

20 minutes from Milwaukee  
11 Mins. from General Mitchell  
INTERNATIONAL AIRPORT and the PORT of Milwaukee  
1 & 1/2 hours from Chicago

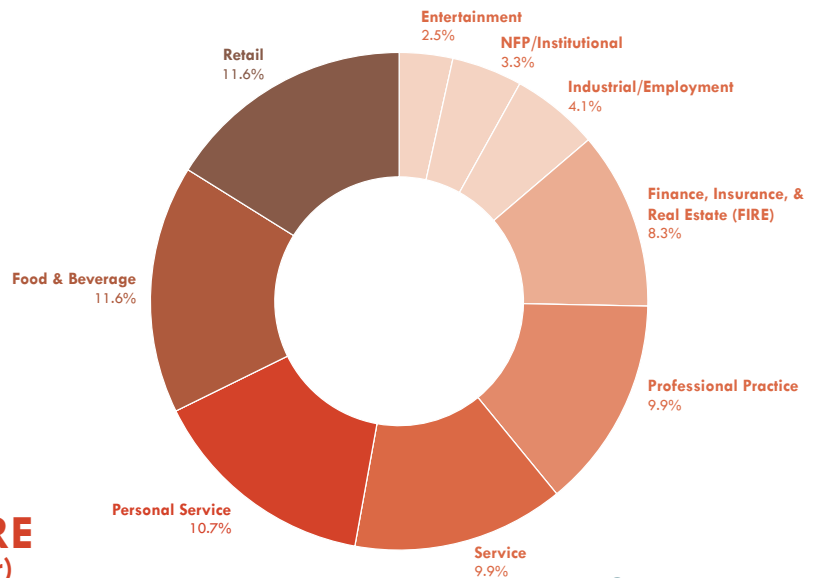
South Milwaukee's Market



## Market Information

	Milwaukee's South Shore & Racine County	City of South Milwaukee
Total Population	109,749	21,487
Total Households	45,461	9,229
Household Size	2.4	2.3
Population Density (Pop/Sq Mi)	1,602.67	4,445.58
Median Age	40.9	40.7
Employees	51,992	10,000
Jobs Per Household	1.1	1.1
% Owner Occupied Housing Units	67.9%	59.2%
Bachelor's Degree or Higher	19.5%	19.4%
Average Household Income	\$69,484	\$61,962
Median Household Income	\$56,554	\$52,112
Per Capita Income	\$28,876	\$26,771
% Households w/ Incomes \$75,000+	34.6%	29.6%
Retail Demand: Total	\$953,980,128	\$188,384,528
Retail Demand: Food & Drinking Places	\$66,080,000	\$24,204,883

Source: BDI



© GRAEF

## JOIN THE MARKET MIX

THAT SERVES THE SOUTH SHORE  
at right - Downtown Business Mix (ground floor)



© Parkway Floral

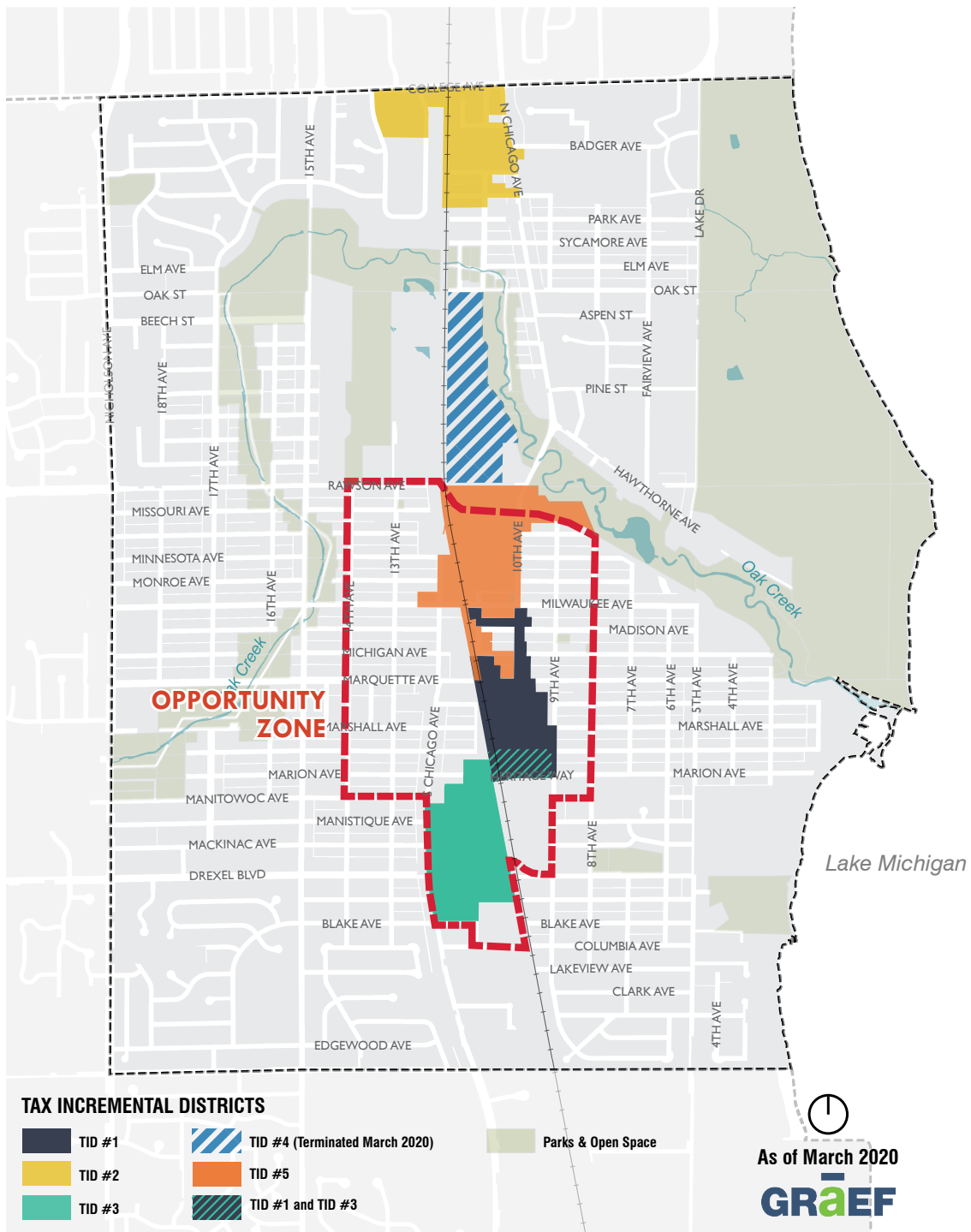
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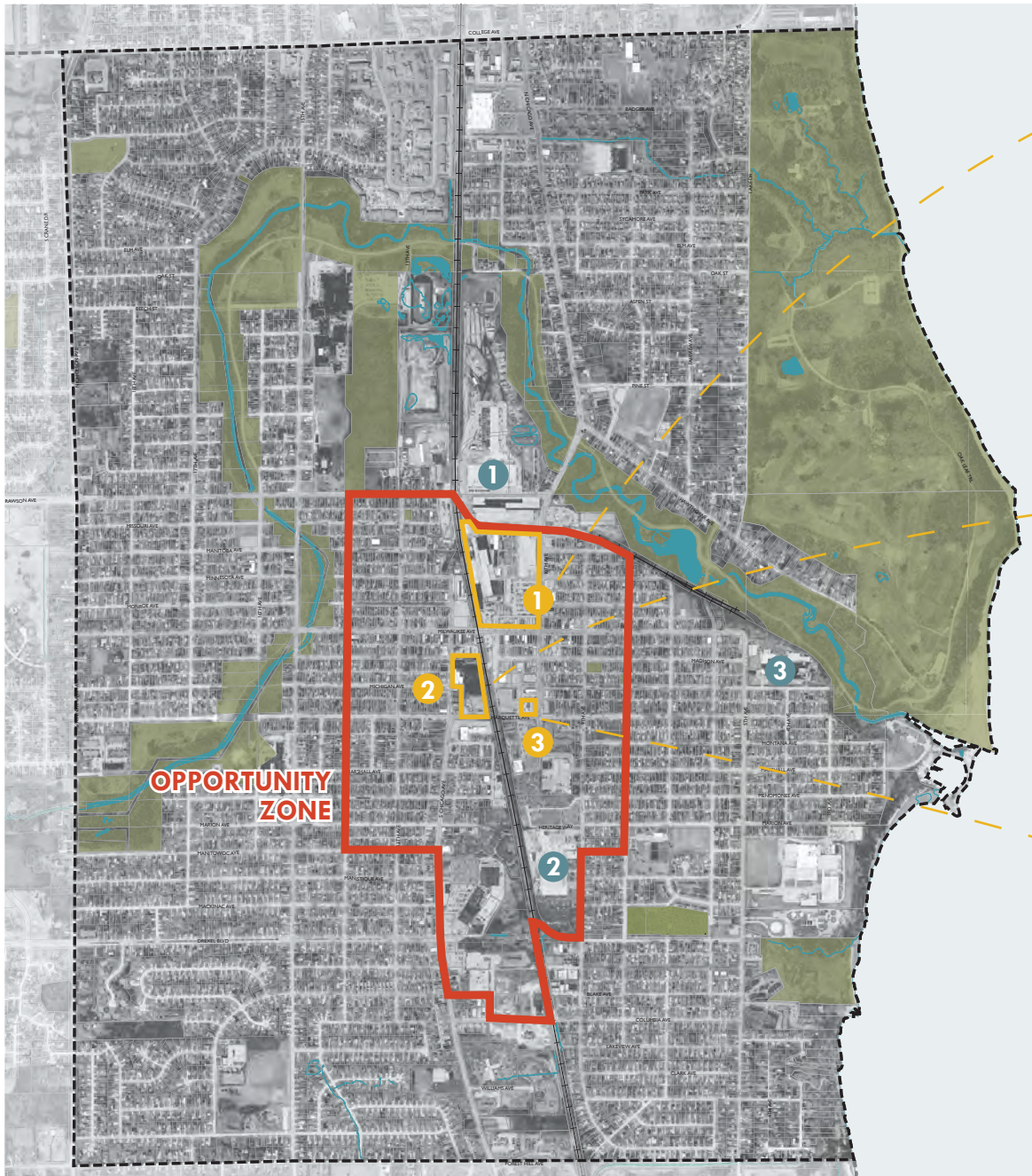
# TAX INCREMENTAL DISTRICTS (TID<sub>s</sub>)

South Milwaukee's Qualified Opportunity Zone encompasses three Tax Incremental Districts, expanding the financial incentives for investors looking to develop land or business opportunities in South Milwaukee.



# MAJOR EMPLOYERS

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**1 Caterpillar**  
Construction & mining equipment manufacturing

**2 Eaton Corporation**  
Power management company

**3 Emerson**  
Appleton electrical products



# MAJOR PROPERTIES FOR SALE/LEASE

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## 1 FORMER BUCYRUS CAMPUS



**515,501 SF Available**

**Lease Rate:** Negotiable

- Crane Bays: 7½, 10, 15½, and 25 Ton
- Class A Office, Cafeteria, and Medical Clinic
- High Bay Warehouse: 32'-36' Clear
- Rail Access

## 2 JONAS BUILDERS FACILITY



**290,000 SF Available**

**Purchase Price:** Negotiable

**Lease Rate:** Negotiable

- One parcel with 6.06 acres
- Clear Height: 15'-35'
- Docks: 9
- Drive-Ins: 2
- Industrial Warehouse or Distribution
- Immediately adjacent to common area crane bay

## 3 2318 10TH AVENUE



**0.7 Acres**

**Purchase Price:** Negotiable

- Vacant land site on a stoplight corner with 7k/8k traffic counts
- 180' frontage on Marquette and 170' frontage on 10th Ave

# WE'RE ON A ROLL: WORK IN PROGRESS

A Renovated  
Bucyrus Club indoor  
entertainment venue  
at 1919 12th Avenue  
...



A restored event venue with food, fun, and curated global mining equipment on display awaits you at The Bucyrus Club, opening Summer 2021:

➔ <https://youtu.be/ywNtK5hHqOE>

DB Tax &  
Wealth is  
expanding  
their building  
downtown!



DB Tax & Wealth at 1125 Milwaukee Avenue is expanding their building to the east, right in the downtown. Watch their video about the project here:

➔ [www.youtube.com/watch?v=EDHf\\_aqtPT0](https://www.youtube.com/watch?v=EDHf_aqtPT0)



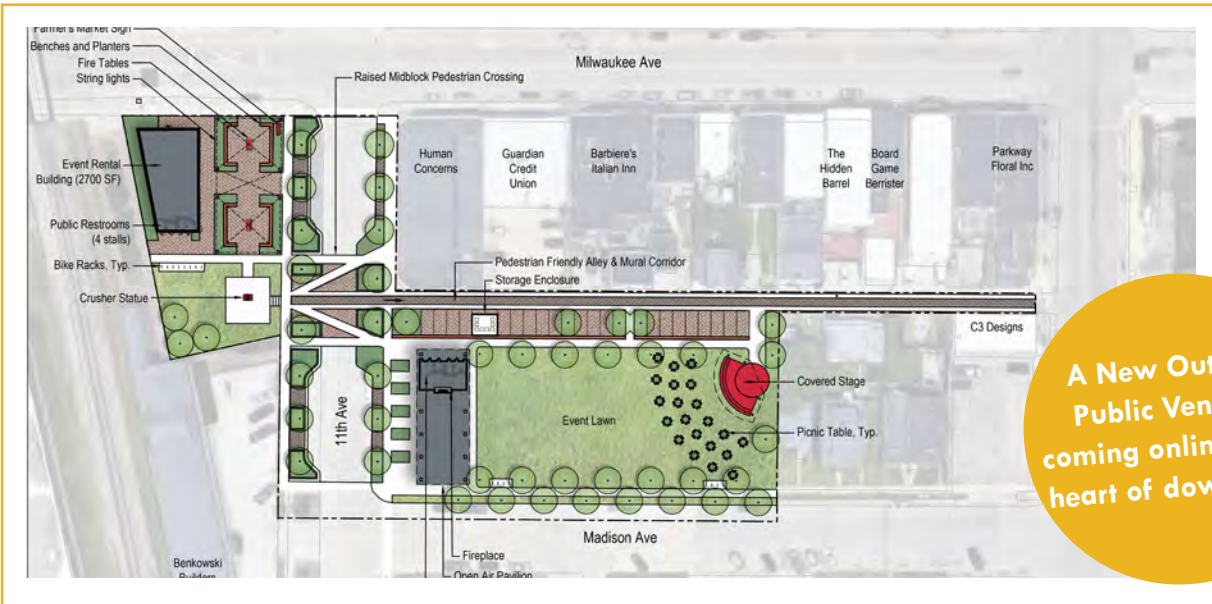
Moran's Pub  
raised the bar  
(literally) through  
reinvestment.

Moran's Pub, 912 Milwaukee Avenue, recently unveiled its historic interior and is undertaking exterior improvements. Find out more here:

➔ [onmilwaukee.com/bars/articles/morans-pub-renovations.html](https://onmilwaukee.com/bars/articles/morans-pub-renovations.html)



# WE'RE ON A ROLL: WORK IN PROGRESS



A new downtown outdoor public venue at 11th and Madison Avenues is planned and moving forward in 2021:

➔ <https://smwi.org/417/Downtown-Public-Plaza>

Large employers are committing to South Milwaukee



The City welcomes Steele Solutions to South Milwaukee's Former Bucyrus Campus:

➔ [southmilwaukeeblog.com](https://southmilwaukeeblog.com)

New Downtown Milwaukee Ave. Streetscape



The new streetscape will be constructed along Milwaukee Avenue from 9th to 13th Avenues from 2020-2021. Find out more here:

➔ [www.jsonline.com](https://www.jsonline.com)

