Milwaukee Eco-Industrial District and Microgrid Project

Exploring smart technologies for enhanced sustainability and business attraction in Century City business district, networked to a planned microgrid
Partners
Thingworx
Accelerated Innovations
Wells Fargo
ESRI
GE
IBM
SAS
Qualcomm
Landis + Gry
OSIsoft
GOALS & MEASURES
Milwaukee, WI

Goals
• Attraction/Retention of Companies
• Create a Vibrant Urban Space that is sustainable, economically attractive, and memorable
• Articulate the benefits for microgrid/smart infrastructure to users, community, government officials, etc.
• Attracting the right user, developer, tenant
• Improve offerings to businesses, tenants, & users (faster data)
• Formalize Smart City Plan
• Jobs & Tax Base!

Measures
• Achieve lower energy costs
• Public safety
• Increase property value
• More jobs!

Timeframe
• 3 years
SOLUTIONS/INNOVATIONS
Milwaukee, WI

SOLUTIONS

- Market Century City assets and opportunities
- Tie economic development plan w/ microgrid benefits
- Engage larger community in microgrid concept in usage
- Convey tenant assets
- Identification stakeholder classes (tenant, developer, neighborhood, government reps) and market microgrid according
- Augmented reality to help people visualize potential development
- Technology demonstration projects
- Bridge the gap between tech consortium and economic development professionals
KEY STAKEHOLDERS
Milwaukee, WI

- KEY PARTNERS
- M-WERC
- City of Milwaukee
- Developers → Tenants
- Community → Policy Makers and Neighborhood
- Attraction/Retention of Companies
- Envision America Partner Companies
NEXT STEPS
Milwaukee, WI

March: Publicly introduce concept to Milwaukee City Council and other stakeholders

June: Build stakeholder support and formalize economic development team using microgrid and smart technologies as business attraction strategy

September: Technology demonstrations; University, Utility, and Entrepreneur Engagement

December: Smart City Plan and formal communication document