

MILWAUKEE FUN FACTS

GREAT PLACE ON A GREAT LAKE

- Milwaukee is the largest city in the state of Wisconsin and ranks No. 30 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, 21 in Milwaukee County alone.
- Milwaukee has more than 125 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 more than 200 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 120 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 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, closes 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 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.



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F: (414) 273-5596
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MILWAUKEE FUN FACTS

(Source: Wisconsin State Department of Tourism)

MILWAUKEE COUNTY

Estimated business sales related to tourism:

\$3.3 billion

Tourism-supported full-time jobs:

25,092

Total state and local taxes resulting from tourism:

\$188.4 million

FOUR-COUNTY AREA

Estimated business sales related to tourism:

\$5.2 billion

Tourism-supported full-time jobs:

41,509

Total state and local taxes resulting from tourism:

\$296.3 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

2023 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 = 6.1%

Wisconsin sales tax: 5.0%

County sales tax: .5%

Wisconsin Center: .6%

TOTAL: 6.1%

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 about 25 percent of the state of Wisconsin's tourism economy
- Without tourism, each Milwaukee County resident would need to pay an additional \$203 in taxes
- Milwaukee County's \$1.77 billion in direct visitor spending would fund three-and-a-half expansions of the Wisconsin Center



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