



# Best Practices Trip Portland < > Milwaukee Pre-Trip Brief



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Greater Portland Inc



# Why Milwaukee?

- Post card from the future
- Downtown revitalization
- Cluster based economic development strategy
- Tax reform
- Sport-economy and the impact of franchise
- Transportation policy
- Public Safety

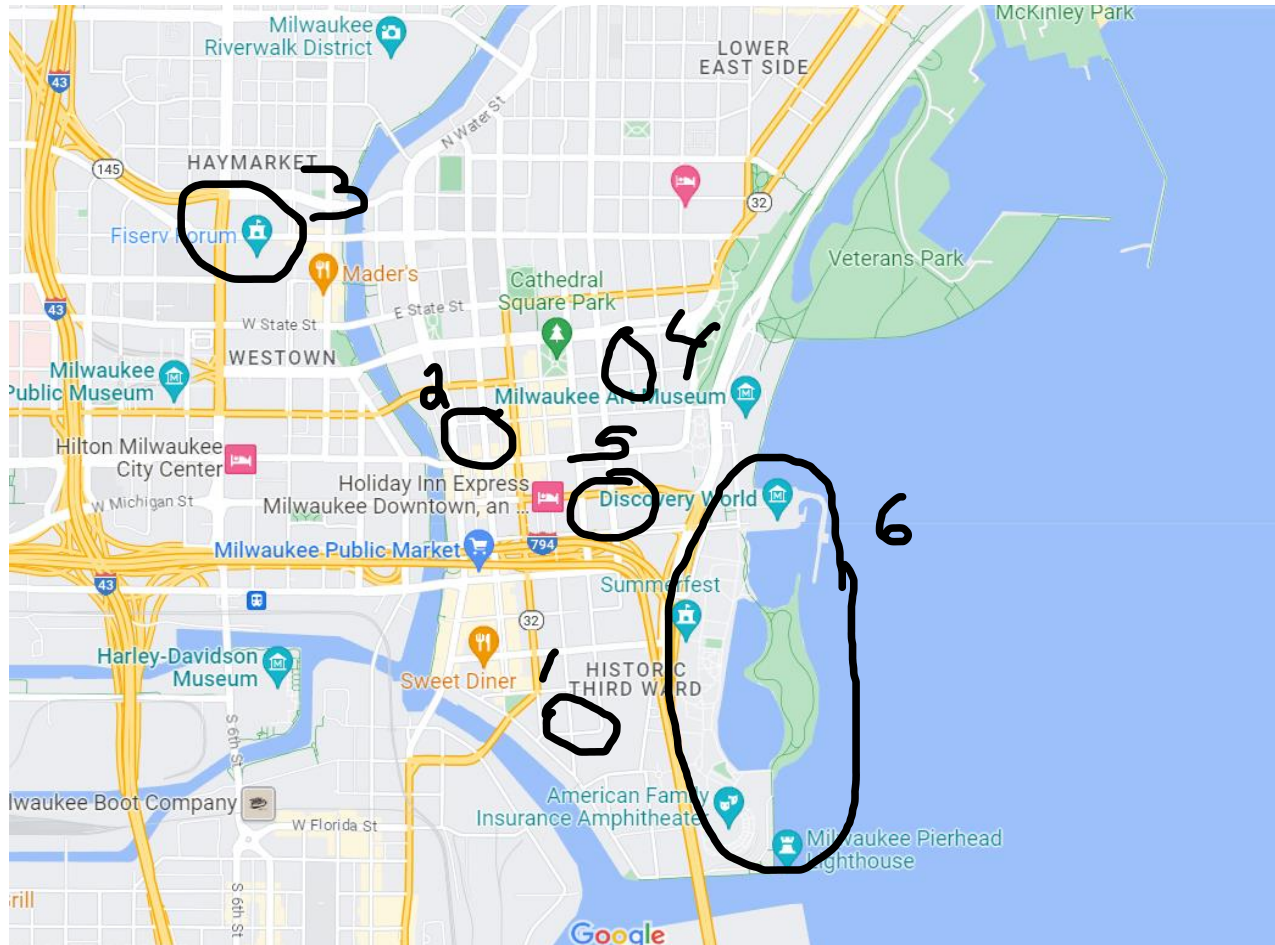
# Advance Materials

- In addition to the materials linked to the agenda please review some of the following for help in understanding the context of the city and region
- [Mayor Johnson State of the City Address](#)
- [City of Milwaukee 2023 Downtown Plan](#)
- [Public Safety Dashboard](#)
- [MMAC Recent Tax Reform Effort](#)
- [Water Council Overview](#)
- [Economic Impact of Tourism – VISIT Milwaukee](#)
- [Deer District Overview Presentation](#)
- Milwaukee World Festival Materials
  - 1 – [Summerfest 2023 Part 1](#)
  - 2 – [Summerfest 2023 Part 2](#)
  - Link to [Henry Maier Festival Grounds](#)
  - Link to [Overview of Milwaukee World Festival](#)



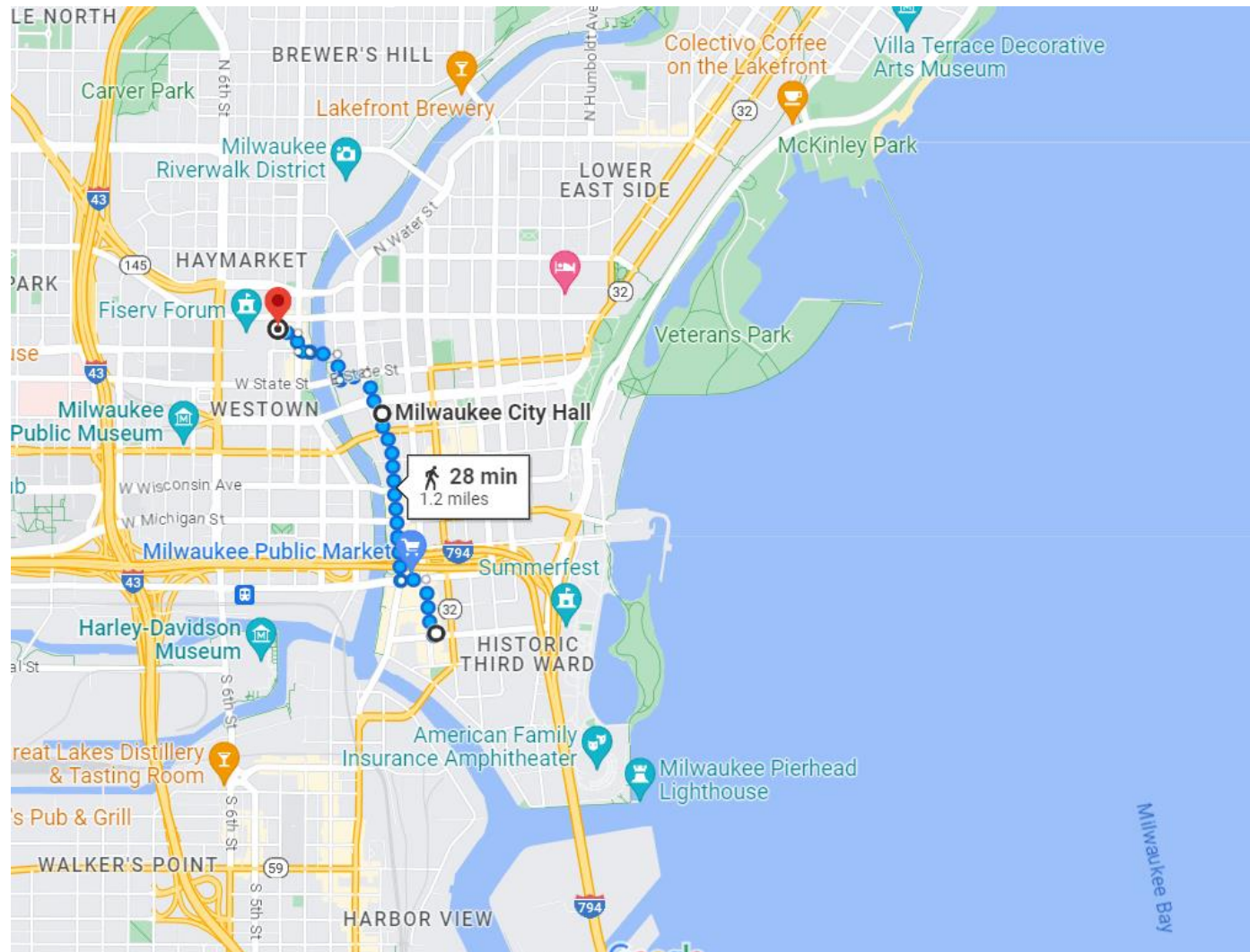
# Rules of the road

- No such thing as dumb questions, but there are **unprepared participants**
- **Prepare** for all possibilities, weather, shoes, bring appropriate external wear.
  - City Hall and Fiserv will likely have security
- **Gratitude**, there is absolute 0 reason why anyone should spend any time with us.
- Respect, includes the standard definition, and **looking out for your fellow delegates**
- No one is your babysitter – **figure it out**
  - If your late, figure it out, if you miss the bus, figure it out, don't even think about texting anyone during a meeting because your thirsty, figure – it – out.



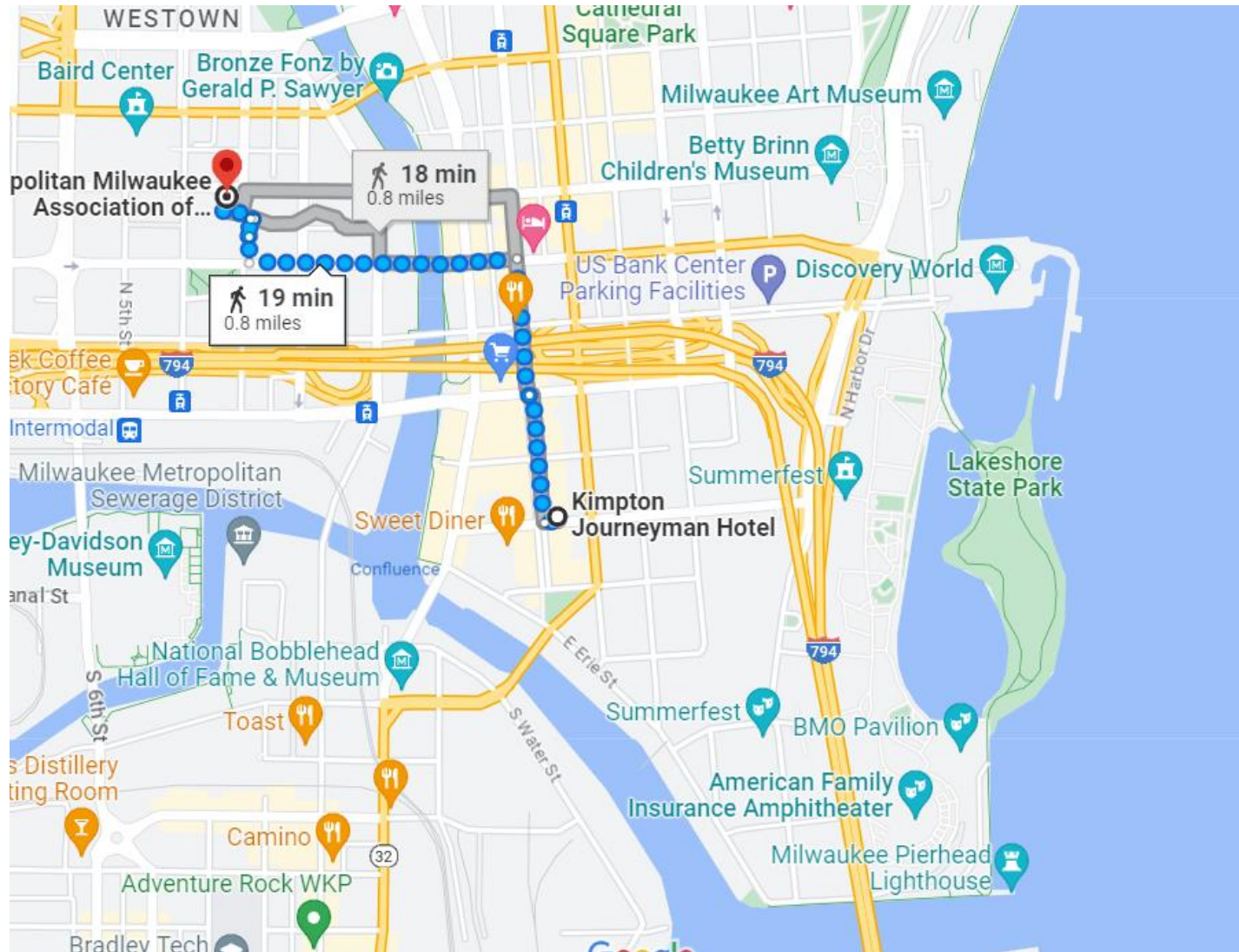
1. **HOME BASE:**  
Kimpton  
Journeyman
2. MILWAUKEE CITY  
HALL
3. DEER DISTRICT
4. NORTHWESTERN  
MUTUAL LIFE HQ
5. MILWAUKEE METRO  
CHAMBER
6. MILWAUKEE WORLD  
FESTIVAL INC

# Day 1: Walking Map

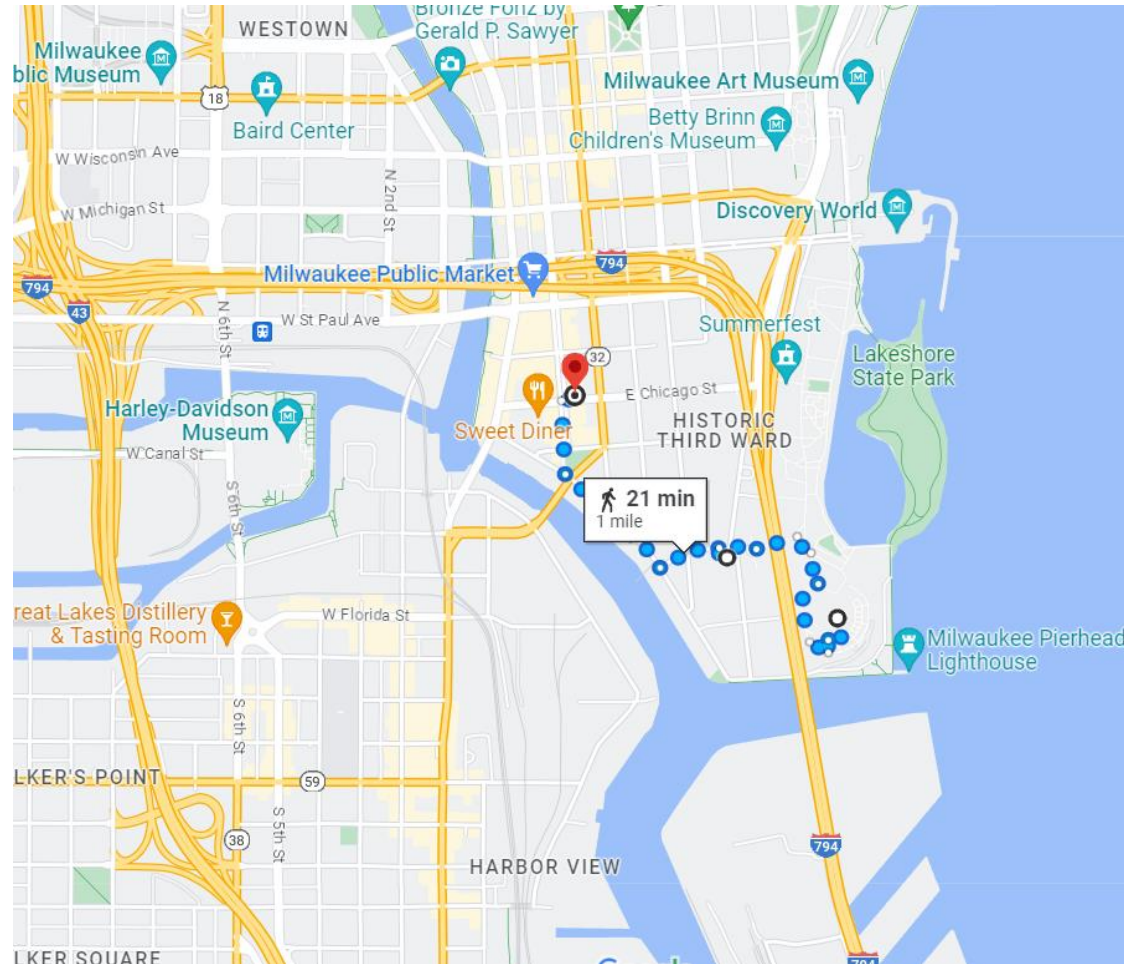




# Day 2: Walking Map to MMAC



# Day 2: Walking Map



# Agenda notes for meetings:

Emphasize the people who are introducing the speakers.

Each session will have a facilitator.

Raise your hand and make eye contact with facilitator.