

TID 67 - The Brewery Project
Periodic Report
12/31/25

District Created: 2006

Authorized expenditure (excluding interest): \$34,152,272

Authorizing resolution(s): #060911, #130881, #231707

Projected TID cost recovery: 2026 (levy year)

Maximum legal life: 2033

Base property value: \$9,266,900

Completion Status: Initial demolition and remediation completed. Several buildings acquired and renovated by private parties. Marketing is on-going.

This district has assisted in funding the redevelopment of the former Pabst Brewery complex located in a 6½ block area at the junction of Interstate 43 and the Park East Freeway corridor. The original site contained twenty-five buildings with a total floor area of 1.4 million square feet. The project will ultimately contain a mix of residential, office, educational and supporting retail space.

The developer is Brewery Project LLC, the sole member of which is the estate of Joseph J. Zilber. Initial City funding, exclusive of administration costs and capitalized interest, was limited to \$13.6 million, equivalent to Zilber's acquisition cost of the project.

Thus far, Gorman & Company has converted building No. 9, along West Winnebago Street, into 95 apartments. Known as Blue Ribbon Lofts, tenants moved in starting January 2009. Total development costs were \$16 million.

TMB Development/Dermond Properties acquired the former Boiler House, building No. 10 at 1243 North 10th Street, and converted it into a 38,000 square foot office building. Tenants include Inland Companies, AMB Development Group, Albion Architects, and others. Total development cost was \$6.8 million. The building is 100% occupied.

Also, building No. 14 was purchased by the BC Pabst Holdings, which converted this 28,000 square foot property into offices at a cost of over \$3 million. The principal tenant is Cardinal Stritch University's School of Education and Leadership which took occupancy in May 2009.

In 2009, the developer constructed an 880-car parking facility at the corner of North 9th and West Juneau Avenue. The ramp includes advanced lighting systems, automated pay stations, and hands free monthly parking access. Also, Zilber Park was dedicated on North 10th Street. The park includes a gabion wall and is part of the project's advanced storm water system with capability of holding 100,000 gallons.

In 2012, the UW School of Public Health (SPH) project was completed on N. 10th Street, along with a new five-story addition. Total development costs were \$12.3 million. Also, Brewery Point apartments, a 48 - unit, senior living facility at North 9th and West. Winnebago Streets, was completed and occupied in early 2013.

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Gorman & Company also completed the renovation of buildings No. 20 and 21 at North 10th and West Juneau Avenue. These structures were converted to a 90 room hotel known as the Brewhouse Inn and Suites. Financing for the project includes EB-5 foreign investment.

In 2014, a five-story office building was completed immediately west of the hotel, on Juneau Avenue; and, a six-story, 124-unit market-rate senior apartment complex building was nearing completion at the south west corner of Juneau and 10th Streets. Based upon a forecast of future supportable debt in the district, the City proceeded with the completion of public improvements at a cost of \$2.5 million and reimbursement of city costs previously advanced by the developer for site improvements totaling \$3.6 million.

In 2016, Building 29, the former Bottling House opened as a 400-bed student housing project and work began on converting Building 25, the Malt House, to 118 market-rate apartment units.

In 2017, Building 23, a former Methodist church, opened as a new brewery and taproom for Pabst Brewing, since converted to a taproom for Central Waters.

In 2018, a 150-room Hyatt Place, 274 apartments in two new buildings by Milhaus Development and the conversion of a former warehouse into a new home for Milwaukee Brewing Company (now home to Pilot Project Brewing), a restaurant, office space and self-storage were completed.

In 2024, Amendment No. 1 to the District was approved, which provided \$4,900,000 for public infrastructure improvements (Highland Avenue, King Drive, Pere Marquette Park, neighborhood traffic calming and public art) and \$250,000 in administrative costs, totaling \$5,150,000.

District incremental values have increased as follows:

Year	Incremental Value	Change
2025	\$ 243,426,500	38%
2024	\$ 176,771,200	-19%
2023	\$ 217,261,500	26%
2022	\$ 172,946,500	6%
2021	\$ 163,337,100	2%
2020	\$ 159,930,700	21%
2019	\$ 132,309,500	39%
2018	\$ 95,368,000	35%
2017	\$ 70,712,500	10%
2016	\$ 64,175,700	49%
2015	\$ 43,208,500	5%
2014	\$ 41,011,500	-6%
2013	\$ 43,457,800	114%
2012	\$ 20,294,500	3%
2011	\$ 19,700,900	-8%
2010	\$ 21,308,100	43%
2009	\$ 14,938,200	809%
2008	\$ (2,106,900)	

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

	Project Plan Budget	Appropriations	Encumbrances	Expenditures	Balance
Administration	\$ 610,000	\$ 862,317	\$ -	\$ 408,799	\$ 453,518
City Infrastructure	6,547,648	7,731,813	-	7,650,813	81,000
Developer Infrastructure	5,139,884	3,018,255		3,022,685	(4,430)
Demo & Abatement	9,393,205	12,875,851		12,875,851	-
Additional Phase II	-	1,855,339		1,982,304	(126,965)
Amendment 1	4,900,000	4,900,000	500,000	50,000	4,350,000
Historic Preservation Easements	7,061,535	907,613		907,613	-
Job Training	500,000	-		-	-
TIF & Entitlement Expenses	-	112,000		112,000	-
Brew City Development	-	291,810		291,950	(140)
Capitalized Interest	2,600,000	899,286		899,286	-
Total	\$ 36,752,272	\$ 33,454,284	\$ 500,000	\$ 28,201,301	\$ 4,752,983

Financing Costs – Interest Paid through 12/31/2025: \$10,126,446

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

	Projected	Actual
Property value	\$ 36,912,152	\$ 252,693,400
Incremental value	\$ 28,889,452	\$ 243,426,500
Incremental taxes	\$ 42,976,507	\$ 42,951,909
State aid	*	\$ 105,625

Miscellaneous Revenue through 12/31/2025 \$2,910,093

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.