

TID 39 - Hilton Hotel Parking Ramp
Periodic Report
12/31/25

District Created: 2000

Authorized expenditure (excluding interest): \$12,700,900

Authorizing resolution(s): #000165, #150913, #160288, #251228

Projected TID cost recovery: 2022 (levy year)

Maximum legal life: 2027

Base property value: \$19,836,600; District base value redetermined in 2024

Completion Status: Project complete

Project description

This district consists of the block at North 6th Street and West Wisconsin Avenue on which the Hilton Hotel and parking ramp are located. The project plan contributed \$5 million to a new 850-space parking ramp constructed at a cost of \$14.8 million. The ramp serves the Hilton Hotel, the adjacent Wisconsin Center, and provides additional public parking to the entire area. The district also funded pedestrian-oriented streetscape improvements around the entire block at a cost of \$525,000.

This is a developer financed district. All funds, including those for the City's share of the expenses, were advanced by the Marcus Corporation, the owner of the Hilton. The City's share will be repaid to Marcus with interest, but only in the amount of actual incremental revenue generated by the district annually. Payment of increment generated by the district will terminate upon expiration of the contract period, whether or not the Marcus Corporation has recovered all costs. The City's final payment to the Marcus Corporation was made in March, 2015 (2014 levy).

In 2015 a paving amendment for \$700,000 to assist with the repaving of W. Juneau from North 3rd to North 6th Streets was approved by the Common Council.

In 2016, amendment No. 2 was approved by the Common Council authorizing \$4 million of additional expenditures to contribute to the capital costs of the Streetcar extension along Vel R. Phillips Street to the new Milwaukee Bucks arena as well costs associated with Public Infrastructure within the half-mile radius of the district.

In 2022, planning, engineering and design was conducted for the development of the Vel R. Phillips Plaza that includes the streetcar extension running through the transit oriented public space. Construction of the plaza began in mid-2023 and was completed and opened in 2024.

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District incremental values have changed as follows:

Year	Incremental Value	Change
2025	\$ 51,255,100	22%
2024	\$ 42,108,300	-27%
2023	\$ 57,801,300	99%
2022	\$ 28,976,500	16%
2021	\$ 24,915,700	10%
2020	\$ 22,640,600	4%
2019	\$ 21,861,100	0%
2018	\$ 21,862,000	1%
2017	\$ 21,573,500	-20%
2016	\$ 26,832,100	10%
2015	\$ 24,420,900	36%
2014	\$ 18,022,600	-37%
2013	\$ 28,705,900	67%
2012	\$ 17,184,700	-2%
2011	\$ 17,458,200	6%
2010	\$ 16,429,100	-23%
2009	\$ 21,405,800	-32%
2008	\$ 31,258,600	18%
2007	\$ 26,480,800	3%
2006	\$ 25,615,500	15%
2005	\$ 22,233,600	16%
2003	\$ 15,908,900	5%
2002	\$ 15,192,700	

Expenditures - Life to Date (as of 12/31/2025)

	Project Plan Budget	Appropriations	Encumbrances	Expenditures	Remaining
Administration	\$ -	\$ 30,000	\$ -	\$ 28,850	\$ 1,150
Paving	\$ 700,000	\$ 700,000	\$ -	\$ 760,495	\$ (60,495)
Public Improvements	\$ 4,000,000	\$ 4,000,000	\$ -	\$ 3,325,076	\$ 674,924
Grants/Increments	\$ 8,000,900	\$ 7,608,736	\$ -	\$ 7,608,736	\$ -
Total	\$ 12,700,900	\$ 12,338,736	\$ -	\$ 11,723,157	\$ 615,579

The Developer has advanced all project costs. The City has repaid the amount shown above, including interest, to the Developer. The loan has been paid in full.

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Financing Costs – Interest Paid through 12/31/2025: \$280,060

Revenue/Value Performance (as of 12/31/2025)

	Projected	Actual
Property value	\$ 50,950,969	\$ 71,091,700
Incremental value	\$ 27,087,569	\$ 51,255,100
Incremental taxes	\$ 15,847,511	\$ 16,270,707
State aid	*	\$ 180,818

Miscellaneous Revenue through 12/31/2025: \$220,516

Is the project within budget? ☒ Yes ☐ No If no, explain:

Is the project on schedule? ☒ Yes ☐ No If no, explain:

Identify any significant concerns that might affect budget or schedule of this project in the future: None.