

## THE RIPPLE EFFECT

Hello Milwaukee Downtown-ers!

The perks of working downtown, and we know there are plenty, are about to get even better! Later this month, we'll roll out the [10th Annual Downtown Employee Appreciation Week](#), July 27 - 31. Rally your co-workers for office challenge games, live music, daily giveaways, employee discounts and much more! Read how you and your co-workers can participate.



Plus, downtown farmers' markets are in full bloom and so are the new bike planters along Wisconsin Avenue. Get the details on both and hear about a new plan to alleviate chronic homelessness in our central business district.

Thanks for reading!

*Beth*

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## ● Downtown Employees Get Boost of Appreciation

Downtown Employee Appreciation Week is back July 27 - 31 to reward downtown's 81,000 employees. The much-anticipated spirit week will kick off on Monday, July 27 at 11:45 a.m. in Red Arrow Park with a ribbon-cutting ceremony.

New this year, office challenge games will be revamped by the games' sponsor, Associated Bank, and loads of new 1,000-item daily giveaways will sweeten employees' lunch breaks. Look for us in Red Arrow Park on Monday, Pere Marquette Park on Tuesday, Schlitz Park on Wednesday, Zeidler Union Square on Thursday and Cathedral Square Park on Friday.

Also new are three evening events--[I Work Downtown Kickball Tournament](#) on Wednesday, a 5K Fun Run with Milwaukee Running Festival on Thursday and an [I Work Downtown Happy Hour Boat Cruise](#) on Friday. Preregistration is required for the kickball tournament and boat cruise.

In addition, downtown workers can enjoy one of our many after-hours functions like the [I Work Downtown Volleyball Tournament](#) and Downtown's Grandest Happy Hour. Registration for the two-day volleyball tournament, July 27 & 28, is open until Friday, July 10. For a complete schedule of events, visit [www.milwaukeedowntown.com/iworkdowntown](http://www.milwaukeedowntown.com/iworkdowntown).



## Downtown Farmers' Markets in Full Bloom

Downtown offers a series of weekly farmers' markets so employees, residents and guests can fill up on fresh goodies. In addition, live music, food trucks and interactive demos will spice up your shopping experience as you browse produce, plants, meats and cheeses from Wisconsin farmers, and handmade goods by local artists.



### [Westown Farmers' Market](#)

Wednesdays, Now thru October 28  
10am to 3pm  
Zeidler Union Square

### [Fondy Food Center Pop-Up Farmers' Market](#)

Thursdays, Now thru October 29 | 11am to 2pm  
Schlitz Park - 2nd Street in front of Brewhouse Square

### [East Town Market](#)

Saturdays, Now thru October 3 | 9am to 1pm  
Cathedral Square Park

### [Outdoor Urban Market](#)

Saturdays, Now thru October 31 | 10am to 3pm  
Milwaukee Public Market

## Bike Planters Put New Spin on Wisconsin Avenue's Landscape

Bike planters. They're new fixtures along Wisconsin Avenue's landscape, but who is behind this recent, innovative shift in gears? Well, that would be none other than Milwaukee Downtown's Landscape Crew, led by KEI.

Last summer, the crew installed a prototype along East Wisconsin Avenue. Met with much acclaim, KEI has now expanded the program by upcycling and installing 26 bikes from 10th Street to the foot of Wisconsin Avenue. Thanks for keeping downtown one spoke above the rest!



## Milwaukee Downtown Leads Fundraising Effort for Alleviating Chronic Homelessness

Last month, Milwaukee Downtown hosted a symposium for the downtown business community on chronic homelessness and aggressive panhandling. The discussion with City and County leaders followed the recent unveiling of a \$1.8 million plan to end chronic homelessness in Milwaukee County over the next three years. Dr. Sam Tsemberis, founder and CEO of Pathways to Housing, was the keynote speaker for the summit offering innovative solutions and success stories on his housing first model, which has proven effective in New York City, Washington D.C. and Philadelphia.



At the conclusion of the symposium, Milwaukee Downtown presented three local solutions that would be supported by the Milwaukee County Housing Division and District Attorney's Office. The plan calls for the addition of a community prosecutor for downtown, addition of a homeless outreach worker for downtown and the opening of a new homeless resource center.

The implementation of these three strategies would provide immediate access to diversion services to assist the business community and provide accountability to those who habitually exhibit nuisance behaviors in the central business district. The cost to implement these initiatives is approximately \$230,000 annually. Milwaukee Downtown, BID #21 is currently seeking funding to fulfill these much-needed services. If you would like additional info on getting involved, contact Beth Weirick at [bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com).

## Is Your Business New to Downtown? Let Us Know!

Has your business opened or relocated to downtown Milwaukee within the last year? If so, we'd like to hear from you.

Several times a year, Milwaukee Downtown delivers welcome baskets to all new businesses for each of their employees. Welcome baskets include everything from coupons good for samples or free product, and promotional items such as mugs, key chains or water bottles.

If you're new to the central business district, please email Katie Eggert at [keggert@milwaukeedowntown.com](mailto:keggert@milwaukeedowntown.com). Tell us about your business and let us know how many individuals you employ downtown. We'd love the opportunity to welcome you to the neighborhood!



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