

THE RIPPLE EFFECT

Hello Milwaukee Downtown-ers!

Downtown is transforming into an emerald isle as preparations for the 48th Annual Shamrock Club of Wisconsin St. Patrick's Day Parade are underway. Hear about all the festivities.

If you're looking to refresh your digs, a visit to downtown's latest home store is a must. Learn about the new retailer in the heart of our district.

This month, our dear friend, Debra Usinger, would have turned 60. To honor her memory, a bronze sculpture will be installed along the Milwaukee RiverWalk. Learn how you can contribute to the project.

Plus, the unforgiving weather hasn't stopped our Public Service Ambassadors from getting out and about. You can now find the PSAs and BIK (bicycle information kiosk) in the Empire Building's skywalk over Wisconsin Avenue between Plankinton and the Milwaukee RiverWalk. As always, the BIK is chock-full of info on downtown happenings. You can also find the PSAs at the 90th REALTORS® Home & Garden Show, March 21-30, at State Fair Park.

Thanks for reading!



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Downtown is an Emerald Isle

Who says you have to be Irish to celebrate St. Patrick's Day? Take part in the one day of the year when everyone looks good in green! From parades to pub tours and everything in between, downtown Milwaukee is the perfect place to celebrate the luck of the Irish. So round up your clan and join us downtown!



Celtic Lunchtime Entertainment

March 12 - 15 | 11:30am to 1pm
 The Shops of Grand Avenue - Center Court

Enjoy the sounds of Ian Gould on Wednesday, Jeff Ward on Thursday and Cashel Dennehy on Friday. Frogwater will perform until 2:30pm on Saturday.

Jake's Bash O' Corned Beef

Friday, March 14 | 12:30pm
 The Shops of Grand Avenue - Center Court

It's a challenge for the heartiest of eaters. Join the Westown Association and Jake's Deli in a competitive eating contest featuring Jake's Deli's signature sandwich.

ShamROCK Kick-Off Party

Friday, March 14 | 5:30pm to 11pm

Miller Time Pub - 509 W. Wisconsin Ave.

Rock Westown with live entertainment from Ian Gould and U2 Zoo, as well as drink specials and raffle prizes.

MSO: Cherish the Ladies

March 14 - 16

Marcus Center - Uihlein Hall

Irish Eyes will be smilin' as the Milwaukee Symphony and Conductor Michael Krajewski celebrate the wearin' o' the green.

The Irish Jig Jog 5K Run/Walk

Saturday, March 15 | 9am

Veterans Park

Kick up your heels and help raise money for MS Run the US.

48th Annual Shamrock Club of Wisconsin St. Patrick's Day Parade

Saturday, March 15 | 12pm

Downtown Milwaukee

With over 140 units featuring local celebs, floats, marching bands, bagpipes and more, downtown's parade is Wisconsin's largest sea of green. The parade steps off at Wisconsin Ave. and Old World Third St. and finishes at Water St. and Highland Ave. Park at The Shops of Grand Avenue and enjoy \$3 parking until 5pm.



Shamrock Club Post-Parade Party

Saturday, March 15 | 1pm to 6pm

Irish Cultural & Heritage Center - 2133 W. Wisconsin Ave.

Following the parade, head to Milwaukee's largest family parade-day party with live entertainment, leprechaun stories and more!

Shamrock Shuffle

Saturday, March 15 | 2pm to 8pm

Downtown Milwaukee

Raise a toast at any one of the 30+ participating pubs on North Avenue, Water Street or Old World Third Street. Proceeds benefit MS Run the US.

Gaelic Storm

Saturday, March 15 | 7pm

The Riverside Theater

Hop the night away with blazing Celtic-inspired rock and roll.



Betty Brinn Children's Museum

Sunday, March 16 | 1pm & 1:30pm

Bring the lil' lads down for a dance performance by the Trinity Academy of Irish Dance.

Shortest & Smallest St. Patrick's Day Parade

Monday, March 17 | 4:30pm

Historic Third Ward

Gather at Catalano Square at 4:30pm for live music by Ian Gould, then march 280 steps around Catalano Square. Post-parade festivities include the McMenamin Irish Dancers, green beer and more!

Miller Lite Free Rides

Monday, March 17 | 6pm to 1am

Residence Milwaukee and i.e. Design Now Open

Residence Milwaukee and i.e. Design, a new collaboration between owners Kerry Shannon and Colleen Thompson, are marrying design goods and services into one convenient stop.

"We have 'symbiotic' disciplines and had been operating under a referral basis for several years," said Kerry Shannon, owner of Residence Milwaukee. "I sent kitchen and bath jobs to Colleen and she sent furniture, window treatment and accessory clients to me. Our 'marriage' was the next logical step."

Opened in July 2013, the 3,000 sq. ft. store features sophisticated and urban home furnishings and accessories, as well as upcycled and vintage items. Some of the store's featured lines include Patagonia Trading Upholstery, Worlds Away, Arteriors, Global Views, Sunpan Modern, Softline Window Treatments, Voluspa Candles, Kravet, Robert Allen, Duralee, Lee Jofa and more. Best of all, merchandise is reasonably priced--"affordable luxuries" is their tagline.

Aside from products, Residence Milwaukee and i.e. Design offer a full range of interior design services, including kitchen and bath design, custom window treatments and bedding, custom upholstery, custom casegoods, color consultations, space planning and home staging.

The pair was able to transition into a downtown space with the help of a white-box grant funded by the City of Milwaukee and Milwaukee Downtown, BID #21. White-box grants reimburse owners for costs related to interior improvements such as ceilings, lighting, plumbing, interior walls, electrical outlets, concrete flooring, demising walls, restrooms and HVAC modifications. Either a property owner or a new retail tenant may qualify. The maximum grant amount is \$30,000.

"Downtown was the right location for our store," said Shannon. "Not only is our aesthetic very urban, we wanted to tap into downtown's density of workers and residents who were without fresh retail and design options in the central business district. Plus, downtown is just so cool!"

Residence Milwaukee and i.e. Design are located at 612 N. Broadway and open Tuesday-Friday from 10am to 6pm, Saturday 11am to 5pm and Sunday 12pm to 4pm. For more info, visit www.residencemilwaukee.com or www.iedesignltd.com.



Debra Usinger RiverWalk Memorial Project

To celebrate the life of our dear friend, Debra Usinger, community organizations and individuals are coordinating an art installation along the Milwaukee RiverWalk. The chosen piece is a bronze sculpture designed by Beth Sahagian, depicting tree branches with buds intertwined on a trellis.

As many of you are aware, Debra loved nature and was a longtime admirer of Sahagian's work, which includes the Acqua Grylli--a bronze sculpture also on the Milwaukee RiverWalk, between Wells Street and Kilbourn Avenue.

The Milwaukee Riverwalk District and Westown Association have already committed donations to the memorial project. Additional dollars are needed to purchase the sculpture and establish a maintenance fund.

As her birthday approaches, please consider making a donation to help memorialize Debra's fun and loving persona. Donations of any size are greatly appreciated. Contact Beth Weirick at bweirick@milwaukee downtown.com for more info.



Visit us at the Home & Garden Show

Milwaukee Downtown will be at the 90th REALTORS® Home & Garden Show, March 21 - 30 at State Fair Park. With hundreds of experts in decorating, renovating, landscaping and entertaining, homeowners will find all the assistance they need to jump-start their to-do lists.

Info on the show's workshops, cooking demos, garden market and participating exhibitors can be found at www.mkehgs.com. If you come on down, visit us at Booth #1741.



