

RIPPLE EFFECT

FALL 2021 | MILWAUKEE DOWNTOWN, BID #21





FROM THE CEO

This summer proved to be one of my proudest moments as a Milwaukeean. Rebounding from the pandemic and the loss of some major events, we turned 2021 into a history-making year.

The most high-profile win was an NBA Championship. The Milwaukee Bucks put our city and the Deer District in the international spotlight when they beat the Phoenix Suns in Game 6. Taking the crown as world champions, it's an epic title that hasn't been affiliated with our city in half a century.

While tens of thousands of fans spilled into downtown for watch parties over the playoff run, over 100,000 fans lined the streets of downtown for the championship parade on July 22 – a day going down in the books as “Bucks in Six Day” in Wisconsin, as declared by Gov. Tony Evers. The scene was exhilarating. The economic impact was tremendous. And the energy was a testament to the resilience of our community.

Beyond the Bucks, downtown has been scoring big in other ways too.

Amid a series of public art projects, all part of our Jumpst(ART) Downtown campaign, we welcomed internationally-acclaimed street artist Kelsey Montague for a one-of-a-kind peacock mural at the UW-Milwaukee Panther Arena. The Instagram-worthy photo op is the first mural in Wisconsin by the #WhatLiftsYou artist, connecting us to a collection of more than 300 works around the globe.

We continue to help move catalytic projects across the finish line. Projects like downtown's first dog park, the East-West Bus Rapid Transit route and Milwaukee Tool.

Our “MKE It Back” campaign continues to resonate with visitors and employees. While at the same time, more businesses are now calling downtown home. Businesses such as Fiddleheads Coffee, Tupelo Honey and Central Standard Distillery, as well as the 3rd Street Market Hall and Kinn MKE Guesthouse, which are both slated to open by year-end.

**I can unequivocally say, I'm as proud as a peacock.
Let's keep shining, 414!**

Beth Weirick

Beth Weirick

CEO

Milwaukee Downtown, BID #21

WORKING TO “MKE IT BACK”

Milwaukee Downtown’s “MKE It Back” marketing campaign is continuing the message that downtown Milwaukee remains open for business. The TV and radio spots, running now through September, invite visitors and downtown employees to return to the heart of the city and support the businesses that make our city undeniably vibrant.

“We owe it to our businesses to promote a safe return to the district,” said Beth Weirick, CEO of Milwaukee Downtown, BID #21. “With messages targeting visitors and downtown employees, our new ‘MKE It Back’ campaign does just that.”

In addition to the campaign creative, reasons to “MKE It Back” safely for work and play are populating our website. Milwaukee Downtown was also proud to join other local organizations, including universities, restaurant groups, and many performing arts and entertainment groups to voice our support for widespread vaccination as a long-term way to effectively reduce COVID risk in our community.

So, help us spread the word! Check out the campaign at www.milwaukeedowntown.com and invite your networks to #MKEItBack.



DOWNTOWN EMPLOYEE APPRECIATION WEEK RETURNS AUGUST 30

One of our grandest homecoming events is just around the corner! Downtown Employee Appreciation Week returns for its 16th year, Aug. 30 – Sept. 3, with lunchtime giveaways, office challenge games and after-hours events.

Whether you’re a small shop or a large corporation, there are numerous opportunities for your business and/or your staff to participate. Plus, loads of prizes and discounts are in store. Here are a few of our daily highlights:



Mon, Aug 30

- ▶ **Moment of Movement** supported by Lululemon (yoga) at Red Arrow Park
- ▶ **Lunchtime giveaway, live music, live painting, caricaturists, a Bucks Basketball Shootout and Office Challenge Games** at Red Arrow Park
- ▶ **Discounted kayak rentals** at Milwaukee Kayak Company
- ▶ **Beers & Bags** presented by CityCenter at 735 at Mason Street Landing

Tue, Aug 31

- ▶ **World’s Largest Coffee Break** at Catalano Square
- ▶ **Lunchtime giveaway, live music, a Bucks Basketball Shootout and Office Challenge Games** at Pere Marquette Park
- ▶ **Moment of Movement** supported by Lululemon (gazebo dance party) at Pere Marquette Park
- ▶ **I Work Downtown Trivia Competition** presented by VISIT Milwaukee at The Brown Bottle

Wed, Sept 1

- ▶ **Moment of Movement** supported by Lululemon (yoga) at Schlitz Park
- ▶ **Lunchtime giveaway, live music, vaccine clinic, a Bucks Basketball Shootout and Office Challenge Games** at Schlitz Park
- ▶ **I Work Downtown Bocce Ball Games** at Marcus Performing Arts Center
- ▶ **Moment of Movement** supported by Lululemon (beers and barre) at Broken Bat Brewing Co.
- ▶ **Discounted kayak rentals** at Milwaukee Kayak Company

Thu, Sept 2

- ▶ **Lunchtime giveaway, live music, a Bucks Basketball Shootout and Office Challenge Games** at Zeidler Union Square
- ▶ **Tunes@Noon** at 411 East Wisconsin Center
- ▶ **I Work Downtown Trivia Competition** presented by VISIT Milwaukee at SportClub
- ▶ **Moment of Movement** supported by Lululemon (HIIT) at Deer District
- ▶ **Rainbow Summer: De La Buena** at Marcus Performing Arts Center

Fri, Sept 3

- ▶ **Lunchtime giveaway, live music, a Bucks Basketball Shootout and Office Challenge Games** at Pere Marquette Park

*Please note **all events and activities** are subject to change. Please check the website for the most current schedule of events and giveaways. Masks are encouraged for all indoor gatherings.

Don't have FOMO. Pick up a Downtown Employee Appreciation Week passport and “MKE It Back” for the food, fun and camaraderie. For a complete schedule of events and giveaways, visit www.iworkdowntownmke.com.

PUBLIC ART

FLOURISHES IN A REALLY BIG WAY

Public art has been popping up all around downtown over the past four years, but it arrived on an unprecedented scale this summer. In May, Milwaukee Downtown, BID #21 announced Jumpst(ART) Downtown – a new summer campaign designed to reanimate downtown’s parks and sidewalks with visual and performing arts. Adding to downtown’s burgeoning street art scene, these new murals, temporary art installations, and street performances appeared in unexpected spaces and offered safe and exciting experiences throughout the summer.

OUR 2021 JUMPST(ART) DOWNTOWN PROJECTS INCLUDED:

“What Lifts You” ▶

KELSEY MONTAGUE, SUPPORTED BY THE WISCONSIN CENTER DISTRICT

Over Independence Day weekend, a one-of-a-kind photo op mural by national street artist Kelsey Montague was installed at the UW-Milwaukee Panther Arena. Montague’s Milwaukee installation features a peacock, which symbolizes self-expression, integrity, and pride. These qualities are also mirrored in WCD’s values to “Be Bold. Be Proud. Be Experience Obsessed.” and, by extension, reflect Wisconsin Center’s expansion campaign, #BuildingMorePride. The hashtag connects the project to works by local artist Teresa Sahar that were installed on The Hop streetcar station shelters in July.



Buskerfest ▼

Hosted during the USA Triathlon weekend, Aug. 6 – 8, East Town, Westtown, and Historic Third Ward sidewalks hosted nearly 100 hours of live street performances at various Sculpture Milwaukee sites. Over 60 local acts took to the streets, enlivening neighborhoods with music, magic and storytelling.



“True Colors” ▼

JOSEPHINE RICE, SUPPORTED BY NORTHWESTERN MUTUAL

In celebration of Pride Month, the RiverWalk boat landing behind the Marcus Performing Arts Center’s Peck Pavilion was transformed into a colorful spray chalk mural by Milwaukee native Josephine Rice.

“Building More Pride” ▶

(Streetcar Shelter Campaign)

TERESA SAHAR, SUPPORTED BY WISCONSIN CENTER DISTRICT

Throughout the month of July, six of The Hop’s streetcar station shelters featured portraits of Milwaukee legends who have undoubtedly built more pride for our city. The Downtown Placemaking Task Force and the Wisconsin Center District commissioned Milwaukee artist Teresa Sahar in early June for the series, which featured Hank Aaron, Vel R. Phillips, and Gene Wilder. The installation also invited Hop riders to follow the progress of the Wisconsin Center’s expansion.



“Tatay’s Truck” (Mobile Mural) ▶

EMMA DAISY GERTEL

In celebration of Asian American Pacific Islander (AAPI) Heritage Month in May, Milwaukee Downtown, BID #21 partnered with Meat on the Street to commission local artist Emma Daisy Gertel for an original design and rebrand as Tatay’s Truck. “Tatay” means father in Tagalog, and the new food truck design features symbols of Filipino culture.



“Massimals MKE: Rainbow” ◀

JASON SCROGGIN, PRESENTED BY PNC

In celebration of Pride Month in June, Cathedral Square Park welcomed back its popular winter art installation, “Massimals MKE,” with an all-new, colorful sequence for the summer. The installation, presented by PNC, with support from the Wisconsin LGBT Chamber of Commerce and Milwaukee Pride, is on display through September 2021.



“Art in the Park” ◀▶

SUPPORTED BY MGIC, HERZFELD FOUNDATION & MILWAUKEE COUNTY PARKS RED ARROW PARK

Over a dozen local artists were commissioned for live canvas painting and chalk mural installations at Red Arrow Park throughout July and August. Each canvas painting completed as part of the “Art in the Park” series will be entered into a silent auction that will take place during Milwaukee Downtown, BID #21’s next annual meeting.

New banners by Emma Daisy Gertel were also added to the park’s harp lamps. Additional artwork by Gertel will also wrap the ice rink railing.



Schlitz Park Mural ▶

GREG GOSSEL

After a public request for proposals, the Downtown Placemaking Task Force and the ownership of Schlitz Park selected Wisconsin-based artist Greg Gossel to complete downtown’s largest mural to date on the Schlitz Park Powerhouse. Spanning nearly 10,000 sq. ft., the completed mural celebrates the “beer that made Milwaukee famous.”



On Friday, August 27, the global “Inside Out Project” by French artist JR will visit Chase Tower at Water & Wisconsin. The platform helps individuals and communities make a statement by displaying large-scale black and white portraits in public spaces.

Plans to expand the Jumpst(ART) Downtown campaign with additional activations in early 2022 are already in the works. For more information on the Jumpst(ART) Downtown campaign or to see downtown’s interactive public art map, visit www.milwaukeedowntown.com.

RHI REVISITS DOWNTOWN'S NIGHTTIME ECONOMY

After witnessing the Milwaukee Bucks' path to an NBA Championship, we know the economic impact of downtown Milwaukee's nighttime economy is staggering. At last assessment, downtown Milwaukee's nightlife businesses generated more than \$212 million in sales* annually.

To further grow this vital sector, Milwaukee Downtown is once again turning to the Responsible Hospitality Institute (RHI)—a nonprofit organization that advises cities on best practices for after-dark economies.

Milwaukee Downtown first engaged RHI in a Hospitality Zone Assessment in 2011. The process examined six core elements of nightlife—entertainment, multi-use

sidewalks, quality of life, public safety, venue safety and transportation. From the assessment, subcommittees comprised of local downtowners implemented a series of successful initiatives, such as the Downtown Neighbors Association, Brighten the Passage and CODE Red, a hospitality-focused police deployment strategy.

Milwaukee Downtown, with support from the City of Milwaukee and the Milwaukee Police Department, will engage RHI for a follow-up study. The intent is to identify a series of short- and long-term strategies that will curb nuisance behaviors and maintain the vitality of downtown's entertainment districts.

"Entertainment districts have played a leading role in revitalizing downtown over the past two decades," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "By re-engaging RHI, we hope to bring long-term solutions to the table that our entire community can embrace and tackle collectively. Our emphasis will be on creating a safe, dynamic and diverse nightlife."

If you would like to participate in the RHI study, contact info@milwaueedowntown.com.

*Source: ESRI BAO, Business Summary & Retail MarketPlace Profile – Milwaukee Downtown, BID #21's 2016 Market Profile Conducted by P.U.M.A.



HOMELESS OUTREACH EFFORTS CONTINUE TO MAKE AN IMPACT

Thanks to a coalition of funding partners led by Milwaukee Downtown, BID #21, Beth Lappen was hired in October 2019 as downtown Milwaukee's first Downtown Homeless Outreach Coordinator. A case management specialist with over 20 years of experience, her goal is to alleviate homelessness in the greater downtown area.

The position, which is financed by Milwaukee Downtown, as well as other business improvement districts and downtown associations, citizens and companies, is administered by Milwaukee County Housing Division. Homeless Outreach Coordinators already exist within the division, but they're stretched by the need to serve the entire county. Lappen's appointment has provided a concentrated effort in the downtown area, where many homeless people reside.

Her responsibilities include building rapport and providing support for homeless individuals living on the streets in downtown Milwaukee, and fostering collaborative working relationships with law enforcement and the justice system. Her efforts in triaging cases amid COVID-19 were paramount to the health, safety and well-being of many of our community's homeless.

Lappen's primary tool is Housing First. It's a national model that provides permanent housing to homeless individuals as a first step to stabilization. Once housed, the County provides those individuals with wraparound services such as rehabilitation, counseling, job training and placement. Since launching the program in 2015, the County has successfully placed more than 2,000 homeless Milwaukeeans into permanent supportive housing with a 96% retention rate. The national retention rate is 84%.

"Our work has shown that we have the blueprint to potentially end homelessness," said James Mathy, housing administrator for Milwaukee County Housing Division. "Having homeless outreach directly linked to permanent housing is the only way to end homelessness."



Milwaukee Downtown has also assigned a Public Service Ambassador to support Beth Lappen in her efforts. Brian Johnson, an ambassador with over 12 years' experience on the PSA team, has now dedicated himself to making connections with those most in need. Johnson has been distributing care kits with basic essentials as a means to establish trust. Over the last three months, Johnson has distributed nearly 100 care kits containing socks, granola bars and hygiene products.

"Through the work of the Downtown Homeless Outreach Coordinator and Homeless Outreach PSA, we have seen a continual decline in homelessness in downtown Milwaukee and nearby neighborhoods," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "Their compassion and kindness have had a profound impact on our community and on the lives of those they've assisted."

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

CONNECTING MKE 2040 – PLANNING FOR DOWNTOWN GROWTH AND INVESTMENT

What do you envision for downtown Milwaukee's future? A well-connected transportation network? Perhaps additional bike lanes and improved public spaces? The time has come to share your input and help design the future of downtown.

The City of Milwaukee's Department of City Development (DCD), the branch responsible for promoting and guiding the development of plans and zoning tools, is partnering with Milwaukee Downtown, BID #21 to co-lead updates to the Downtown Area Plan.

Adopted in 2010, the last Downtown Area Plan identified several major developments critical to downtown's growth. These catalytic projects included: the addition of a fixed-rail streetcar system; the revitalization of Wisconsin Avenue; new circulation patterns, development and public spaces at the Lakefront Gateway; building a strong Broadway Connection to better link the central business district to the Historic Third Ward; developing the area around Pere Marquette Square with residential, commercial and entertainment uses; enhancing the Station Plaza/Milwaukee Intermodal Station area; improving accessibility to the underutilized MacArthur Square; and developing the Haymarket area into a mixed-use neighborhood with a public square.



Over the last decade, more than \$3.5 billion has been invested in completed private and public projects and more than \$2.5 billion is currently under construction or proposed to start soon. "While many of the recommendations and catalytic projects called for in the 2010 plan have been implemented or are in progress, the 2010 Downtown Area Plan is still very relevant," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "We're looking at this next iteration as a refresh of that plan."

Strategic updates to the plan would guide land use decisions, redevelopment of key sites and improvements to streets and public spaces over the next 10-20 years. "Connecting MKE 2040" is the name for the in-progress plan. As the name suggests, downtown's accessibility and connectivity to adjacent neighborhoods will be a key focus. Not only will the plan address physical connections such as roads and sidewalks, it also will take into consideration social aspects such as equity and inclusion.

"We want everyone in the City of Milwaukee to feel like this is their downtown," said Kyle Gast, senior planner at the Department of City Development. "Downtown is the heart of our city. It's where many of our attractions reside. Therefore, it should be an accessible and approachable destination for neighbors in surrounding communities."

The City of Milwaukee and Milwaukee Downtown have hired P3 Development Group as a consultant to lead the Downtown Community Council and support equity and engagement for the planning process. The Kubala Washatko Architects (TKWA), HNTB, American Design, Inc. (ADI), and raSmith have also been hired for the urban design services. The updated plan is expected to be released in 2022.

To receive information about the "Connecting MKE 2040" plan and opportunities to participate in the process, sign up for E-Notify and select the Downtown Plan category. Just visit <https://city.milwaukee.gov/News-Events/enotify>. Additional questions and comments can also be sent to DowntownPlan@milwaukee.gov.

BUILDING A WELL-CONNECTED TRANSPORTATION NETWORK

Connectivity is a primary goal for Milwaukee Downtown, BID #21. It's why we continue to advocate for an effective, feasible, affordable, accessible, and connected transportation and parking system with options for everyone.

This summer, several transportation projects advanced closer to completion. These projects will fuel additional investments and strengthen downtown's connectivity to surrounding neighborhoods.

BRT Breaks Ground

In June 2021, construction of Milwaukee County Transit System's East-West BRT commenced. A first-of-its-kind undertaking in Wisconsin, the nine-mile route will provide improved access to the region's most vital, most traveled, and most congested corridor.

The BRT route will operate primarily along Wisconsin Avenue, Bluemound Road, and a portion of 92nd Street. It will allow MCTS to better connect major employment, education and recreation destinations throughout downtown Milwaukee, Marquette University, Milwaukee's Near West Side, Wauwatosa, and the Milwaukee Regional Medical Center (MRMC). Ultra-modern battery-electric buses will serve 33 individual, state-of-the-art stations located between Milwaukee's lakefront and the Watertown Plank Road Park & Ride lot.

BRT passengers will enjoy more efficient, higher frequency service thanks to the utilization of all-electric buses, dedicated bus lanes, traffic signal priority, off-board fare collection, optimized station locations, raised platforms that allow for easy boarding, and other exciting amenities. Revenue service is expected to start in Fall 2022.

For more information about the project, including a routing map that shows where buses will stop to pick up and drop off passengers, visit www.eastwestbrtmke.com.

Couture Construction Begins

Also in June 2021, city leaders gathered to celebrate the groundbreaking of the Couture. Set to be the tallest residential building in Wisconsin, the 44-story, \$188 million project will feature 322 luxury apartments, over 50,000 square feet for retail, a street-level transit concourse, and will better connect downtown and the lakefront. Completion of this multimodal transit hub will allow The Hop streetcar to finalize its lakefront loop, while also accommodating a stop for the East-West BRT route. Additional project updates can be found at www.thecouturemilwaukee.com.

Hop Streetcar Expansion Under Review

Expanding The Hop's service footprint also gained some traction this summer as the City of Milwaukee approved spending \$250,000 for the preliminary planning, design and engineering of a route extension into the Walker's Point neighborhood. The analysis is funded through a TIF tied to new developments near South 6th Street and West National Avenue. To stay in the loop, visit www.thehopmke.com.

BublR Goes Electric

BublR Bikes, Milwaukee's non-profit bike share program, is in the midst of an expansion project. Thanks to a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant, approximately 250 e-bikes and 26 new stations will soon be integrated into the BublR Bikes network. E-bikes, or electrically-assisted bikes, will help users with varying abilities go further and faster. BublR already has nearly 100 stations scattered throughout Milwaukee, West Allis and Wauwatosa. For locations, visit www.bublrbikes.org.

HIRES & PROMOTIONS

Milwaukee Downtown, BID #21 is proud to introduce some new faces to our dynamic team!

Rebecca Sue Button

MARKETING, EVENTS & SOCIAL MEDIA DIRECTOR

rbutton@milwaukee downtown.com

Rebecca Sue Button has been named our new Marketing, Events and Social Media Director. A familiar face in downtown circles, Rebecca was formerly the Creative Programs Coordinator at the Historic Third Ward Association. Her primary responsibilities will include coordination and implementation of special events, fundraising and sponsorship fulfillment, and management of the organization's social media channels.



Roosevelt Jenkins

DIRECTOR, PUBLIC SERVICE AMBASSADOR PROGRAM

rjenkins@milwaukee downtown.com

Roosevelt Jenkins has been promoted to director of our Public Service Ambassador (PSA) program. Roosevelt was formerly our PSA Operations Supervisor and served under the former director, Steve Basting, before his retirement in June.



Dennis Mulcahy

OPERATIONS SUPERVISOR, PUBLIC SERVICE AMBASSADOR PROGRAM

dmulcahy@blockbyblock.com

Dennis Mulcahy was hired in May to fill the role of PSA Operations Supervisor. Dennis will work in tandem with our PSA Director, Roosevelt Jenkins, to keep downtown clean, safe and friendly.



Brian Johnson

PUBLIC SERVICE AMBASSADOR, HOMELESS OUTREACH PROGRAM

bjohnson@blockbyblock.com

Brian Johnson is not a new face with our PSA program, but his responsibilities are. Brian now supports Beth Lappen, the Downtown Homeless Outreach Coordinator with Milwaukee County Housing Division's Outreach Services Team. A large amount of his time is dedicated to establishing a rapport with individuals and building trust through the distribution of care kits containing basic essentials.





HOLIDAY LIGHTS GO BRIGHT NOVEMBER 18

The 23rd annual Milwaukee Holiday Lights Festival will return to downtown streets and parks, November 18, 2021 through January 1, 2022. Coordinated by Milwaukee Downtown, BID #21, the six-week festival bundles 500,000+ lights and enchanting park displays with dozens of downtown events—from stunning stage performances to kid-friendly events and great shopping.

Milwaukee Downtown will continue to monitor local and national health guidelines. It is our hope that in-person gatherings can be held safely. Barring any restrictions, our official switch-flipping

ceremony is slated for Thursday, November 18 at Pere Marquette Park and \$2 Jingle Bus tours will operate from The Avenue, Thursday thru Sunday evenings, until Dec. 26. Plans for Santa's Mailbox and the return of Cocoa with the Clauses on Saturday, December 11 at Cathedral Square Park are also in store.



"The Milwaukee Holiday Lights Festival is a long-time tradition for so many Midwest families," said Rebecca Sue Button, marketing, events and social media director for

Milwaukee Downtown, BID #21. "We look forward to pulling out all the stops to brighten spirits and build lasting memories."

LOOK TO THE SKY FOR RELIEF THIS WINTER



Milwaukee winters can be challenging. Thank goodness downtown has a 1.75-mile skywalk system that connects a network of buildings throughout the city's central business district. It runs roughly east to west along Wisconsin Avenue, and north to south along Vel R. Phillips Avenue. That allows downtown denizens to park their cars, go to meetings, run daily errands, grab lunch, go shopping, visit BID #21's office and more, without ever having to battle the elements.

Notable stops along the Milwaukee Skywalk include the historic Riverside Theater, the Hyatt Regency, The Avenue and the Wisconsin Center District. It crosses the Milwaukee River twice, conveniently connecting East Town to Westtown.

To learn more about this valuable resource, download the Milwaukee Skywalk Guide at <https://www.milwaukeedowntown.com/getting-around/skywalk-system>, or pick up a copy at Milwaukee Downtown, 301 W. Wisconsin Avenue, Suite 106.



A complete list of holiday happenings will be available at the festival's website, milwaukeeholidaylights.com, or by contacting Milwaukee Downtown, BID #21 at 414.220.4700 and requesting a free festival guide. Guides will be available in early November.



NEW DIGS FOR OUR CLEAN SWEEP AMBASSADORS



Milwaukee Downtown's Clean Sweep Ambassadors have new digs. While much of their time is spent out in the streets, the crew requires a home base for all of its equipment. Our CSAs are now operating from 147 N. Vel R. Phillips Avenue. The new location gives the CSAs access to water and additional storage space for our growing fleet of grime-busters.





NOMINATE A DOWNTOWN ALL-STAR

Milwaukee Downtown, BID #21 is looking to recognize downtown's resilient leaders. The Downtown Achievement Awards honoring trendsetters, game changers and cheerleaders of the central business district are back!

Be it a business, developer, individual or organization, we are requesting your nominations for the 2021 Downtown Achievement Awards. Milwaukee Downtown's executive committee will review all submissions and determine this year's class of star achievers. All award winners will receive recognition at Milwaukee Downtown's next annual meeting.

Tell us who brings you inspiration. Please send nominations with a brief description of the nominee's accomplishments to Rebecca Sue Button at rbutton@milwaukeedowntown.com by September 15, 2021.



WELCOME TO THE NEIGHBORHOOD

2A Wine Merchants
577 E. Erie Street
414.763.0396 | 2awinemerchants.com

3rd Street Market Hall
- *OPENING SOON!*
275 W. Wisconsin Avenue
3rdstmarkethall.com

**Central Standard Distillery
Crafthouse & Kitchen**
320 E. Clybourn Street
414.455.8870 | thecentralstandard.com

Dubbel Dutch Hotel
817 N. Marshall Street
414.376.3439 | thedubbeldutch.com

Fiddleheads Coffee
790 N. Water Street
414.210.4509 | fiddleheadscoffee.com

Fool's Errand
316 N. Milwaukee Street
414.269.9908 | foolserrandmke.com

GRAEF
275 W. Wisconsin Avenue, Suite 300
414.259.1500 | graef-usa.com

Kinn MKE Guesthouse
- *OPENING SOON!*
600 N. Broadway
kinnguesthouse.com

Lowcountry Milwaukee
1114 N. Water Street
414.252.0015 | lowcountrychicago.com

Penzeys
638 N. Water Street
414.375.4896 | penzeys.com

Rerocc
773 N. Jefferson Street
414.800.4369 | rerocc.com

Sneaky Pete's
400 N. Water Street
414.988.8916 | petespop.net

Tru by Hilton Milwaukee Downtown
515 N. Jefferson Street
414.240.8331 | hilton.com

Tupelo Honey
511 N. Broadway
414.207.4604 | tupelohoneycafe.com



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