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 18 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.

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 open 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 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 store.
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

FOOD & BEVERAGE TOTAL TAX RATE = 6.1%
Wisconsin sales tax: 5.0%
County sales tax: .5%
Baird 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

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

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

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.

2023 TAXES
Hotel Room Tax Rate:
City room tax: 7%
County room tax: 3%
Wisconsin sales tax: 5.0%
County sales tax: 0.5%
TOTAL: 15.5%
*The WCD receives all city and county room taxes