

DOWNTOWN MILWAUKEE

Major Attractions

Milwaukee's major attractions entertain and educate millions of locals and visitors annually. Most of the biggest attractions are right Downtown.

Attraction/Address/Phone	Type of Attraction	Downtown Location	Ranked by 2008 Attendance	Recent/Upcoming Investment	Major Features
Potawatomi Bingo Casino 1721 West Canal Street, Milwaukee, WI 53233 1-800-729-7244 www.paysbig.com	Gaming Facility	5 minutes from Downtown	4.8 million est.	\$120 million expansion includes restaurants, 800-seat theater, heritage center and luxury bingo boxes \$240 million expansion w/two addtl restaurants, bar, lounge and food court	One-thousand slots payout 24-hours a day, blackjack and bingo.
Miller Park One Brewers Way, Milwaukee, WI 53214 414-902-4596/1-800-933-7890 www.millerpark.com	Baseball Stadium	10 minutes from Downtown	3.06 million		42,500-seat home for the Milwaukee Brewers; retractable roof, natural grass, sports themed bar, luxury boxes and restaurant.
The Milwaukee Theatre 500 West Kilbourn Avenue, Milwaukee, WI 53203 414-908-6000 www.milwaukee theatre.com		Westown	1.5 million est. (2005) Milwaukee Theatre; US Cellular Arena; Midwest Airlines Center combined attendance	\$41.9 million	Renovation of the Milwaukee Auditorium into a theatre, concert and assembly venue, 4,100 seating; 2,500-seat half-house option; 2 carpeted side halls totaling 10,000 sq. ft.
U.S. Cellular Arena 400 West Kilbourn Avenue, Milwaukee, WI 53203 414-908-6000 www.uscellulararena.com	Sports and entertainment arena	Westown		\$12 million renovation of 12,700-seat arena, new seating, new playing floor and exterior signage and lighting to new amenities	Venue for professional and college sports, concerts, ice shows and other sports and entertainment.
Midwest Airlines Center 400 West Wisconsin Avenue, Milwaukee, WI 53203 414-908-6000 www.midwestairlinescenter.com	Tradeshows/exhibits, formal banquets, convention center	Westown		\$175 million	One of the world's most architecturally exhilarating and technologically robust convention facilities. Home to the \$1.2 million Burke Family Collection of commissioned and integrated art.
Henry W. Maier Festival Grounds 200 North Harbor Drive, Milwaukee, WI 53202 414-273-2680 www.summerfest.com	Festival grounds	Lakefront	1.3 million Fest: 831,024	\$18 million construction of new south entrance, the Midgate Pavilion and vendor buildings	10 stages, 45 diverse food & beverage vendors, Children's Theater and PlayZone, 23,000-seat amphitheater, hosts major summertime festivals.
Milwaukee County Zoo 10001 West Bluemound Road, Milwaukee, WI 53226 414-256-5411 www.milwaukeezoo.org	194-acre zoological park	15 minutes from Downtown	1.3 million est.	\$30 million major renovation of the exhibit buildings & grounds New front entrance mall & atrium, U.S. Bank Gathering Place; 29,500 sq. ft. atrium, new restaurant, upscale coffee shop and renovated gift shop	Animals reside in natural environment; newly renovated aquatic and reptile center; Milwaukee Journal Sentinel Zoo a la Carte.

Major Attractions (2)

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Bradley Center 1001 North 4 th Street, Milwaukee, WI 53203 414-227-0400 www.bradleycenter.com	Sports and entertainment center	Westown	1.2 million (2004)	Study underway for potential expansion and enhancements	Home court/field to pro and college sports; tour stop for major performing artists; venue for ice shows and sports entertainment.
Wisconsin State Fair Park 640 South 84 th Street, West Allis, WI 53214 414-266-7000 www.wistatefair.com	Exposition facilities and car race track	15 minutes from Downtown	917,544 Fair: 872,458	\$100 million new construction to include new 200,000 sq. ft. Exposition Center, 25,000-seat grandstand and Heritage Center	Year-round and seasonal facilities host annual Wisconsin State Fair, home and garden shows; race track features premier auto racing events.
Marcus Center for the Performing Arts 929 North Water Street, Milwaukee, WI 53202 414-273-7121 www.marcuscenter.org	Four-theater complex for performing arts	RiverWalk	605,593 (2005)	\$26.5 million major renovation of exterior and interior of building and its three performance halls	Variety of year-round events; regular season performances of symphony, ballet, opera, theater and Broadway touring shows.
Pettit National Ice Center 500 South 84 th Street, West Allis, WI 53214 414-266-0100 www.thepettit.com	Indoor Olympic ice rink	15 minutes from Downtown	500,000 est.		U.S. Olympic training site for speed skating; one of 12 indoor ovals in the world; recreational public skating, hockey, figure and curling.
Milwaukee County Golf Courses Throughout Milwaukee County 414-257-8024 www.countyparks.com/golf/courses.html	Personal recreation; site of PGA Greater Milwaukee Open	16 courses in Milwaukee County	480,000 est.		Some of the country's finest public golf courses, including GMO site, Brown Deer Park.
Milwaukee Public Museum 800 West Wells Street, Milwaukee, WI 53233 414-278-2700 www.mpm.edu	Internationally acclaimed natural history museum	Westown	315,882	Ongoing \$17 million enhancement program	One of the best natural history museums in the U.S. Award winning exhibits include Costa Rican Rainforest and specially designed live butterfly exhibit.
Milwaukee Art Museum 700 North Art Museum Drive, Milwaukee, WI 53202 414-224-3200 www.mam.org	Art museum	Lakefront	274,615	\$121 million Santiago Calatrava-designed Quadracci Pavilion, Cudahy Gardens, renovation of Kahler/Slater building's Collection galleries	15 th -20 th century European & American art; renowned Folk Art collection; 20 special exhibits yearly.
Discovery World at Pier Wisconsin Center 500 North Harbor Drive, Milwaukee, WI 53202 414-765-9966 www.discoveryworld.org	State-of-the-art museum and education facility	Lakefront	266,000 est.	\$63 million	Myriad of dynamic freshwater exhibits, high definition theaters, café, gift shop and classroom facilities. Rockwell Automation Dream Machine; a new interactive exhibit.
Humphrey IMAX Dome Theater 800 West Wells Street, Milwaukee, WI 53233 414-319-4629 http://www.mpm.edu/imax/index.php	IMAX Theater	Westown	263,811 (2005)		Six story high screen and a 12,000 watt, six channel, digital stereo surround sound system.

Major Attractions (3)

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Mitchell Park Horticultural Conservatory 524 South Layton Boulevard, Milwaukee, WI 53215 414-649-9800 http://www.county.milwaukee.gov/router.asp?docid=10116	Horticultural conservatory	5 minutes from Downtown	200,000		Only horticultural structure of its kind in the world; includes a tropical dome, arid dome and a show dome with seasonal displays.
Betty Brinn Children's Museum 929 East Wisconsin Avenue, Milwaukee, WI 53202 414-390-5437 www.bbcmkids.org	Children's museum	Lakefront	196,600 est.		For kids 10 and younger, hands-on exhibits and interactive programs; one of 10 top children's museums in the country.
Marcus Amphitheater 200 North Harbor Drive, Milwaukee, WI 53202 414-287-4450 www.summerfest.com	Outdoor partially covered amphitheater	Lakefront	112,539 (2004)		State-of-the-art open air theater venue for musical entertainment with a view of the skyline.
Miller Brewery 4251 West State Street, Milwaukee, WI 53208 414-931-2467 www.millercoors.com	Brewery tour and gift center	10 minutes from Downtown	100,000 est. (2006)		Free guided outdoor & indoor tour includes theater presentation, visits to packaging and shipping centers.
Paradise Landing at Hilton Milwaukee City Center 509 West Wisconsin Avenue, Milwaukee, WI 53203 414-271-7250 www.paradiselanding.com	Water park facility opened in fall of 2000	Westtown	75,000 est. (2005)		20,000 sq. ft. indoor water park; first indoor water park in an environment in the country.
Charles Allis Art Museum 1801 North Prospect Avenue, Milwaukee, WI 53202 414-278-8295 www.cavtmuseums.org	Historic house museum	Lakefront	33,000 est. Charles Allis; Villa Terrace combined attendance		This mansion holds Charles and Sara Allis' collection featuring 19th Century French and American paintings. Collection spans 2,000 years and includes original and antique furnishings.
Villa Terrace Decorative Arts Museum 2220 North Terrace Avenue, Milwaukee, WI 53202 414-271-3656 www.cavtmuseums.org	Historic house museum	Lakefront			Displays arts from the 15 th – 20 th centuries, formal garden.
Milwaukee County Historical Society 910 North Old World Third Street Milwaukee, WI 53203 414-273-8288 www.milwaukeecountyhistsoc.org		Historic Third Ward	32,976 est.		Museum exhibits, historic homes and research collections exploring Milwaukee County's history.
Pabst Mansion 2000 West Wisconsin Avenue, Milwaukee, WI 53233 414-931-0808 www.pabstmansion.com	Historic house museum	Wisconsin Avenue at 20 th Street	30,000 est. (2005)	\$1.2 million exterior renovations and landscaping	Original furnishings, handcrafted woodwork, 19 th century elegance.
America's Black Holocaust Museum 2233 North 4 th Street, Milwaukee, WI 53212 414-264-2500 www.blackholocaustmuseum.org	Ethnic cultural museum	5 minutes from Downtown	20,000 est. (2005)	\$1.1 million expansion	Museum dedicated to the African American Holocaust, beginning with slave trade through modern day injustices.

Major Attractions (4)

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Eisner Museum of Advertising & Design 208 North Water Street, Milwaukee, WI 53202 414-847-3290 www.theeisner.com	Advertising & Design museum	Historic Third Ward	20,000 <i>est.</i> <i>(2005)</i>		Interactive educational center focusing on advertising and design, and their impact on our culture.
Riverside Theatre 116 West Wisconsin Avenue, Milwaukee, WI 53203 414-224-3000	Ornate 1927 vaudeville/movie theater	East Town	Not Available	Carpeting, painting, repairs to seats, new curtains	Presents concerts and touring Broadway shows.
Harley-Davidson Museum 400 West Canal Street, Milwaukee, WI 53201 1-877-436-8738 www.h-dmuseum.com	Historic Harley-Davidson motorcycle museum	Fifth Ward	<i>Opened 7/2008</i>		"A Living Testament Forged in Stone and Steel." Museum located on 20 acres in Downtown Milwaukee that features a restaurant, café, retail shop, special event facilities and meeting space.