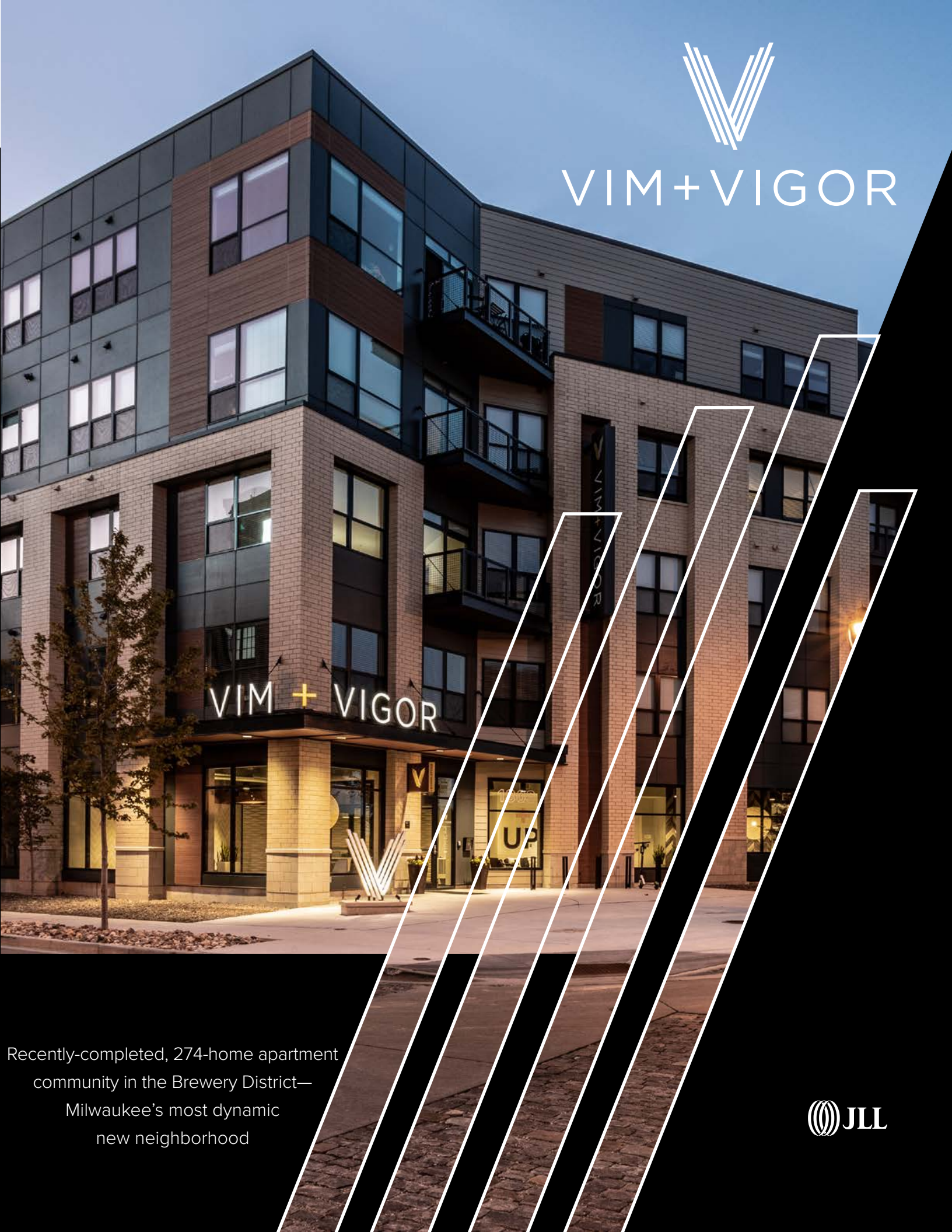




VIM+VIGOR



VIM + VIGOR

Recently-completed, 274-home apartment
community in the Brewery District—
Milwaukee's most dynamic
new neighborhood





Investment Overview

JLL is pleased to present Vim + Vigor, a recently-completed, 274-home luxury apartment community ideally located in downtown Milwaukee's redeveloped Brewery District. In addition to a heart-of-it-all location, Vim + Vigor mixes the neighborhood's historic energy and live-work-play walkability with modern luxury to create an irreplaceable urban lifestyle and an unbeatable investment opportunity.

- » **Award-winning property** immersed in old-world charm and treasured Milwaukee history
- » **Diverse Brewery District tenancy** of new creative office, breweries, hotels, parks, etc.
- » **Walkable** to Marquette University, CBD, Fiserv Forum, and RiverWalk with immediate I-43 access
- » **Affluent renters** earning \$100k+ per household
- » Desirable **"Eds & Meds"** profile
14% students + 15% healthcare
- » **Robust neighborhood growth projected**
17% household income + 9% population growth projected through 2025 for Westown
- » **Income upside** from prime retail space ready to lease
- » **Available at a discount to replacement cost and on an all-cash basis**





VIM+VIGOR

The name Vim + Vigor pays homage to the iconic American brand, Pabst, which used the phrase in early advertisements. Vim meaning energy and Vigor meaning strength also allude to the Brewery District's triumphant revitalization.

UNIT MIX SUMMARY

Unit Type	Count	SF	Market Rent	PSF
Studio	124	511	\$1,184	\$2.32
1x1	79	740	\$1,442	\$1.95
2x2	58	1,057	\$1,898	\$1.80
3x2	13	1,256	\$2,300	\$1.83
Total / Avg.	274	728	\$1,462	\$2.01

PROPERTY SUMMARY

Street Address (Vim)	1303 North 10th Street
Street Address (Vigor)	926 West Juneau Avenue
City, State	Milwaukee, WI
Number of Buildings	2, five-story buildings
Acres	3.22
Homes	274
Rentable Square Feet	199,440
Average Home Size	728
Retail Square Feet	7,050
Year Built	2019
Parking Spaces	237* garage / 67 surface
Parking Ratio	1.10 : 1
Occupancy	90%
Financing	Available All-Cash

*Includes a 130 spaces leased through 2067

+ Living the High Life

Vim + Vigor's amenities (located in Vim) were thoughtfully envisioned and crafted to encourage residents to gather and to embrace living in such a unique urban setting. Residents enjoy amenities and conveniences that include getting their morning pick-me-up at the coffee + tea bar to grilling out with friends in the courtyard equipped with a fire pit and ample seating. The social spaces appeal to professionals and graduate students alike and create one of Milwaukee's premier apartment communities.

24/7 Fitness Center with
Yoga & Pilates Studio >>>

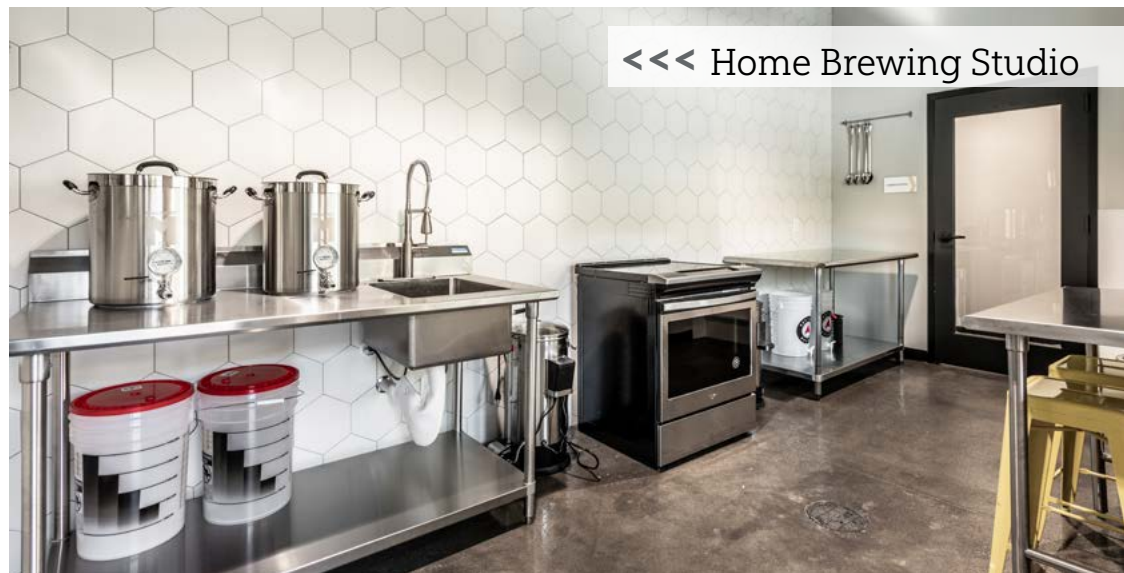




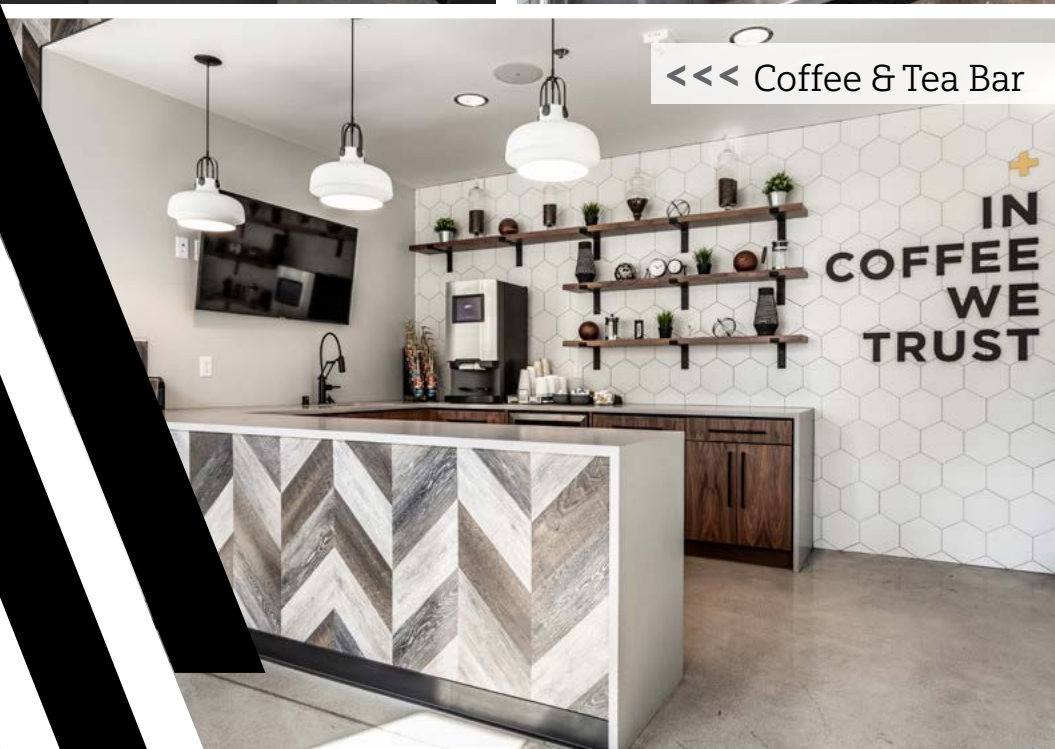
<<< Charming Courtyard with Grills & Firepit



<<< Conference Rooms



<<< Home Brewing Studio



<<< Coffee & Tea Bar



<<< Resident Lounge with Wi-Fi

+ Craft Interiors + Smooth Finishes

The homes at Vim + Vigor feature modern yet timeless designs that complement the historic charm of the Brewery District. Residents choose from two stylish finishes all with 9' ceilings, stainless-steel appliances, ample storage, and large windows. Select units feature luxurious walk-in closets, chic exposed concrete ceilings, functional built-in desks and murphy beds, patios/balconies, and/or delightful city views.

Spacious Kitchens With Recessed Lighting & Ample Storage >>>



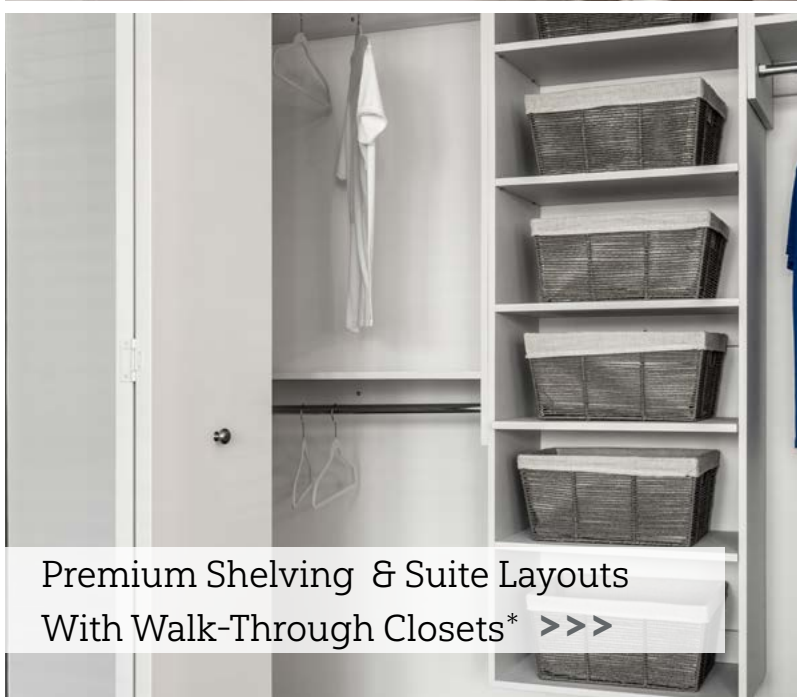
Spa Baths with Stand-Up Showers and Built-In Shelves >>>



Two Attractive Color Schemes Available >>>



Premium Shelving & Suite Layouts With Walk-Through Closets* >>>

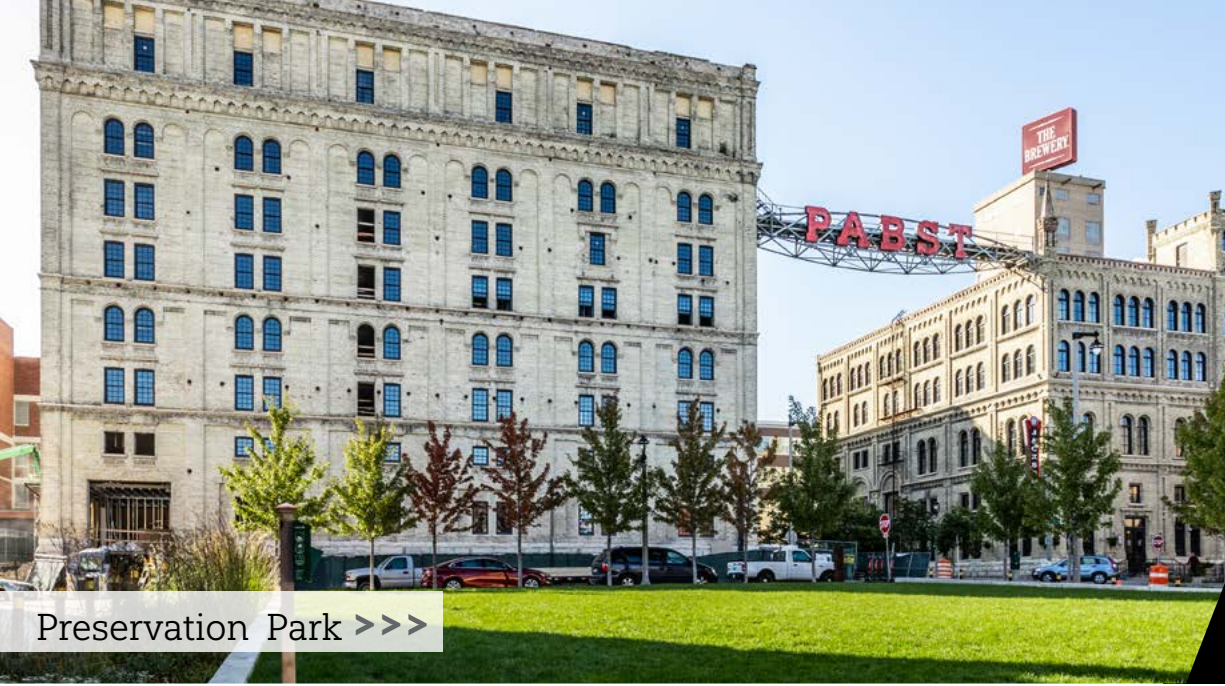


Look Inside



- » Gourmet kitchens with stainless-steel appliances
- » White and taupe color schemes
- » Stylish subway tile backsplash
- » Granite countertops
- » Wood- and concrete-style flooring
- » Walk-through suite layouts with walk-in closets*
- » Custom master bed closet systems
- » Ample storage including oversized cabinets and built-in bath shelving
- » 9' ceilings with large windows
- » Patio/Balcony*
- » In-unit washer / dryer
- » Smart features including community-wide wifi and locks

*Select units



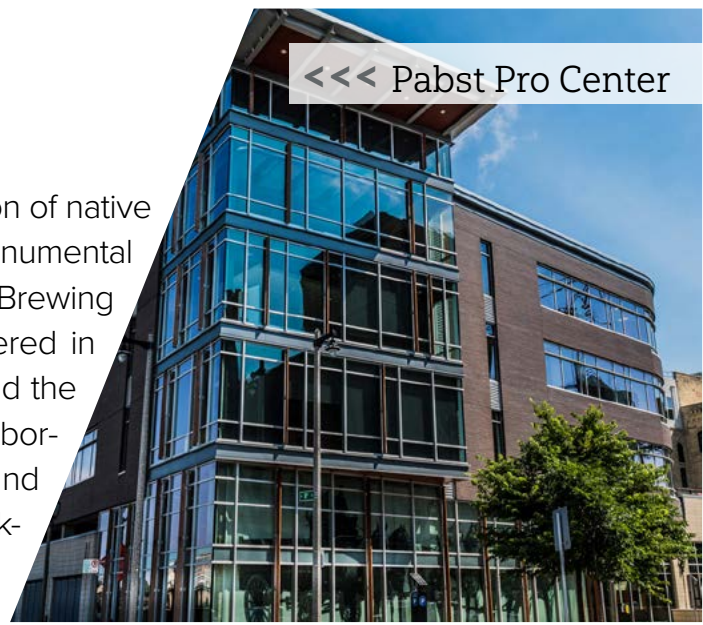
1 M+ SF
historically preserved/
repurposed

844,000 SF
new construction

Preservation Park >>>

+ Pa(b)st + Present

Milwaukee's thriving Brewery District was the vision of native son, Joseph Zilber, who in 2006 took on the monumental \$300M revitalization of the iconic 21-acre Pabst Brewing complex, which was founded in 1844 and shuttered in 1996. Located between I-43 and Fiserv Forum and the Deer District, the now vibrant mixed-use neighborhood embraces a celebrated past, sustainability, and modern urbanism to create an authentic live-work-play neighborhood radiating old world charm.



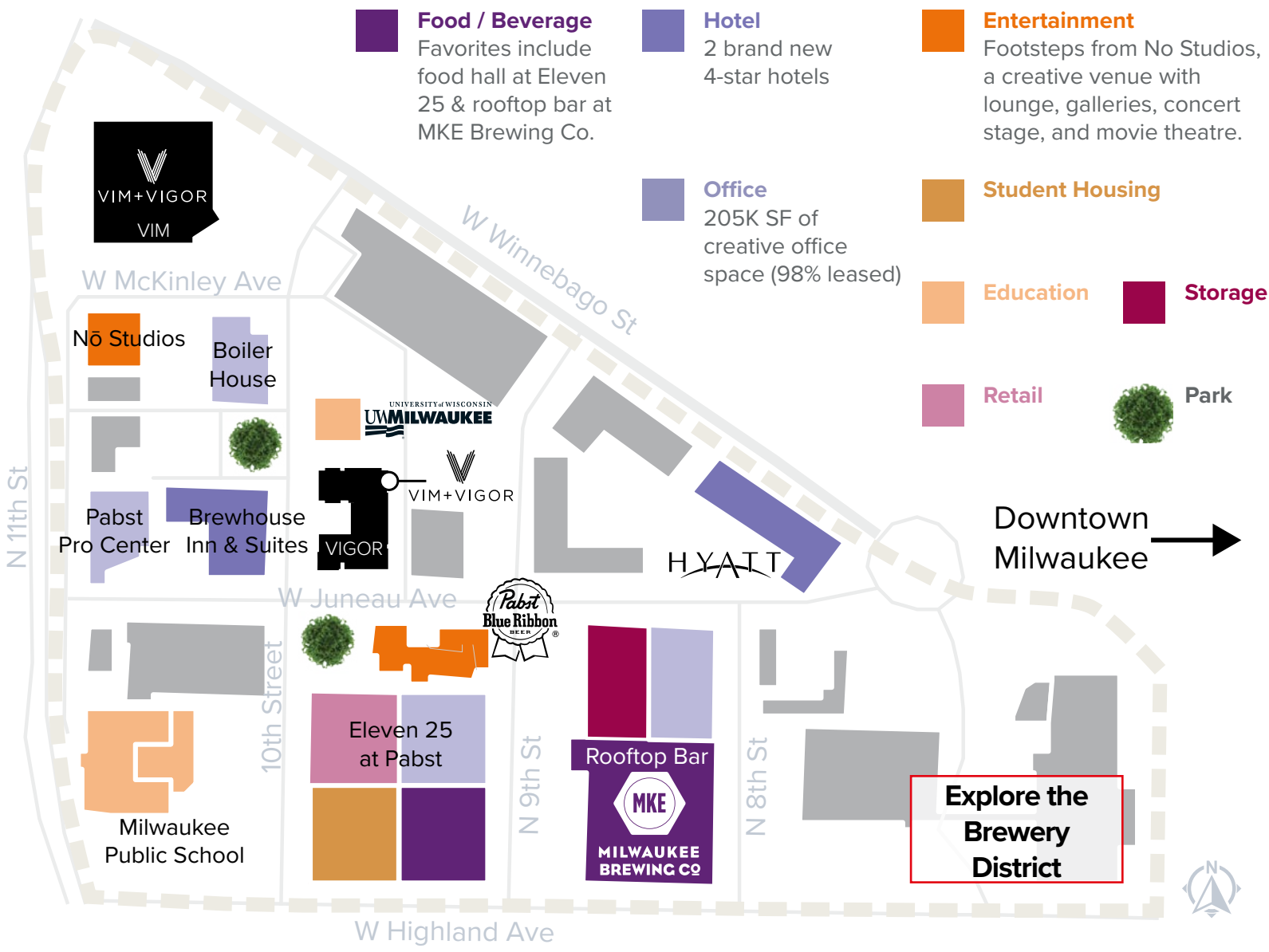
<<< Pabst Pro Center

Milwaukee Brewing >>>



Nō Studios Social Community >>>





+ Blue Ribbon Urban Planning

As the first Neighborhood Improvement District in the state, the Brewery district is a model for neighborhood preservation and new commercial development featuring:

- » Regular neighborhood events & activities
- » Enhanced safety monitoring & technology
- » Daily district-wide maintenance
- » Green space initiatives & landscaping
- » Art installations & cheery seasonal decorations

“What was once a blue-ribbon Entertainment beer production site is now a blue-ribbon, mixed-use development where people live, learn, create, have fun and conduct business. This is an important example of what’s possible when imagination and resources are brought together.”

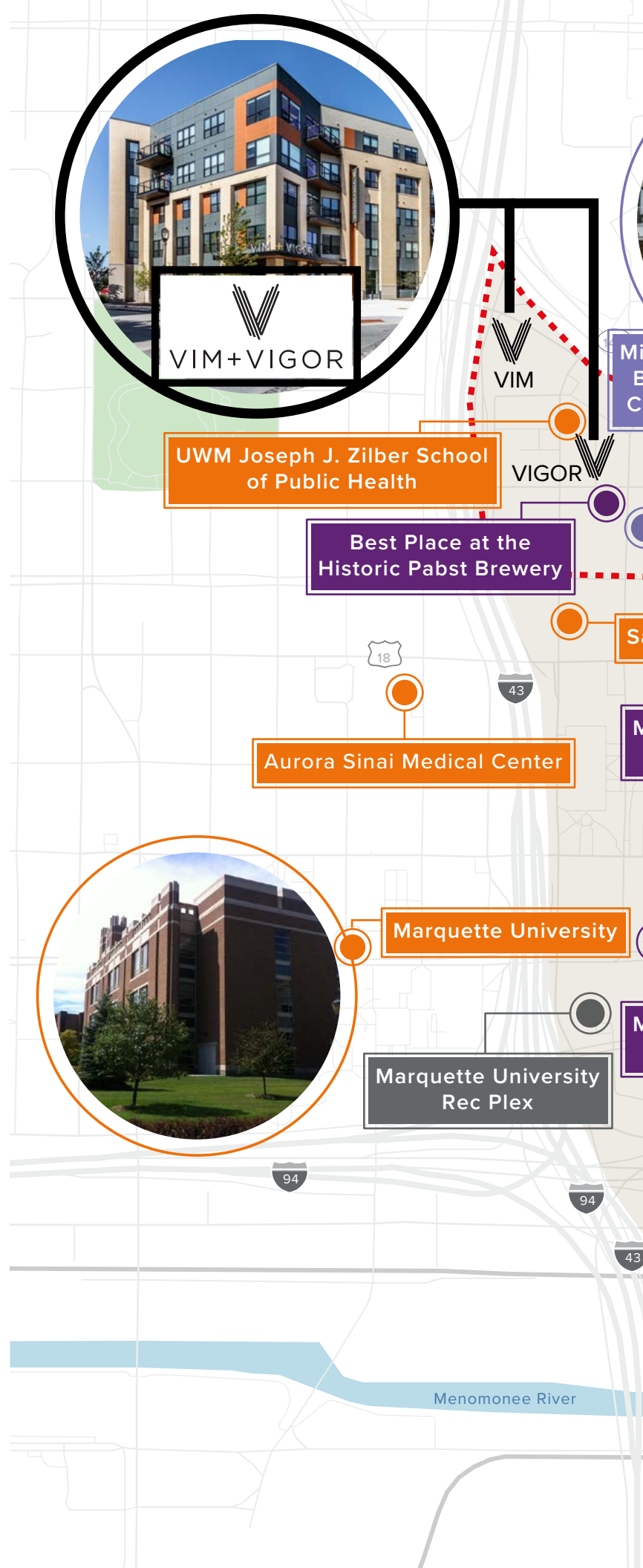
-Milwaukee Mayor Tom Barrett



Milwaukee's Best Walkability

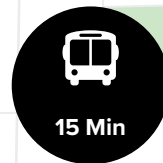
Residents at Vim + Vigor enjoy a fully walkable neighborhood with easy access to surrounding universities, sporting/concert venues, employers, major highways, and some of the best local shopping, dining, and entertainment in Milwaukee. **Everything in Milwaukee's sought-after Westown neighborhood is within a 20-minute walk of Vim + Vigor.**

Residents are also steps from a Bubblr bike rental station and #33 bus line with convenient service to downtown Milwaukee (east) and Wauwatosa (west).



- - Brewery District
- Attractions
- Nightlife/Restaurants
- Theaters
- Medical/Education
- Sports Arenas
- Shopping

Downtown Commute Times from Vim + Vigor



Milwaukee Brewing Company



Milwaukee Riverwalk District



Milwaukee School of Engineering

Marcus Performing Arts Center



Old World 3rd Street



Milwaukee Public Market

The Fountain at Deer District

Froedtert McKinley Health Center

Fiserv Forum

Saint Anthony Hospital

Turner Hall Ballroom

Milwaukee Public Museum

Milwaukee City Hall

Miller High Life Theatre

UW-Milwaukee Panther Arena

The Pabst Theater

Wisconsin Center

Milwaukee Public Library

The Avenue MKE

Bradley Symphony Center

The Riverside Theater

Zeidler Union Square

WESTOWN

Harley Davidson Museum

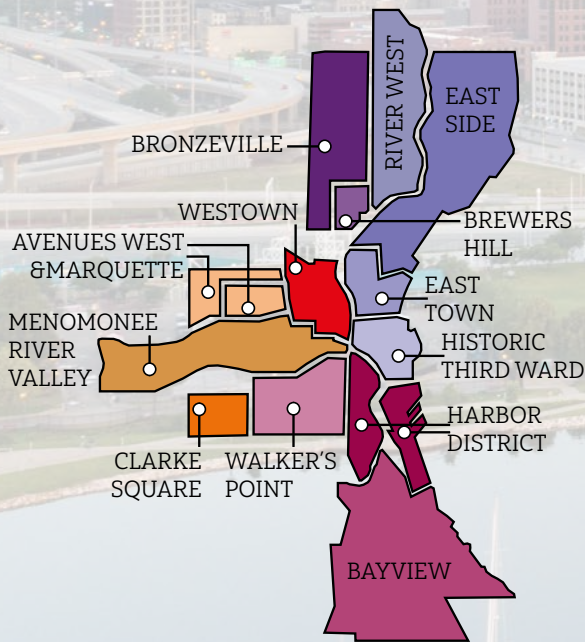
Downtown Milwaukee →



Milwaukee

Brew City + Beyond

Milwaukee, which means “The Good Land,” is ideally situated along Lake Michigan’s beautiful western shore. This charming city is known for breweries, its beloved professional and collegiate sports teams including the Brewers, Bucks, and Marquette’s Golden Eagles, and a mix of unique neighborhoods. Located in the Westtown neighborhood, Vim + Vigor residents are minutes from the city’s best cultural and historic attractions.



Lakefront Beaches

 **11 min**

East Side

American Family Field

 **7 min**

Story Hill

Historic Third Ward

 **7 min**

Historic Third Ward

U.S. Bank Center

 **6 min**

East Town

#3

Highest Concentration of Manufacturing Jobs in the U.S.

- Encyclopedia of Milwaukee

#4

Fortune 500 HQs per capita

- Forbes

#9

Best Beer City in America

- Thrillist

#28

ParkScore ranking


- TPL ParkScore

#38

Most Diverse City in America

- Niche




Northwestern Mutual  6 min

East Town

Milwaukee Art Museum  6 min

East Town

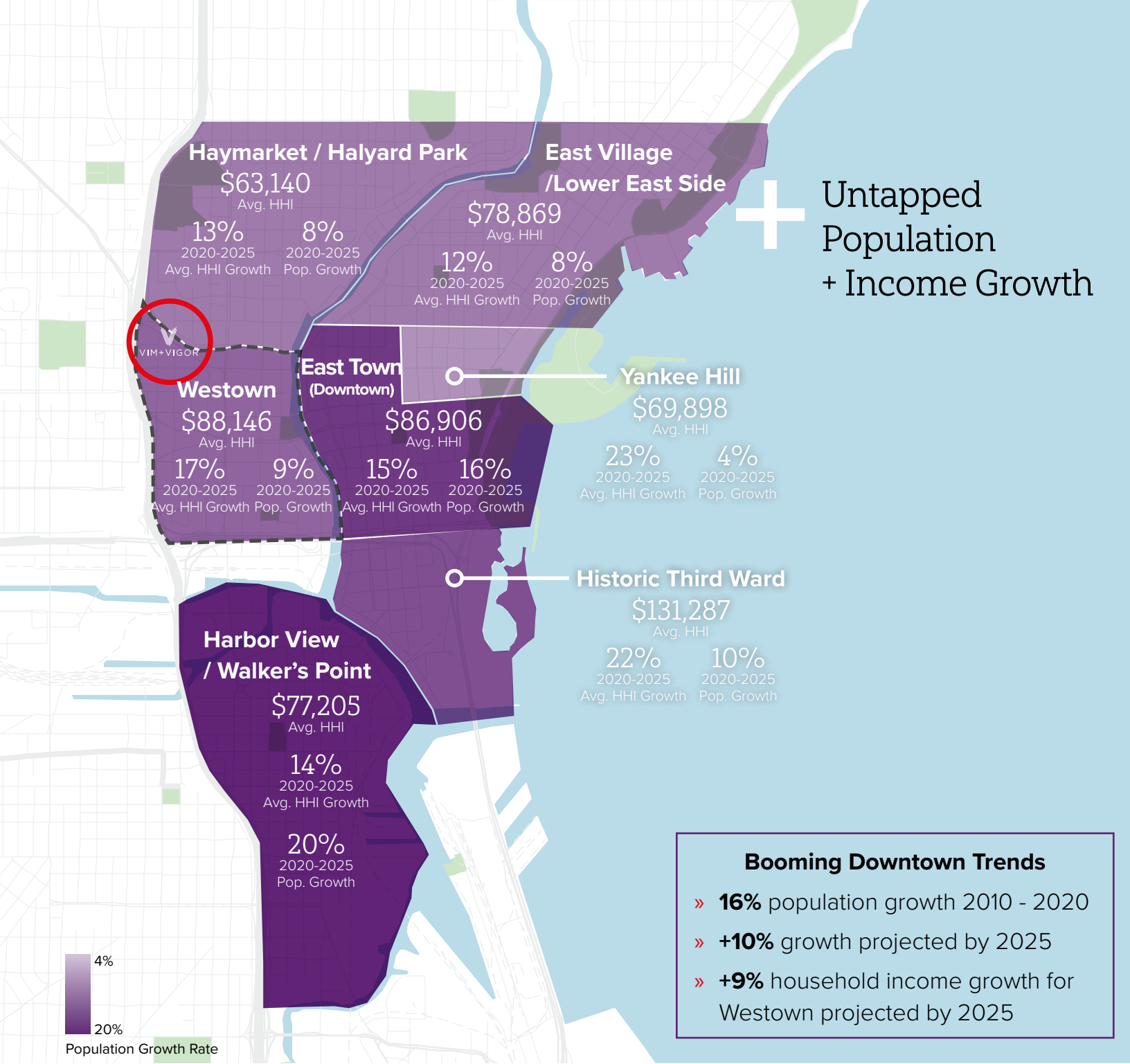
Fiserv Forum  8 min

Westtown

NEW!

Marquette University  13 min

Marquette



Vim + Vigor Resident Demographics

- » \$101,000 avg. HHI
- » 28 year old avg. age
- » Resident HHI is 25% > Downtown MKE

Notable Resident Employers



+ Robust + Balanced Economy

#1

Northwestern Mutual is largest insurance company in the U.S. by market share

-Policygenius, 2021

#1

Foxconn is the largest electronics manufacturer services provider in the world

-Topscom 2020

7.5M

Barrels of beer sold by MolsonCoors in 2019

-Milwaukee BizJournal

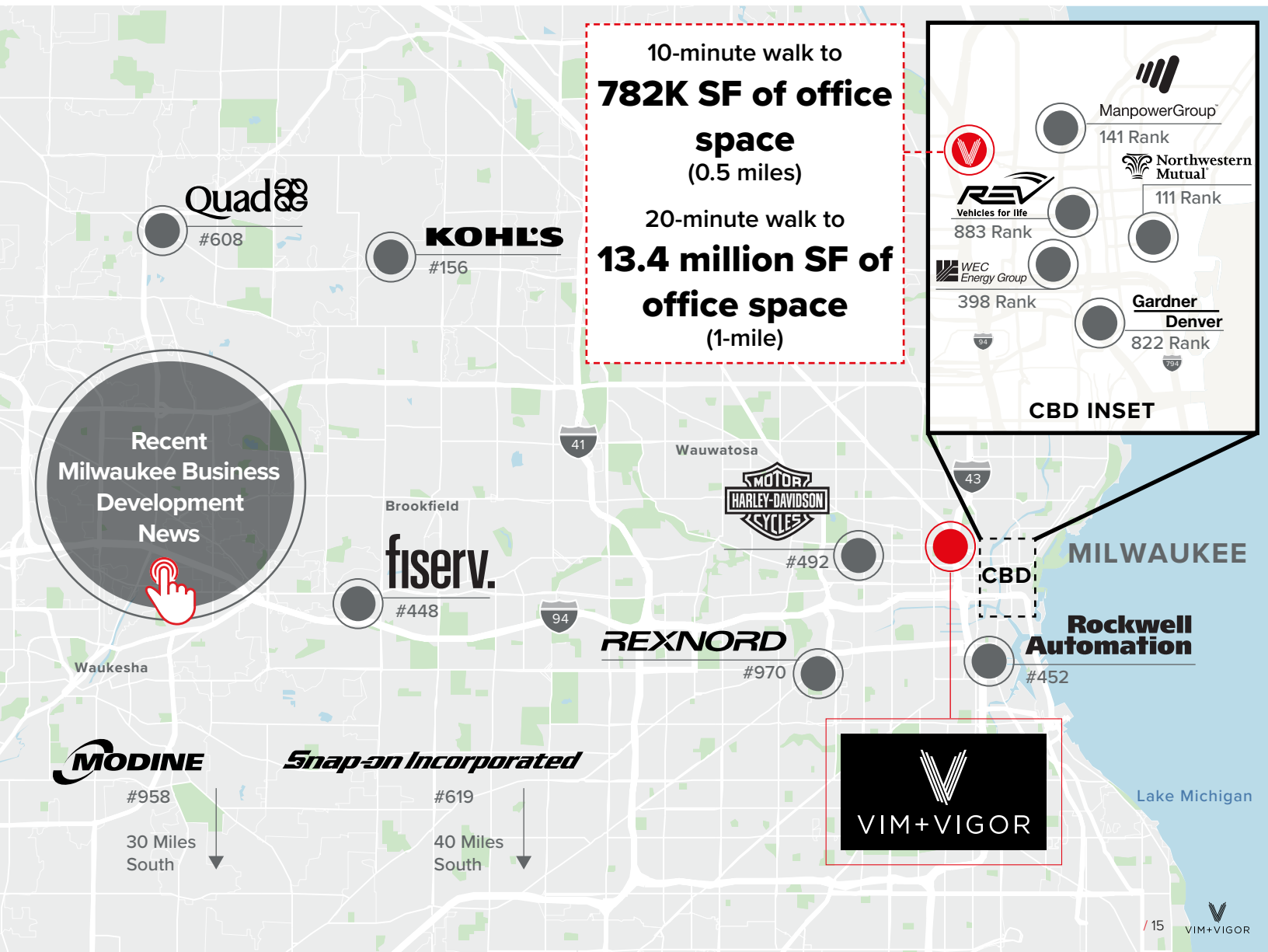
#2

Manufacturing Hub in the US

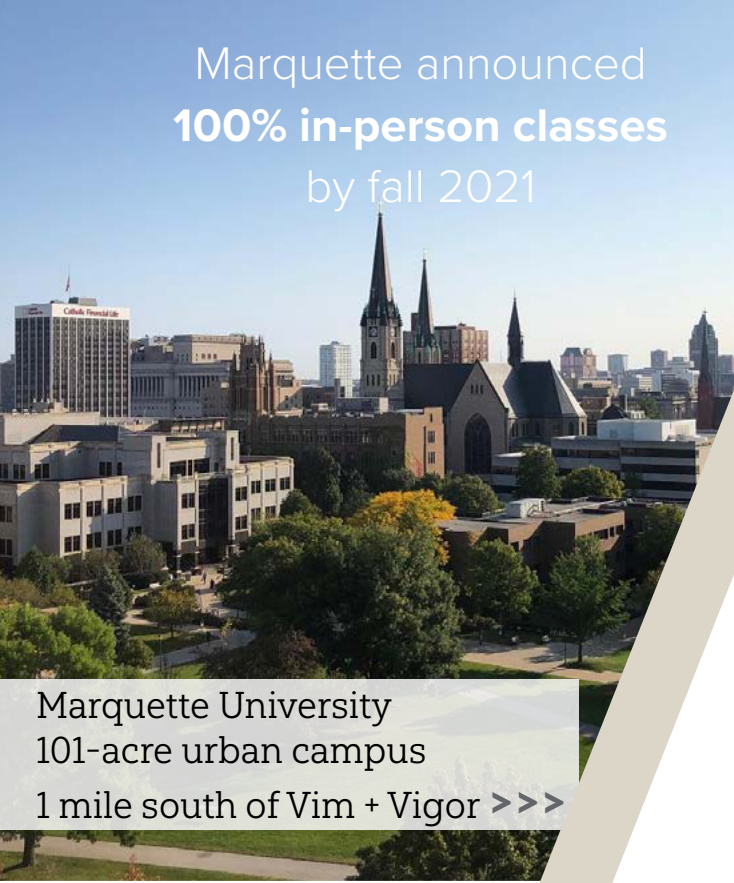
-ChooseMilwaukee.com, 2021

Milwaukee, an economic hub for the Great Lakes region, is home to six Fortune 1000 manufacturers, banks, and diversified service companies as well as one of the nation's largest producing insurance firm.

Contrary to Milwaukee's reputation as a brewery capital, 15% of the workforce is engaged in manufacturing (9% is US avg) ranking it second in the nation among the large metros for manufacturing jobs. The metro is a leader in precision manufacturing and the production of sophisticated industrial controls and medical equipment.



Marquette announced
100% in-person classes
 by fall 2021



Marquette University
 101-acre urban campus
 1 mile south of Vim + Vigor >>>

+ Bright + Bold Universities

Highlighted by hometown favorite Marquette University and the University of Wisconsin - Milwaukee, the **Milwaukee area is home to 100,000+ students** that are building bright futures in Milwaukee. Vim + Vigor residents are also steps from the UW-Milwaukee's Zilber School of Public Health.



Marquette breaking ground on **\$60M Business School building** this spring



<<< UW Milwaukee



Roman Catholic, primarily women's college with 60+ majors/minors.



Founded by the Sisters of St. Francis of Assisi, more than 60 fully-accredited programs offered.



Lutheran university located on the shores of Lake Michigan. Online programs available.



11 nationally recognized schools & colleges, 77 doctoral & master's programs, 11 NCAA Division I teams



Wisconsin's only private medical school, graduate school, and 3-year pharmacy school.



Bachelor's degree programs in five art and design majors galleries free, open to the public.



Women's institution committed to Catholic social justice. Coeducational graduate programs.



One of top research facilities in country with more than 27,000 students and 205 degree programs.



VIM+VIGOR

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Tour Dates

Wednesday, March 31st

Wednesday, April 21st

Tuesday, April 13th

Thursday, April 29th

Please contact WickKirby (wick.kirby@am.jll.com) to schedule a tour. Alternative dates are available with advance notice. The owner and JLL respectfully request that interested parties refrain from contacting any on-site personnel or residents.



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