



DOWNTOWN EMPLOYEE APPRECIATION WEEK

AUGUST 18 - 22, 2025

IWORKDOWNTOWNMKE.COM



The perks of working downtown, and we know there are plenty, are about to get even better! Downtown Employee Appreciation Week is back to reward downtown Milwaukee's dedicated workforce with a week of incentives. The fun-filled week features daily giveaways, office challenge games, employee discounts, and much, much more.

SO, ROUND UP YOUR CO-WORKERS FOR DOWNTOWN EMPLOYEE APPRECIATION WEEK.

OPENING CEREMONY

MONDAY, AUGUST 18
11:45 AM - 1:00 PM

RED ARROW PARK

Kick off Downtown Employee Appreciation Week with a ribbon-cutting ceremony, live music, and chances to win loads of prizes. We'll even sweeten the deal by starting free lunch for the first 1,000 employees all week long.

DAILY LUNCH LOCATIONS AND ACTIVITIES:

MONDAY, AUGUST 18
11:45 AM - 1:00 PM

RED ARROW PARK

TUESDAY, AUGUST 19
11:45 AM - 1:00 PM

CATHEDRAL SQUARE PARK

WEDNESDAY, AUGUST 20
11:45 AM - 1:00 PM

SCHLITZ PARK

THURSDAY, AUGUST 21
11:45 AM - 1:00 PM

PERE MARQUETTE PARK

FRIDAY, AUGUST 22
11:45 AM - 1:00 PM

ZEIDLER UNION SQUARE

OFFICE CHALLENGE GAMES

Presented by



Take a midday break! Office Challenge Games will travel to our daily lunch locations. Prizes are at stake for top competitors.

CORPORATE LADDER – Our version of ladderball, employees will score points by tossing balls at the "corporate ladder."

LINKEDIN ONE – This hole-in-one putting exercise will test employees' skills on the green.

AXE-CELLING AT WORK – Employees will take aim as they throw axes at a target.

MILWAUKEE BUCKS BASKETBALL SHOOTOUT

Join the Milwaukee Bucks Entertainment Network in one of the week's most popular challenges. Sink as many baskets as you can in the allotted time and win cool Bucks prizes. Look for the crew at our daily lunch locations.

THE MORNING JOLT

MONDAY, AUGUST 18
8:00 AM - 9:30 AM

BIGGBY COFFEE - RED ARROW PARK

WEDNESDAY, AUGUST 20
8:00 AM - 9:30 AM

FIDDLEHEADS COFFEE

THURSDAY, AUGUST 21
8:00 AM - 9:30 AM

COLECTIVO AT U.S. BANK

FRIDAY, AUGUST 22
8:00 AM - 9:30 AM

STONE CREEK COFFEE - FACTORY CAFÉ

Jump-start your morning with a free cup of joe. Downtown cafes will pour a limited number of complimentary coffees for downtown employees. In addition, the first 25 employees to visit each location will receive a Milwaukee Downtown mug.

SERVICE INDUSTRY NIGHT

Sponsored by Visit Milwaukee

MONDAY, AUGUST 18
6:00 PM - 8:30 PM

RIVERWALK COMMONS

It's a night honoring servers, bartenders and hospitality superstars. Meet at the Riverwalk Commons bar, across the street from the Milwaukee Public Market, for a free beverage, while supplies last. Live music and food trucks will add to the fun!

MOMENT OF MOVEMENT

TUESDAY, AUGUST 19
7:00 AM - 8:00 AM

EMBODY YOGA
AT CATHEDRAL SQUARE PARK

WEDNESDAY, AUGUST 20
7:30 AM - 8:30 AM

GIRLS WHO WALK AT
RIVERWALK COMMONS

THURSDAY, AUGUST 21
7:00 AM - 8:00 AM

CATHY STADLER YOGA
AT PERE MARQUETTE PARK

FRIDAY, AUGUST 22
7:00 AM - 8:00 AM

BARRE3
AT BAIRD COMMUNITY COMMONS

Take a moment for movement with daily wellness sessions offered by various fitness instructors. View the daily schedule for class details. Advance registration is required for all classes, walk excluded. Register at iworkdowntownmke.com.

WORLD'S LARGEST COFFEE BREAK

TUESDAY, AUGUST 19
9:00 AM - 10:30 AM

CATALANO SQUARE

Need some perking up? Local coffee shops are brewing the ultimate boost – free java for our downtown workforce. While there, enjoy treats to nosh on and music to groove to!

KAYAK MILWAUKEE'S RIVERWAYS

TUESDAY, AUGUST 19
4:00 PM - 7:00 PM

JERRY'S DOCK LAUNCH -
318 S. WATER STREET

THURSDAY, AUGUST 21
4:00 PM - 7:00 PM

JERRY'S DOCK LAUNCH -
318 S. WATER STREET

Paddle Milwaukee's riverways with Milwaukee Kayak Company! MKC is offering discounted rentals for downtown employees and one guest. All single kayak and paddleboard rentals are \$25 each. Kayaks launch at 4pm, 4:30pm and 5pm. Pre-registration required. Visit milwaukeekayak.com to book.

I WORK DOWNTOWN HAPPY HOUR

TUESDAY, AUGUST 19
4:00 PM - 6:00 PM

CENTRAL STANDARD
CRAFTHOUSE & KITCHEN

Bring your work besties to Central Standard for a buy-one, get-one-free Downtown Employee Appreciation Week specials. Plus, enjoy a raffle for Central Standard canned cocktails and merchandise.

BRING YOUR DOG TO WORK DAY

WEDNESDAY, AUGUST 20
8:00 AM - 5:00 PM

VARIOUS LOCATIONS

In celebration of the opening of the MKE Dog Park, businesses who make their office pet-friendly for the day will get a special delivery of Fromm dog treats, while supplies last. Register your company at iworkdowntownmke.com.

YAPPY HOUR

Sponsored by Fromm Family Foods

WEDNESDAY, AUGUST 20
4:00 PM - 7:00 PM

(RIBBON-CUTTING CEREMONY AT 3:00 PM)

MKE DOG PARK

Celebrate the opening of Downtown's first dog park with your four-legged neighbors. Enjoy music by Frogwater and free Foxtown Brewery beer samples, plus food for purchase from Pete's Pops, MKE Mobile Eats, Foxtown Brewery, Azteca, and Caravan Camper.

PNC PRESENTS TUNES@NOON: MONTAGE

THURSDAY, AUGUST 21
12:00 PM - 1:00 PM

COURTYARD OF
411 EAST WISCONSIN CENTER

Take a midday break and enjoy a free concert in the courtyard of 411 East Wisconsin Center. Tunes@Noon will occur every Thursday thru August 28, 2025.

MOMENT FOR MEDITATION

THURSDAY, AUGUST 21
5:15 PM - 6:15 PM

PERE MARQUETTE PARK

Take a moment for meditation with a free session by Jacqueline Janz of Mindfully at Work. Advance registration is required. Register at iworkdowntownmke.com.

CLOSING CEREMONY

FRIDAY, AUGUST 22
11:45 AM - 1:00 PM

ZEIDLER UNION SQUARE

Say farewell to Downtown Employee Appreciation Week with games, live music, standing ovations and free lunch for 1,000.

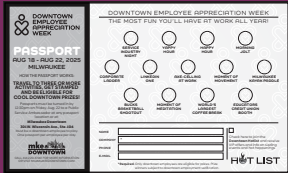
SCHLITZ PARK BEER GIVEAWAY

FRIDAY, AUGUST 22
4:30 PM - 6:30 PM

THE TAP YARD - SCHLITZ PARK

Enjoy a summer evening on the Milwaukee Riverwalk at The Tap Yard – Schlitz Park! The first 50 employees to arrive will receive a free beer, sponsored by Schlitz Park.

PLEASE NOTE: All events and giveaways are subject to change. Please visit www.iworkdowntownmke.com for the latest schedule of events and giveaways. Lunchtime giveaways will be distributed on a first-come, first-served basis, one item per employee while supplies last.



STAMP IT!

DOWNTOWN PASSPORT

Get your Downtown Employee Appreciation Week passport stamped at three or more activities and be eligible for fabulous downtown prizes. Print out your passport at iworkdowntownmke.com or pick one up from a Public Service Ambassador at the Milwaukee Downtown info table. Passports must be turned in by 12:30 p.m. on Friday, August 22 to be eligible to win.

BOOTH GOODIES

Enjoy goodies and games at lunchtime booths, including Milwaukee County Parks, Milwaukee Brewers, Milwaukee Fire Department, Milwaukee Theater District, Big Brothers Big Sisters, Vibrant Body Company, Sculpture Milwaukee, Historic Milwaukee, Hupy and Abraham, AARP, Fromm Family Foods, Gruber Law Offices, UWM Alumni and others.

POP-UP GIVEAWAYS

Follow us on social media to learn about surprise giveaways and promotions throughout the week.

- @MilwaukeeDowntown
- @MilwDowntown
- @MKEDowntown
- @Milwaukee Downtown

PLEASE NOTE:

All events and giveaways are subject to change. Please visit www.iworkdowntownmke.com for the latest schedule of events and giveaways.

Lunchtime giveaways will be distributed on a first-come, first-served basis, one item per employee while supplies last.

MON | AUG 18

8:00 AM - 9:30 AM THE MORNING JOLT WITH BIGGBY COFFEE

BIGGBY COFFEE - RED ARROW PARK

Kick off Downtown Employee Appreciation Week with a complimentary coffee from Biggby Coffee. The first 150 employees will receive a complimentary coffee and 50% off any other drink. Milwaukee Downtown mugs will also be given away to the first 25 employees.

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION: OPENING CEREMONY

RED ARROW PARK

- » Ribbon-cutting ceremony
- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Rhythm Kings
- » Lunch Giveaways:
 - Avli: 1,000 mini salads and zucchini pizzas
 - Davians: 1,000 cookies
 - Grassroots Salad Company: 1,000 juice samples
 - Kroger: 1,000 ice cream treats

6:00 PM - 8:30 PM SERVICE INDUSTRY NIGHT sponsored by Visit Milwaukee

RIVERWALK COMMONS

It's a night honoring servers, bartenders and hospitality superstars. Meet at the Riverwalk Commons bar, across the street from the Milwaukee Public Market, for a free beverage, while supplies last. Live music and food trucks will add to the fun!



TUE | AUG 19

7:00 AM - 8:00 AM MOMENT OF MOVEMENT WITH EMBODY YOGA

CATHEDRAL SQUARE PARK

Free yoga class with Embody Yoga. Pre-registration required at iworkdowntownmke.com.

9:00 AM - 10:30 AM WORLD'S LARGEST COFFEE BREAK

CATALANO SQUARE



11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

CATHEDRAL SQUARE PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Jon Hintz Duo
- » Lunch Giveaways:
 - Cream City Concepts: 1,000 half wraps and pasta salad, meal sponsored by AARP
 - 600 EAST Café: 1,000 iced drinks
 - KEI: 1,000 oranges
 - Milwaukee Police Department: ice cream

4:00 PM - 7:00 PM KAYAK MILWAUKEE'S RIVERWAYS

MILWAUKEE KAYAK COMPANY - JERRY'S DOCK

Milwaukee Kayak Company is offering discounted rentals for downtown employees and one guest. All single kayak and paddleboard rentals are \$25 each. Kayaks launch at 4pm, 4:30pm and 5pm. Pre-registration required. Visit milwaukeekayak.com to book.

4:00 PM - 6:00 PM I WORK DOWNTOWN HAPPY HOUR

CENTRAL STANDARD CRAFTHOUSE & KITCHEN

Enjoy a buy-one, get-one-free special.

WED | AUG 20

8:00 AM - 5:00 PM MILWAUKEE'S (UN)OFFICIAL "BRING YOUR DOG TO WORK DAY"

VARIOUS LOCATIONS

Register your company at iworkdowntownmke.com.

7:30 AM - 8:30 AM MOMENT OF MOVEMENT WITH GIRLS WHO WALK

RIVERWALK COMMONS

Pre-registration not required.

8:00 AM - 9:30 AM THE MORNING JOLT WITH FIDDLEHEADS COFFEE

FIDDLEHEADS COFFEE

The first 150 employees will receive a free cup of coffee and 50% off any other drink. Milwaukee Downtown mugs will also be given away to the first 25 employees.

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

SCHLITZ PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Roxie Beane
- » Lunch Giveaways:
 - Dawg City: 1,000 hot dogs
 - Pop City: 1,000 bags of popcorn
 - Milwaukee Downtown: 1,000 cookies



4:00 PM - 7:00 PM (Ribbon-cutting ceremony at 3:00 PM) YAPPY HOUR

sponsored by Fromm Family Foods

MKE DOG PARK

Celebrate the opening of downtown's first dog park with your four-legged neighbors. Enjoy music by Frogwater and free Foxtown Brewery beer samples, plus food truck eats for purchase. \$2 parking available across the street.

THU | AUG 21

7:00 AM - 8:00 AM CATHY STADLER YOGA

PERE MARQUETTE PARK

Free yoga class with Cathy Stadler. Pre-registration required at iworkdowntownmke.com.

8:00 AM - 9:30 AM THE MORNING JOLT WITH COLECTIVO

COLECTIVO AT U.S. BANK

The first 150 employees will receive a free cup of coffee. Milwaukee Downtown mugs will also be given away to the first 25 employees.



11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

PERE MARQUETTE PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Ben Mulwana
- » Lunch Giveaways:
 - Cubanitas: 800 mini Cubano sandwiches
 - Haven Cafe: 1,000 peach couscous salads
 - Milwaukee County Historical Society: ice cream social

12:00 PM - 1:00 PM PNC PRESENTS TUNES@NOON: MONTAGE

COURTYARD OF 411 EAST WISCONSIN CENTER

4:00 PM - 7:00 PM KAYAK MILWAUKEE'S RIVERWAYS

MILWAUKEE KAYAK COMPANY - LAUNCH FROM JERRY'S DOCK

Milwaukee Kayak Company is offering discounted rentals for downtown employees and one guest. All single kayak and paddleboard rentals are \$25 each. Kayaks launch at 4pm, 4:30pm and 5pm. Pre-registration required. Visit milwaukeekayak.com to book.

5:15 PM - 6:15 PM MOMENT FOR MEDITATION

PERE MARQUETTE PARK

Enjoy a free meditation session with Jacqueline Janz of Mindfully at Work. Pre-registration required at iworkdowntownmke.com.

FRI | AUG 22

7:00 AM - 8:00 AM MOMENT OF MOVEMENT WITH BARRE3

BAIRD COMMUNITY COMMONS

Enjoy a barre class with Barre3. Pre-registration required at iworkdowntownmke.com.

8:00 AM - 9:30 AM THE MORNING JOLT WITH STONE CREEK COFFEE

STONE CREEK COFFEE - FACTORY CAFE

Kick-start your Friday with a free cup of joe from Stone Creek Coffee. The first 150 employees will receive a complimentary coffee. Milwaukee Downtown mugs will also be given away to the first 25 employees.

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

ZEIDLER UNION SQUARE

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Jorge Vallentine
- » Lunch Giveaways:
 - Milwaukee Brat House: 1,000 brats
 - Milwaukee Downtown: 1,000 bags of chips
 - Draft & Vessel: 1,000 cold brew coffees

4:30 PM - 6:30 PM SCHLITZ PARK BEER GIVEAWAY

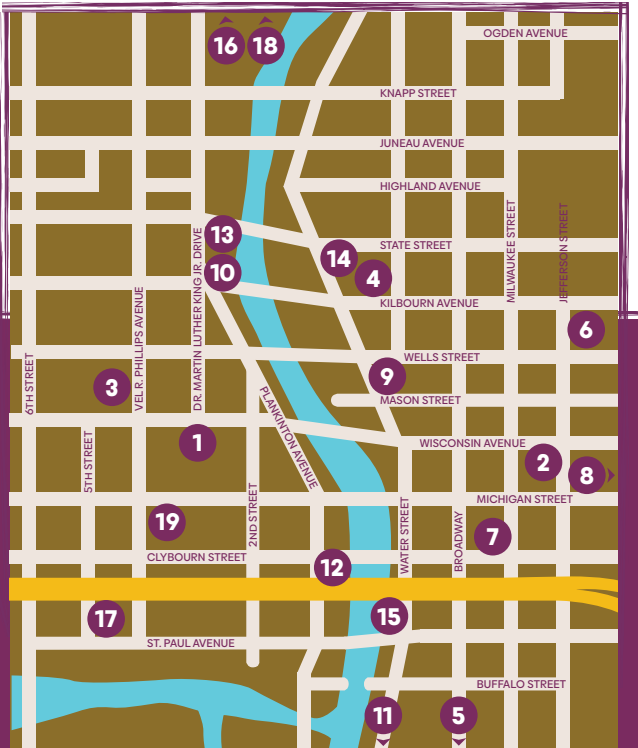
THE TAP YARD - SCHLITZ PARK

The first 50 employees will enjoy a free pint of beer.



MAP OF ACTIVITIES

- 3rd Street Market Hall
275 W. Wisconsin Avenue
- 411 East Wisconsin Center
411 E. Wisconsin Avenue
- Baird Community Commons
Vel R. Phillips Avenue between Wisconsin Avenue and Wells Street
- Biggby Coffee
920 N. Water Street
- Catalano Square
147 N. Broadway
- Cathedral Square Park
520 E. Wells Street
- Central Standard Crafthouse & Kitchen
320 E. Clybourn Street
- Colectivo at U.S. Bank
777 E. Wisconsin Avenue
- Fiddleheads Coffee
790 N. Water Street
- Milwaukee County Historical Society
910 N. Dr. Martin Luther King Jr. Drive
- Milwaukee Kayak Company - Jerry's Dock
318 S. Water Street
- MKE Dog Park
Plankinton Avenue & Clybourn Street
- Pere Marquette Park
900 N. Plankinton Avenue
- Red Arrow Park
920 N. Water Street
- Riverwalk Commons
423 N. Water Street
- Schlitz Park: Brewhouse Square
1543 N. 2nd Street
- Stone Creek Coffee - Factory Café
422 N. 5th Street
- The Tap Yard - Schlitz Park
1555 N. River Center Drive
- Zeidler Union Square
301 W. Michigan Street



CROWD RELEASE NOTE

Please be aware that by participating in Downtown Employee Appreciation Week, you consent to your voice, name and/or likeness being used, without compensation, in films and/or photography for future event promotion, and you release Milwaukee Downtown, BID #21, its successors, assigns and licensees from any liability whatsoever of any nature.

Milwaukee Downtown, BID #21 | 414.220.4700
iworkdowntownmke.com

A SPECIAL THANK YOU

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— SIGNATURE SPONSOR —



COMMUNITY SPONSORS



DAILY LUNCH SPONSORS



BEVERAGE SPONSORS



COMMUNITY PARTNERS



DAILY LUNCH CONTRIBUTORS

600 EAST Café | Davians | Dawg City | Draft & Vessel
Grassroots Salad Company | Milwaukee County Historical Society
Milwaukee Police Department | Pop City

COMMUNITY SUPPORTERS

Big Brothers Big Sisters | Caravan Hospitality | Cousins Subs
Diverse Dining Market | Girls Who Walk MKE | Gruber Law Offices
Historic Milwaukee | Historic Third Ward Association | The Hop
Hupy and Abraham | Interstate Parking | Milwaukee Fire Department
Milwaukee Kayak Company | Milwaukee Theater District | Pete's Pops
Sculpture Milwaukee | UWM Alumni Association | Vibrant Body Company
Wisconsin Center District

MILWAUKEE DOWNTOWN, BID #21

301 W. Wisconsin Avenue, Ste. 106 | iworkdowntownmke.com | 414.220.4700