



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.

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.

WHERE THE FEARED DEER ROAM

- Milwaukee has eight professional sports teams: Milwaukee Bucks (NBA), Milwaukee Brewers (MLB), Milwaukee Admirals (AHL), Milwaukee Wave (MASL), Milwaukee Milkmen (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.

COLLEGE TOWN

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

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.

- 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.

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.

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 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