



Milwaukee Downtown, Business Improvement District #21  
301 W. Wisconsin Avenue, Ste. 106 • Milwaukee, WI 53203 • 414.220.4700 • [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com)

---

## Director of Public Space Initiatives Job Description

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe, vibrant and welcoming downtown. More info is available at [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com).

**MISSION:** *We lead and inspire Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, inclusive, innovative, and vibrant heart of the community.*

**VISION:** *Milwaukee Downtown is an economic catalyst creating opportunities for all. Downtown continues to be a premier destination of choice to live, work, learn, play, and stay. Milwaukee is a renowned world-class city adding value to the state and the Great Lakes region.*

### Summary

The Director of Public Space Initiatives will be responsible for activating a variety of public spaces. Emphasis will be placed on producing unique urban experiences and animating streets, parks, and publicly accessible spaces to create opportunities for pedestrians to engage with public art, wayfinding, lighting, enhancements, performances and events. The Director of Public Space Initiatives will be responsible for co-creation of activations with partners along with identifying and coordinating opportunities for financial sponsorships, grants and in-kind contributions.

### Primary Roles & Responsibilities

- Administer all aspects of special projects that enhance downtown's public spaces, including securing partners, procuring artwork, and obtaining necessary permissions/permits
- Collaborate with CEO, Events, Marketing & Social Media Director and marketing agency to develop marketing and social media plans to promote activations
- Foster, develop, and nurture community partnerships with like-minded organizations, including downtown property-owners, and community members to implement large scale public art installations and public space activations.
- Serve as the liaison for community partners for downtown building lighting and digital sign requests
- Book and contract performers for BID #21-led summer concert series (i.e., Heart(beats) of the City and Tunes@Noon)
- Fundraise annually to offset placemaking project costs
- Maintain BID #21's existing portfolio of placemaking projects, including public art, signage, and lighting throughout the district

### **Reimagine Red Arrow Park**

Convene Red Arrow Park stakeholders to reimagine the park as a destination for year-round programming. Current seasonal events include:

- Broadway Skates: Two-night, Broadway-themed ice-skating event with Marcus Performing Arts Center
- Downtown Ice CAPE-ade: Saturday, one-day event in February with City of Milwaukee departments that embraces winter activity
- Big Truck Day: Saturday, one-day event in May with City of Milwaukee featuring municipal vehicles from several City departments and free family programming
- Heart(beats) of the City: Wednesdays, 12-week summer concert and food truck series over lunch hour
- Jack-O-Lantern Jubilee: Saturday, one-day event in October featuring free pumpkin patch and family programming
- Yoga in the Park: Seek partners for outdoor yoga in the park

### **Public Art Portfolio**

Maintain BID #21's existing portfolio of public art to ensure the highest quality and coordinate with property and artist for routine maintenance of mural.

### **Public Space Portfolio**

Seek new public space initiatives that drive visitation to downtown public spaces, including securing partners and sponsors for public realm improvements.

Maintain BID #21's existing portfolio of public realm improvement projects to ensure the highest quality of ongoing care. Examples of the portfolio include:

- Roofline and café lighting on MLK Drive
- Postman Square landscaping and maintenance contract
- Wisconsin Avenue vehicular wayfinding
- Pedestrian wayfinding signage
- Theater District street pole banners
- Pop-up alley activations (Turners' Alley and potential for others)
- Red Arrow Park/Slice of Ice holiday décor

### **Milwaukee RiverWalk Activation**

- Assist with new mural program along the Milwaukee RiverWalk in partnership with the Milwaukee RiverWalk District BID #15 and river-adjacent properties in the summer of 2024, in alignment with the BID #21 Strategic Plan

### **Milwaukee Theater District**

- Collaborate with participating theaters for Theater District promotions and activations.

### **Downtown Digital Signage & Lighting**

- Leverage downtown's digital signage to promote downtown events, including corresponding with property managers to obtain permissions and distribute artwork
- Communicate community lighting requests to downtown properties with existing lighting capabilities
- Coordinate special lighting of City Hall, including the funding and contracts, at the request of major events and citywide occasions (Playoffs, Republican National Convention, National Memorials, etc.)

### **Other Duties**

- Coordinate with Director of Public Service Ambassador and Director of Clean Sweep Ambassador for event logistics of placemaking projects
- Coordinate regular meetings with stakeholders, to advance initiatives that are in alignment with the organization's strategic plan
- Assist with day-of logistics for other major BID #21 events, including Downtown Employee Appreciation Week, Milwaukee Holiday Lights Festival, and Annual Meeting

- Prepare monthly reports for BID #21 Executive Committee and Board of Directors
- Manage an intern
- Assist Economic Development Director with activation of the future MKE Dog Park as needed
- Experience in website maintenance is a plus
- Other duties as assigned

### **POSITION EXPECTATIONS**

High energy and positive attitude are an absolute must for this exciting position. The capability to multi-task in a small team environment is critical. Minimal travel may be required for out-of-town conferences and education opportunities for professional development.

Fundraising goals will be aggressive.

Reports directly to the CEO.

### **QUALIFICATIONS AND SKILLS**

- Public Space Management experience
- Urban Planning Degree or similar experience is a plus
- Excellent written and verbal communication skills
- Problem solver
- Collaborative spirit
- Highly organized
- Detail oriented
- Microsoft Office Suite Proficiency: Word, Excel, PowerPoint
- Track record of successful fundraising
- Experience in doing media interviews a plus

### **COMPENSATION AND BENEFITS**

Salary is commensurate with experience. This is a full-time, salaried position. Some evening and weekend hours will be required. A competitive benefits package is offered.

Please send cover letter and resume to:

[cory@campeandco.com](mailto:cory@campeandco.com)

Subject line: Director of Public Space Initiatives