

# MILWAUKEE FUN FACTS

## GREAT PLACE ON A GREAT LAKE

- Milwaukee is the largest city in the state of Wisconsin and ranks No. 24 in the U.S.
- Milwaukee is home to over 150 state and county parks and home to about 1,400 acres of beaches.
- There are more than 100 public and private golf courses in Southeast Wisconsin, 14 in Milwaukee County alone.
- Milwaukee has more than 145 miles of bike trails.

## MILWAUKEE ARTS AND CULTURE

- There are over 15 museums in downtown Milwaukee and 30 museums including the surrounding counties.
- There are over 25 theaters within city limits with more than 30 in the Greater Milwaukee area.
- There are roughly 170 locally owned restaurants in downtown Milwaukee and 17 James Beard-recognized chefs.
- Potawatomi Hotel & Casino is the largest entertainment destination in the Midwest welcoming 6 million people each year

## WHERE THE FEARED DEER ROAM

- Milwaukee has six professional sports teams: NBA's Milwaukee Bucks, MLB's Milwaukee Brewers, AHL's Milwaukee Admirals, Major Arena Soccer League's Milwaukee Wave, American Association of Professional Baseball's Milwaukee Milkmen, and National Premier Soccer League's Milwaukee Torrent.

## BREW CITY

- Milwaukee is nicknamed Brew City because of its rich brewing history.
- Some also refer to Milwaukee as "The City that Beer Built."

## CITY OF NEIGHBORHOODS

- There are 191 distinct neighborhoods in Milwaukee.
- Milwaukee scored 100 on the Human Rights Campaign's Municipal Equality Index, an accomplishment only 110 cities out of 506 have achieved.

## COLLEGE TOWN

- Milwaukee is home to 12 major colleges and universities, in addition to several smaller private colleges

## CITY OF FESTIVALS

- Milwaukee is home to more than 50 festivals including a variety of ethnic and street festivals, and Summerfest, the world's largest outdoor music festival.
- Many festivals are celebrated in Henry W. Maier Festival Park, the 75-acre permanent grounds on Milwaukee's lakefront.

## HOME BASE OF HARLEY-DAVIDSON

- Milwaukee is the birthplace of Harley-Davidson Motor Company founded in 1903.
- The city is also home of the world's only Harley-Davidson Museum.

## FLYING ART MUSEUM ON THE WATER

- The Milwaukee Art Museum is located on the shores of Lake Michigan.
- Atop the museum are the Santiago Calatrava-designed Burke Brise Soleil "wings."
- Those wings open when the museum opens, closes when the museum closes, and flap at noon, Thursday through Sunday.
- The Milwaukee Art Museum has four floors of over 40 galleries housing a rich collection of over 32,000 artworks.

## AMERICA'S FRESH COAST

- Milwaukee is located on Lake Michigan, the largest lake in the United States and the second largest Great Lake with 2,300 square miles of fresh water.
- Milwaukee's M7 area has more than 200 water technology companies.
- The city is located at the confluence of three rivers and Lake Michigan.
- The city's RiverWalk spans over 3 miles along the Milwaukee River.

## CITY OF STEEPLES

- There are more than 1,000 houses of worship in Milwaukee, some of which reach into the city's skyline.

## CITY UNDER THE POLISH MOON

- The Rockwell Automation/Allen Bradley Clock Tower houses the second largest four-faced clock in the world (larger than Big Ben in London).
- The clock is lovingly referred to as Milwaukee's "Polish Moon" in honor of its location in a former Polish neighborhood.

# MILWAUKEE FUN FACTS

(Source: Wisconsin State Department of Tourism)

## MILWAUKEE COUNTY

Estimated business sales related to tourism:

**\$2.8 billion**

Tourism-supported full-time jobs:

**23,952**

Total state and local taxes resulting from tourism:

**\$176.9 million**

## FOUR-COUNTY AREA

Estimated business sales related to tourism:

**\$4.4 billion**

Tourism-supported full-time jobs:

**39,653**

Total state and local taxes resulting from tourism:

**\$271.9 million**

## 2021 CONVENTION SALES

- **170,154** definite room nights
- **\$155 million** economic impact of hotel rooms
- **265** meetings and conventions booked for future years
- **465,511** attendees brought to Milwaukee

## 2022 TAXES

### Hotel Room Tax Rate:

City room tax: 7%

County room tax: 3%

Wisconsin sales tax: 5.0%

County sales tax: .5%

**TOTAL: 15.5%**

*\*The WCD receives all city and county room taxes*

## FOOD & BEVERAGE TOTAL TAX RATE = 6%

Wisconsin sales tax: 5.0%

County sales tax: .5%

Wisconsin Center: .5%

**TOTAL: 6%**

## CAR RENTAL TAX

- Convention Center: 3.0%
- WI Rental Vehicle Fee: 5.0%
- Concession Recovery Fee: 11% (airport only)
- Facility Fee: \$1.00 per rental
- Title/License/Reg Recovery Fee: determined by rental car companies
- Energy Fee: determined by rental car companies

## IMPORTANCE OF TOURISM

- The Greater Milwaukee area represents 26 percent of the state of Wisconsin's tourism economy
- Without tourism, each Milwaukee County household would need to pay an additional \$687 in taxes
- Milwaukee County's \$2.1 billion in direct visitor spending would fund five expansions of the Wisconsin Center