

THE RIPPLE EFFECT

Hello Milwaukee Downtown-ers!

NEWaukee will brew its 4th annual YPWeek April 11-18. With over 90 events tailored for Wisconsin's emerging leaders, the week is certain to engage young professionals not only in our marketplace, but also in neighboring communities.

The table has been set for Downtown Dining Week 2015! Preview the 47 eateries that will participate in our food feast June 4-11.

Plus, hear about a new monthly newsletter program being launched by Matt Dorner, Milwaukee Downtown's Economic Development Director, and learn how you can promote your business to employees entering downtown's marketplace.

Thanks for reading!



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YPWeek Reaches Across County Lines

NEWaukee is at it again! Young professionals will be the focus of Wisconsin April 11-18 during the 4th annual YPWeek. New this year, the eight-day conference will inspire not only Milwaukee millennials, but YPs from Madison, Wausau, Kenosha, Green Bay, the Fox Cities, Fond du Lac and Sheboygan. Over 90 events around the region have been coordinated--all designed to stir conversation and engage the millennial workforce.

Some notable Milwaukee highlights include Spring Cleaning at the Artery (April 12), Detours by Carr (April 12), Changing the Way People Connect (April 13), The Spotlight Workshop: The Laundromat Project (April 13), 180: A Reverse Job Fair (April 13), Designing the Landscape (April 14), the State of Education with Dr. Darienne Driver (April 15), Entrepreneurship 101 (April 15), The Naked Ballet (April 16), Investing in Your Future (April 17) and more!

For more information about the weeklong event and to register for sessions, visit www.ypweek.com. Best of all, many of the activities are free to attend.



Downtown Dining Week Sets Table for 2015

Start priming your palate! The 10th annual Downtown Dining Week is returning to a restaurant near you June 4-11. The eight-day feast will present diners with affordable options at 47 restaurants, all with three-course menus at \$12.50 for lunch and \$25 or \$35 for dinner.



Whether you fancy ethnic explorations, contemporary American fare, or prefer vegetarian and gluten-free options, Downtown Dining Week caters to all local foodies. Among this year's participants are: Ale Asylum Riverhouse, Benihana, The Brown Bottle, Café at the Pfister, Café Calatrava, The Capital Grille, Carnevor, Carson's Prime Steaks & Famous Barbecue, Club Charlies, Coquette Café, Distil, Hinterland Erie Street Gastropub, Indulge, Joey Buona's, Kanpai, Karma Bar & Grill, Kil@wat, The Knick, The Loaded Slate, Louise's, Lucid Lounge, Mader's, Mason Street Grill, METRO Restaurant & Lounge, Mi*key's, Miller Time Pub & Grill, Millioke, Milwaukee ChopHouse, Mo's - A Place for Steaks, Onesto, Port of Call, The Pub Club, Rock Bottom Restaurant & Brewery, Rodizio Grill Brazilian Steakhouse, The Rumpus Room, Sake Tumi, Smoke Shack, Swig, Trinity Three Irish Pubs, Tulip, Umami Moto, Upper 90 Sports Pub, Vagabond, Ward's House of Prime, Water Buffalo, Who's On Third and Zarletti.

As an extra thank you to diners joining us during Downtown Dining Week, four patrons will be awarded \$550 each in dining certificates. Diners will be able to enter by completing a Downtown Dining Week survey following their dining experience at www.milwaukeeedowntown.com. At the end of the event, the four winning surveys will be randomly drawn.

Prepare your dining itinerary and preview Downtown Dining Week menus at www.milwaukeeedowntown.com. Menus of participating establishments will be posted in May. Reservations are strongly encouraged for the week.

Sign Up for *Real Results* Newsletter Highlighting Downtown Development

Milwaukee Downtown, BID #21 will soon launch a monthly development newsletter called *Real Results--Building Investment, Jobs and Prosperity in Milwaukee's Downtown*. The newsletter will feature new businesses, groundbreakings, featured projects, info on funding assistance and incentives, and an ongoing development ticker tallying investment in the marketplace.



The newsletter is one of the many initiatives Economic Development Director Matt Dorner is undertaking to raise awareness of downtown's successes and the viable opportunities available in the central business district. If you are interested in being a subscriber of the *Real Results* newsletter, [click here](#) to be added to our database.

Items Needed for Neighborhood Welcome Bags

Given the wave of new businesses opening shop downtown, Milwaukee Downtown, BID #21 is reigniting its welcome bag program. We're currently accepting items of value to shower our district's newest customers. Examples of goodies include coupons good for samples or free product, and promotional items such as mugs, key chains or water bottles. Please no menus or brochures.

As this will be an ongoing initiative, the quantity can be as many as 1,000 or as few as 25. We will do our best to mix up incentives based on each new business' neighborhood. Items can be dropped off at Milwaukee Downtown, 600 E. Wells Street, and should be labeled "Welcome Bag Items." If you have additional questions, please contact Katie Eggert at keggert@milwaukeedowntown.com.



Milwaukee Downtown Supports New Bucks Arena and Play It Forward Initiative

Milwaukee Downtown, BID #21 is one of several organizations taking a public stance in support of a new multi-purpose arena in downtown Milwaukee and the Play it Forward initiative.

Play it Forward is a coalition of individuals, businesses and community organizations who believe Wisconsin's future is something we should all be shaping. Without the Bucks as an anchor tenant of the BMO Harris Bradley Center, the venue is likely to slip into a rapid decline, creating a negative ripple effect across the community and beyond. Professional sports are critical for Milwaukee and the region to maintain and enhance its competitiveness in the global economy. For this reason, community leaders are rallying together to "play it forward" and ensure a new multi-purpose arena is built in downtown Milwaukee that can serve as the hub for a vibrant and diverse cultural and entertainment scene in Southeast Wisconsin. More information on the coalition can be found at playitforwardwi.com.



Stay in the loop! Follow us and get the latest info on downtown news and happenings.

