

RIPPLE EFFECT

FALL/WINTER SPOTLIGHT:
Celebrating 20 Years of
Transformative Events and Initiatives



– Learn about the leaders and decisions behind downtown's rise to fame.

Cheers to 20 Years!

This year, marked the 20th year of operations for Milwaukee Downtown, BID #21. To commemorate the occasion, we celebrated with a "Cheers to 20 Years" cocktail reception following our 2017 annual meeting.

The night began with a trip down memory lane as we recalled all that Milwaukee Downtown has accomplished. From the successes of our clean, safe and friendly programs to the creation of events like Downtown Dining Week, Downtown Employee Appreciation Week and the Milwaukee Holiday Lights Festival, we toasted to the incredible strides made to put downtown Milwaukee on the map.

We also recognized some amazing stars from the past year through our Downtown Achievement Awards. The projects, programs, businesses and individuals honored are a true testament to the synergy occurring within the BID.

Congratulations to all of our Downtown Achievement Award winners, and to the visionaries and leaders who helped get Milwaukee Downtown, BID #21 on its feet. Never has downtown's future been so bright!

Cheers!

— Beth Weirick

CEO – Milwaukee Downtown, BID #21

Beth Weirick



2017 Downtown Achievement Award Winners

Steve Marcus, winner of the Downtown Champion Award, for spearheading the world-class art installation, Sculpture Milwaukee.

1433 Water, winner of the Brick & Mortar Award, for enhancing RiverWalk connectivity and attracting new businesses downtown.

Susan Johnson, winner of the Downtown Placemaker Award, for propelling Wisconsin Avenue's utility box mural project.

Germania Building, winner of the CPR Award, for the resuscitation of this grand, turn-of-the-century building.

TWO-FIFTY, winner of the Commitment to Sustainability Award, for its interior and exterior improvements made with eco-consciousness and its commitment to the City of Milwaukee's Better Buildings Challenge.

Summerfest, winner of the Downtown Attraction Award, for putting Milwaukee on the map as a mecca for live outdoor music for the past 50 years.

Milwaukee Independent, winner of the Downtown Cheerleader Award, for accurate, consistent, and thorough coverage of downtown's many events, deals and newsmakers.

Ghassan Korban & Karen Dettmer, City of Milwaukee – Department of Public Works, winners of the Downtown Partner Award, for supporting BID #21 and the private sector in beautification initiatives that spur economic growth and development.

Milwaukee Riverwalk District, winner of the Public Spaces Award, for championing the creation and expansion of Milwaukee's RiverWalk, activating the stretch through programming and public art, and helping to catapult property values.

Meat on the Street, winner of the Street Eats Award, for aiding in the activation and programming of downtown's streets and events.

Rent College Pads, Inc., winner of the Downtown Ingenuity Award, for recognizing a market demand and planting its startup in the heart of downtown.

Milwaukee Kayak Company, winner of the Downtown Concierge Award, for introducing guests to one of downtown's greatest assets and guiding them through our waterways.

SafeHouse, winner of the Night Owl Award, for being a downtown destination for more than 50 years, and continuing the tradition of catering to special agents with food, drinks and fun.



TIK Gets Makeover

NEW TRAVELING INFORMATION KIOSK TO DEBUT IN 2018

In 2000, Milwaukee Downtown became a showstopper when it unveiled a branded pop-up camper as its Traveling Information Kiosk. TIK, as the vehicle was appropriately named, was a regional and national sensation. Communities outside of downtown Milwaukee wanted TIK at their events, and BIDs across the country wanted their own TIK. The hype was further amplified by a Downtown Achievement Award from the International Downtown Association.

Now, nearly 20 years later, TIK is getting a makeover. At the start of 2018, TIK will roll out as a tiny house. Customized by Oak Creek, Wis.-based Utopian Villas, the new concept allows TIK to be a year-round destination.

Public Service Ambassadors can now comfortably staff the kiosk during winter events from the heated enclosure. In addition, visitors can step inside TIK for a downtown experience, allowing for potential opportunities like a downtown store. Other features being explored are a covered café seating area, and the incorporation of local color and textured materials resembling cream city brick.

Upon its debut, one thing remains certain: TIK will continue to be stocked with the latest maps, directories and event guides.

To schedule TIK at an upcoming event, contact Steve Basting, director of the Public Service Ambassador Program, at sbasting@milwaukeedowntown.com.



Conceptual drawing for our new Traveling Information Kiosk in the form of a tiny house.



Key to Change Campaign Unlocks New Funding Source to Help End Chronic Homelessness



Key to Change, a local campaign created to assist chronically homeless individuals, made its downtown debut on Sept. 13. Through collaboration among Milwaukee County Housing Division, the City of Milwaukee and Milwaukee Downtown, BID #21, seven parking meters retrofitted to resemble keys have been positioned along Wisconsin Avenue and are serving as donation receptacles.

The meters are intended to raise awareness of our community's quality-of-life programs, and collect coin donations for both short- and long-term assistance to help end chronic homelessness.

Online donations are also accepted as part of the campaign. Unlike the coin meters, online contributors can choose where they would like their dollars allocated. Currently, three projects are in need of capital – funding for a Downtown Homeless Outreach Coordinator, an individual who will work on the frontlines canvassing the streets to help individuals find suitable housing; the Housing First Endowment Fund, which assists chronically homeless individuals in obtaining permanent supportive housing; and Move-In Kits, which include household essentials that are needed for participants in the Housing First Program.

Since the campaign's launch, more than \$16,000 has been collected. Milwaukee Downtown will explore a phase two expansion in 2018 with potentially broader boundaries and meters that can accept both coins and credit cards.

Since launching its Housing First initiative in September 2015, Milwaukee County Housing Division has placed more than 225 chronically homeless individuals into permanent supportive housing. Following the two-year mark, the program has maintained a 98 percent retention rate. Meanwhile, national models indicate an 84 percent retention rate.

For more information on Key to Change or to make a contribution, visit www.keytochangemke.com.



CATCH THE SPIRIT

NOVEMBER 16 – JANUARY 1



MILWAUKEE
HOLIDAY LIGHTS
FESTIVAL

Catch the Spirit of the Season Downtown

Downtown Milwaukee is transforming into a magical winter wonderland. It's all in preparation for the 19th annual Milwaukee Holiday Lights Festival, Nov. 16 through Jan. 1. From stunning stage performances to kid-friendly events and great shopping, the six-week celebration bundles all the main attractions.

At the center of it all are downtown's 500,000+ lights and enchanting park displays.

This year's themes include "Community Spirit Park" at Cathedral Square Park, "Santa's Polar Palace" at Pere Marquette Park and "Downtown's Yule Lounge" at Zeidler Union Square presented by We Energies Foundation.

Join us for the official switch-flipping of downtown's décor on Nov. 16, then mark your calendar for these seasonal scenes. A complete list of holiday happenings is available at the festival's website, www.milwaukeeholidaylights.com, or by contacting Milwaukee Downtown, BID #21 at 414.220.4700 and requesting a free festival guide.



Milwaukee Holiday Lights Festival Kick-Off Extravaganza

NOV. 16 | 6:30 PM
PERE MARQUETTE PARK

Nov. 16 marks the start to the holidays in downtown Milwaukee. The celebration begins at 6:30 p.m. in Pere Marquette Park, with pre-show entertainment starting at 5:30 p.m. Singers, dancers, stunts, fireworks and, of course, a visit from Mr. Claus himself, will light the stage and sky. Meanwhile, the true stars of the show, downtown's 500,000+ lights and holiday displays, will illuminate the city's skyline for six weeks.

Can't join us for the party?
Tune into WISN 12 for a live broadcast from 6:30 p.m. to 7 p.m., sponsored by Educators Credit Union.



\$2 Jingle Bus Rides Presented by Meijer

NOV. 17 – DEC. 30
6 PM – 8:20 PM
THURSDAYS – SUNDAYS
THE SHOPS OF GRAND AVENUE

See downtown Milwaukee's lights and sights for just \$2. The 40-minute narrated tour will operate Thursdays through Sundays, 6 p.m. to 8:20 p.m., Nov. 17 until Dec. 30 from The Shops of Grand Avenue, and includes complimentary holiday treats, plus coloring books and Meijer Santa hats for the kids!



Santa's Mailbox Presented by Interfaith Older Adult Programs, Inc.

NOV. 17 – DEC. 10
CATHEDRAL SQUARE PARK

Downtown has a direct connection to the North Pole. Between Nov. 17 and Dec. 10, deliver your child's wish list to Santa's Mailbox in Cathedral Square Park. Santa's elves will fast-track letters to the big guy himself. Best of all, kids will get a personalized letter in return! Holiday spirit delivers the letters to Santa – no postage required! Just remember to include your return address.



Cocoa with the Clauses Presented by Madison Medical Affiliates

DEC. 9 | 11 AM – 2 PM
CATHEDRAL SQUARE PARK

Make a date with Christmas' most darling couple. Join Santa, Mrs. Claus, and a sleigh-full of North Pole helpers for cocoa and cookies on Dec. 9 from 11 a.m. to 2 p.m. in Cathedral Square Park. Admission is free. Just remember to bring a camera and don't forget your wish list! Nonperishable food items will also be collected for Feeding America Eastern Wisconsin.





Zeidler Union Square Gets Cozy for the Holidays

Zeidler Union Square, one of three parks decorated by Milwaukee Downtown for the Milwaukee Holiday Lights Festival, is getting a bit cozier this holiday season.

Inspired by Santa's living room, this year's theme, "Downtown's Yule Lounge" sponsored by We Energies Foundation, will feature new holiday fixtures including a fireplace and oversized red chair, perfect for family photos and fun.

"Zeidler Union Square will feature a whole new look this year," said Chris Kujawa, vice president of KEI. "This one-of-a-kind holiday

setting will lend itself to plenty of family photo ops. It'll be a must-see – I guarantee it."

Installation of the décor in Zeidler Union Square will begin at the end of October, with the official switch-flipping occurring on Nov. 16. The lights will remain in place through Jan. 1. For more info on the Milwaukee Holiday Lights Festival, visit www.milwaukeeholidaylights.com.

"It'll be a must-see – I guarantee it."

– CHRIS KUJAWA, VICE PRESIDENT - KEI



There's plenty on tap at the new exhibit.

Visitors Pour Into Newly Opened Beer Exhibit and Bar



The Milwaukee County Historical Society has a new recipe for visitors to experience Milwaukee's beer heritage.

Unveiled on Oct. 4, Brew City MKE is an exhibit and bar occupying 2,700 sq. ft. of street-level space at The Shops of Grand Avenue, 275 W. Wisconsin Ave. The exhibit is a takeoff of the Historical Society's popular 2016 exhibit, inviting guests to get a taste of the city's brewing history through artifacts, text and images, interactive and audio-visual components, hands-on opportunities and a complimentary beer (with museum admission).

The bar, which is open to non-museum visitors, features a retail section and space for small programs such as tap takeovers and "Meet the Brewer" events. On tap is an everchanging list of Milwaukee beers – from microbrews to household staples.

"Brew City MKE is a unique destination in that it merges the past and the present into one experience," said Mame McCully, executive director of the Milwaukee County Historical Society. "Milwaukee has deep beer and brewing roots and the stories are interesting, but the great thing is that this story is still unfolding."

Brew City MKE is a one-year pilot project. Brew City MKE is open Tuesday, Wednesday, Thursday and Sunday, 10 a.m. to 6 p.m.; Friday, 10 a.m. to 8 p.m.; and Saturday, 10 a.m. to 10 p.m. For more info, visit www.brewcitymilwaukee.com.





Northwestern Mutual Named 2017 Ornament

The Milwaukee Holiday Lights Festival ornament collection is a mix of iconic landmarks representing downtown Milwaukee's past, present and future.

On the heels of a grand opening in August, it comes as no surprise that the Northwestern Mutual Tower and Commons is this year's edition. The \$450 million, 32-story glass structure is one of the first significant 21st century building projects for Milwaukee and has already reshaped the city's skyline.



"Our new building demonstrates our confidence in the future of Northwestern Mutual."

— JOHN E. SCHLIFSKE, CHAIRMAN AND CEO

"Everything about it is designed to help employees collaborate and innovate to deliver greater value to our clients. We also look forward to attracting and retaining the talent we need to grow," said John E. Schlifske, chairman and CEO of Northwestern Mutual.

Other editions in the series include The Wisconsin Club, Posner Building, Iron Block Building, U.S. Bank Tower, Milwaukee County Courthouse, Milwaukee Gas Light Building, Cudahy Tower Apartments & Condominiums, Milwaukee Federal Building & U.S. Courthouse, Milwaukee County Historical Society, Northwestern Mutual, Central Library, a Downtown Trolley, City Hall, Cathedral of St. John the Evangelist, Milwaukee Art Museum and Pabst Theater.

The Northwestern Mutual Tower and Commons ornament is available for \$19.95. A limited number of past editions are available for \$24.95. Ornaments can be purchased at Milwaukee Downtown, 600 E. Wells Street (414.220.4700), Kloiber Jewelers, 777 E. Wisconsin Avenue (414.276.2457) and Urban Milwaukee, 755 N. Milwaukee Street (414.395.0632). Call ahead for hours of operation. Orders may also be placed online at www.milwaukeeholidaylights.com. A \$4.60 shipping and handling fee will be applied to each ornament mailed. (WI sales tax will be included in the final sale price.)

Holiday Window Displays Promote Virtual Shopping Experiences



wishlistmke.com

Wish List MKE, a new collaborative initiative among Milwaukee Downtown, BID #21 and RetailWorks, is sprucing up city sidewalks. In addition to downtown's existing collection of brick and mortar retailers, five local online retailers will activate vacant storefronts with vibrant window displays featuring one-of-a-kind products, just in time for the holiday season.

Downtown's existing brick and mortar retailers, along with these new online retailers, will be marketed throughout the Milwaukee Holiday Lights Festival. Make sure to add these startups to your shopping circuit.

Wish List MKE also showcases downtown's available commercial lease opportunities. For more information regarding available retail spaces or to connect with a property broker, visit wishlistmke.com.



The Mini Classy

Historic Iron Block | 205 E. Wisconsin Avenue

A whimsical display of wonder awaits you at the historic Iron Block Building, featuring a Milwaukee-based, high-end streetwear clothing brand for the kiddos. With a current collection at Nordstrom, the Wisconsin Avenue window display will debut The Mini Classy's Spring 2018 collection.



Milwaukee Holiday Lights Festival Ornament Collection

Colby Abbot Building | 759 N. Milwaukee Street

Milwaukee Holiday Lights Festival ornaments are one-of-a-kind keepsakes, featuring an iconic downtown landmark cast in pewter. Just one block away from the city's holiday tree, this Water Street property will feature the entire 18-piece collection and debut of the 2017 ornament.



Linda Marcus Design

Historic Iron Block | 205 E. Wisconsin Avenue

Stunning evening gowns and handcrafted handbags grace the historic Iron Block Building. Featuring Milwaukee-native and former Project Runway contestant Linda Marcus, the designer collection supports emerging women designers across the globe through KIVA Zip loans.

Wander & Co.

Colby Abbot Building | 759 N. Milwaukee Street

From handcrafted candles to a Milwaukee-flag inspired dog collar, local online retailer Wander & Co. features an emporium of unique stocking stuffers for everyone on your wish list in a dazzling window display at the historic Colby Abbot Building.



Fyxation Bicycle Company

Germania Building | 135 W. Wells Street

Known for gracing the streets of Milwaukee with iconic style since 2009, Fyxation Bicycle Company will showcase their popular Milwaukee-flag Eastside bike and made-in-Milwaukee leather accessories in the recently renovated Germania Building.





2017 MILWAUKEE BUCKS HOME GAME SCHEDULE

For a complete 2017-2018 home game schedule, visit www.nba.com/bucks/schedule.

Thursday, Oct. 26 | 7 p.m.
Boston Celtics

Tuesday, Oct. 31 | 7 p.m.
Oklahoma City Thunder

Saturday, Nov. 11 | 7:30 p.m.
Los Angeles Lakers

Monday, Nov. 13 | 7 p.m.
Memphis Grizzlies

Wednesday, Nov. 15 | 7 p.m.
Detroit Pistons

Monday, Nov. 20 | 7 p.m.
Washington Wizards

Saturday, Dec. 2 | 7:30 p.m.
Sacramento Kings

Wednesday, Dec. 6 | 7 p.m.
Detroit Pistons

Friday, Dec. 8 | 7 p.m.
Dallas Mavericks

Saturday, Dec. 9 | 7:30 p.m.
Utah Jazz

Friday, Dec. 15 | 7 p.m.
Chicago Bulls

Tuesday, Dec. 19 | 7 p.m.
Cleveland Cavaliers

Friday, Dec. 22 | 7 p.m.
Charlotte Hornets

Tuesday, Dec. 26 | 7 p.m.
Chicago Bulls

Thursday, Dec. 28 | 7 p.m.
Minnesota Timberwolves

COURTSIDE CHAT: GET TO KNOW MILWAUKEE BUCKS CENTER, JOHN HENSON



With a new training facility, an almost-complete \$524 million arena, and so much rising talent, the Milwaukee Bucks have one of the brightest futures in the NBA.

In August, just 14 months after the official groundbreaking, team owners, city officials, and construction workers celebrated construction progress during a topping-off ceremony. The new 700,000-sq.-ft. arena, which will accommodate 17,500 fans, is slated to open in fall 2018. In addition to being the home of the Milwaukee Bucks and Marquette University men's basketball team, the arena also intends to host major concerts, family shows, boxing, MMA, NCAA men's basketball tournament games and other special events.

Milwaukee Downtown recently caught up with Milwaukee Bucks center, John Henson, to get his take on this year's team, the new downtown arena, and more.

WHAT EXCITES YOU MOST ABOUT THE NEW ARENA?

I'm very excited about our new space. The state-of-the-art technology in the arena will be very special. It's going to be an exciting place for us to play.

COMPARED TO FANS OF OTHER TEAMS, DO BUCKS FANS BRING MORE SPIRIT?

Definitely. Milwaukee fans are loud and have a lot of heart. It's great to play a home game downtown and see how excited our fans get. Especially last year during the playoffs, the energy from them was absolutely amazing.

WHAT DO YOU LOVE MOST ABOUT DOWNTOWN MILWAUKEE?

The views. I live on the lake and it's a privilege to wake up to such a beautiful view every single day. The nightlife downtown is great and I enjoy the restaurants and bars on Milwaukee Street. Milwaukee's vibes really set the city apart from others.

WHAT DO YOU LIKE TO DO IN YOUR FREE TIME?

In the off-season, I like to go fishing on Lake Michigan, play FIFA®, go to movies, and spend time with friends and family. Recently, I saw "American Made" with Tom Cruise and it was really good.

WHAT CAN FANS EXPECT IN THE 2017 – 2018 SEASON?

A lot of heart, and a lot of hustle. We've got a great team this year and we're working hard to make it a successful season.

WHO HAS MORE SWAGGER – YOU OR BANGO?

No doubt about it, Bango! He definitely has more swagger.

ANYTHING ELSE TO ADD?

This is going to be a great season. I'm looking forward to getting into the regular season and hopefully making it to the playoffs this year.

Milwaukee Symphony Orchestra Cues Up for Banner Year

At the close of last year, the Milwaukee Symphony Orchestra (MSO) announced it was eyeing The Grand Theatre, 214 W. Wisconsin Ave., as its future home and dedicated performance center.

Originally the Warner Theatre, the art-décor dazzler stunned cinemagoers in the 1930s with its extravagant marble and bronze finishes. In 1966, the Warner was renamed the Centre and then converted into a two-screen theater in 1973. It was later renamed The Grand Theatre in 1982, after the Grand Avenue Mall, where it operated until the theater closed in 1995.

While vacant for the last two decades, the theater's architectural details remain mostly intact. The acquisition and rehab of the historic gem would cost between \$70-\$80 million of the MSO's \$120 million comprehensive campaign, allowing the MSO greater flexibility in scheduling concerts and providing a greater revenue stream – as much as a 60 percent increase in earned revenue.

The sale of the theater is still under negotiations; however, the MSO hopes to

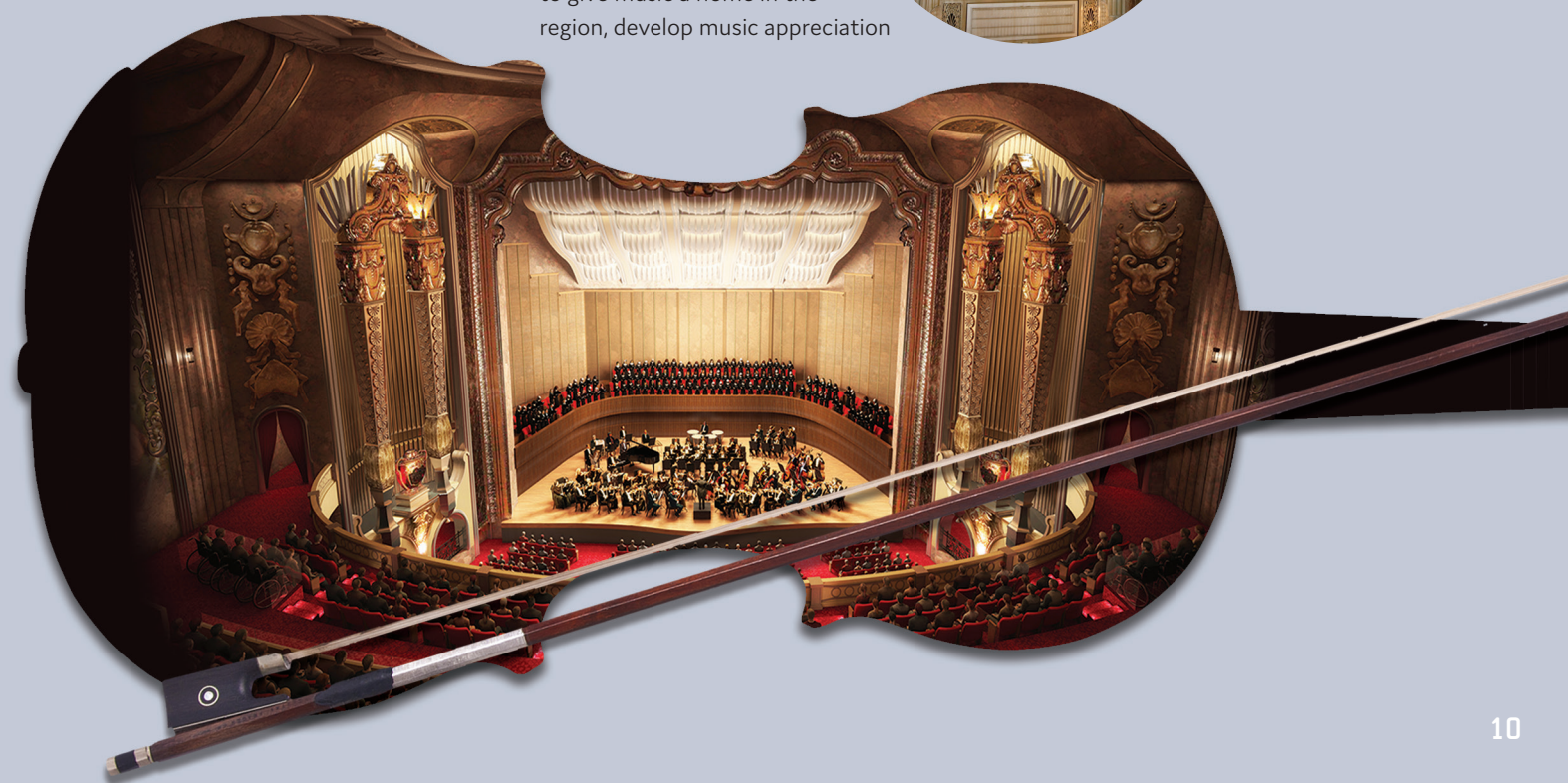
jump start the project by year-end as more than half of the fundraising goal has been met. Meanwhile, Kahler Slater Architects and Conrad Schmitt are reviewing the building's ADA accessibility and restoration options.

"The MSO is the only major orchestra in the United States without control over its own performance venue," said Mark Niehaus, president and executive director of the Milwaukee Symphony Orchestra. "We have made many improvements to our financial and operating model; however, without control of our venue, these improvements simply will not be enough. We are tremendously humbled and grateful that our donors are leading the charge to not only secure the MSO's future, but to also make an indelible impact on the cultural vision for our community."

As the largest cultural institution in Wisconsin, the MSO's impact in Milwaukee and the region has been far-reaching. Since 1959, MSO has found innovative ways to give music a home in the region, develop music appreciation

and talent among area youth, and raise the national reputation of Milwaukee.

With a bright season ahead, the company's 2017-2018 lineup reflects its progressiveness. Featuring a nod to American composers, upcoming concerts include "Brahms & Bernstein," Nov. 17 – 18; "Holiday Pops," Dec. 1 – 3; "The Snowman: Film with Orchestra," Dec. 2; "Handel's Messiah," Dec. 13 – 17; "E.T., The Extra-Terrestrial in Concert," Dec. 30 – 31; and an encore appearance by Edo de Waart on Jan. 12 – 13, leading the orchestra in performances of Copland's *Quiet City*, Bernstein's *Serenade after Plato's Symposium*, and John Adams' *Harmonielehre*. For a list of other upcoming shows, visit www.mso.org.





☾ Welcome to the Neighborhood...

- **1983 Arcade Bar**
Opening Soon!
1110 N. Old World Third Street
- **Allen Edmonds**
424 E. Wisconsin Avenue
414.273.4578
allenedmonds.com
- **Brew City MKE Bar & Beer Exhibit**
275 W. Wisconsin Avenue
brewcitymilwaukee.com
- **Badger Liquor**
1517 N. RiverCenter Drive
414.546.2060
badgerliquor.com
- **Birch + Butcher**
Opening Soon!
459 E. Pleasant Street
414.491.7038
birchandbutcher.com
- **Oak Barrel Public House**
Opening Soon!
1033 N. Old World Third Street
- **Point Burger Bar Express**
322 W. State Street
414.488.8315
pointburgerexpress.com
- **Rozga Funeral Planning Center**
224 E. Mason Street
414.221.7700
rozgafuneral.com
- **Starbucks**
730 E. Wisconsin Avenue
414.208.7346
starbucks.com
- **Stella Van Buren**
550 N. Van Buren Street
414.847.5622
stellavanburen.com
- **Valhalla**
1111 N. Old World Third Street
414.249.3046
valhallamke.com



Milwaukee Downtown, BID #21 - 600 East Wells Street - Milwaukee, WI 53202
414.220.4700 - MilwaukeeDowntown.com

