MILWAUKEE FUN FACTS

GREAT PLACE ON A GREAT LAKE
- Milwaukee is the largest city in the state of Wisconsin and ranks No. 32 in the U.S.
- Milwaukee is home to over 150 state and county parks and home to about 1,500 acres of beaches.
- There are more than 100 public and private golf courses in Southeast Wisconsin, 22 in Milwaukee County alone.
- Milwaukee has more than 150 miles of bike trails.

Many festivals are celebrated at 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, and is home to 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 and close when the museum closes, and flap at noon daily, weather permitting.
- The Milwaukee Art Museum has four floors of over 40 galleries housing a rich collection more than 32,000 artworks.

AMERICA’S FRESH COAST
- Milwaukee is located on Lake Michigan, the largest lake in the United States as well as the second largest Great Lake with 2,300 square miles of fresh water.
- The M7 area has more than 200 water technology companies.
- The city is located at the confluence of three rivers (Milwaukee, Menomonee, and Kinnickinnic) and Lake Michigan.
- Milwaukee’s RiverWalk spans over 3 miles along the Milwaukee River.

WHERE THE FEARED DEER ROAM
- Milwaukee has eight professional sports teams: Milwaukee Bucks (NBA), Milwaukee Brewers (MLB), Milwaukee Admirals (AHL), Milwaukee Wave (MASL), Milwaukee Milkmens (AAPB) and Lakeshore Chinooks (NWL), Lake Country DockHounds (AAPB) and Milwaukee Torrent (NPSL).

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.
- For six consecutive years, Milwaukee has scored 100 on the Human Rights Campaign’s Municipal Equality Index, an accomplishment only 120 cities out of 506 have achieved.

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.

COLLEGE TOWN
- Milwaukee is home to 11 major colleges and universities, in addition to several smaller private colleges.

AMERICA’S DAIRYLAND
- Wisconsin is known as America’s Dairyland for its place as one of the largest producers of dairy products in the nation.
- Thanks to the region’s agricultural roots, just outside metro Milwaukee, there are a total of 4,400 farms in Waukesha, Ozaukee, Kenosha, Washington, Kenosha, Racine, Sheboygan and Milwaukee counties.
- The proximity to fresh produce and dairy means fresh, farm-to-table food at local restaurants and grocery stores.

MILWAUKEE ARTS AND CULTURE
- There are over 15 museums in downtown Milwaukee and 30 museums including the surrounding counties.
- With 15,000 theater seats in the downtown alone, the Milwaukee Theater District ranks #1 in the United States for the highest number of theater seats per capita.
- There are more than 200 locally owned restaurants in downtown Milwaukee and 16 James Beard-recognized chefs and restaurants.
- Potawatomi Hotel & Casino is the largest entertainment destination in the Midwest welcoming 6 million people each year.

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

CITY OF FESTIVALS
- Milwaukee is home to more than 100 festivals, including a variety of ethnic and street festivals and Summerfest, the world’s largest music festival.

visitmilwaukee.org | 648 N. Plankinton Ave, Suite 220, Milwaukee, WI 53203 | (800) 231-0903
MILWAUKEE FUN FACTS
(Source: Wisconsin State Department of Tourism)

MILWAUKEE COUNTY
Estimated business sales related to tourism: $3.94 billion
Tourism-supported full-time jobs: 26,673
Total state and local taxes resulting from tourism: $216.6 million

FOUR-COUNTY AREA
Estimated business sales related to tourism: $6.02 billion
Tourism-supported full-time jobs: 43,189
Total state and local taxes resulting from tourism: $332.2 million

2022 CONVENTION SALES
- 182,716 definite room nights.
- $185 million economic impact of hotel rooms.
- 251 meetings and conventions booked for future years.
- 491,959 attendees brought to Milwaukee.

2024 TAXES
Hotel Room Tax Rate:
City room tax: 7%
City sales tax: 2%
County room tax: 3%
Wisconsin sales tax: 5%
County sales tax: 0.9%
TOTAL: 17.9%
*The WCD receives all city and county room taxes

FOOD & BEVERAGE TOTAL TAX RATE = 8.4%
Wisconsin sales tax: 5%
City sales tax: 2%
County sales tax: 0.9%
Baird Center tax: .5%
TOTAL: 8.4%

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 more than 25 percent of the state of Wisconsin's tourism economy.
- Without tourism, each Milwaukee County resident would need to pay an additional $385 in taxes
- Milwaukee County’s $2.19 billion in direct visitor spending would fund three-and-a-half expansions of the Baird Center