

THE RIPPLE EFFECT

Hello, Milwaukee Downtown-ers!

The table has been set for Downtown Dining Week 2017! Preview the 40+ eateries that will participate in our food feast June 1 - 8, and find out when menus will be available.

Meet our new Public Service Ambassador Director--who I think many of you will find to be a familiar face--and get the scoop on two new arts projects transforming Wisconsin Avenue.



Plus, this month marks NEWaukee's 6th Annual YPWeek, April 22 - 29. Channeling the passion that Wisconsin's young professionals bring to the workplace, the weeklong event has expanded, yet again, to 25 communities. Learn about activities in our community and beyond!

Thanks for reading!

A handwritten signature in cursive script that reads "Beth".

Beth Weirick
CEO
Milwaukee Downtown, BID #21
bweirick@milwaukeedowntown.com

● STEVE BASTING JOINS MILWAUKEE DOWNTOWN

G4S Secure Solutions and Milwaukee Downtown have hired Steve Basting as Director of the Public Service Ambassador Program.

Steve is well acquainted with our program and the neighborhood. Prior to joining our team, Steve served 27 years with MPD. His most recent post was as Inspector of Police, yet Steve interacted with our organization on multiple occasions throughout his career.



As a sergeant assigned to District 1 in 1998, Steve worked with us in developing the Public Service Ambassador program and the cooperative effort between BID #21 and MPD. Later in 2011, when he served as captain of District 1, Steve developed Code RED--a Responsible Entertainment Deployment team born out of Milwaukee Downtown's nighttime study and hospitality zone assessment.

Please join me in welcoming Steve to our team! Steve can be reached at sbasting@milwaukeedowntown.com or 414.220.4700 ext. 3.

In addition to our director announcement, Debbie Dean, formerly Lead Dispatcher, has been promoted to Assistant Director of the Public Service Ambassador Program. Debbie will oversee day-to-day operations and has been with the program for 15+ years. She can continue to be reached at debbie@milwaukeedowntown.com.

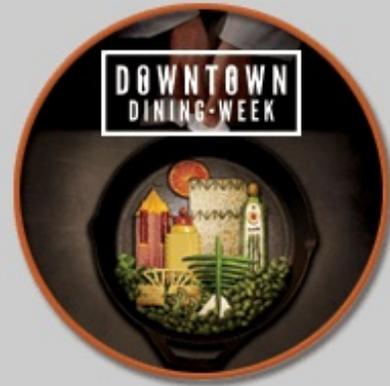
● DOWNTOWN DINING WEEK DISHES OUT ITS 12TH COURSE

Spurring spin-offs in nearby neighborhoods, Downtown Dining Week is a first-rate dining event. Attracting over 462,000 diners to downtown restaurants since its launch, we're piling on yet another course.

The 12th edition of Downtown Dining Week returns June 1 - 8. The eight-day feast will again feature three-course menus at \$12.50 for lunch and \$25 or \$35 for dinner at 40+ restaurants.

Among this year's participants are: Ale Asylum Riverhouse, Benihana, The Brass Alley, The Brown Bottle, Brunch, The Capital Grille, Carson's, Club Charlies, Coquette Café, Distil, Hinterland Erie Street Gastropub, Indulge, Kanpai, Kil@wat, The Knick, The Loaded Slate, Louise's, Mader's, Mason Street Grill, Matador, Mi*key's, Millioke, Milwaukee ChopHouse, Mo's - A Place for Steaks, Onesto, Pastiche at Metro, Pier 106, The Pub Club, Rare Steakhouse, Rock Bottom Restaurant & Brewery, Rodizio Grill, The Rumpus Room, SafeHouse, Smoke Shack, Swig, Trinity Three Irish Pubs, Upper 90 Sports Pub, Vagabond, Ward's House of Prime, Water Buffalo, Who's On Third and Zarletti.

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



● URBAN SCULPTURE INSTALLATION TO DEBUT ALONG WISCONSIN AVENUE

Sculpture Milwaukee, an outdoor urban sculpture experience, will visit downtown Milwaukee June - October. Featuring 22 sculptures by 21 artists, the pieces will be positioned along Wisconsin Avenue from 6th Street to O'Donnell Park and will be free to the public.

The installation will include internationally renowned artists, as well as local artists. The sculptures will range in size and material with some towering as high as 40 feet!

Sculpture Milwaukee will be an amazing addition to the collection of activities already taking place in downtown Milwaukee this summer. Milwaukee is one of only a handful of cities to host a free, urban installation of this magnitude. Milwaukee Downtown looks forward to welcoming the influx of visitors who will be drawn to this world-class public art installation, and engaging the community with programs and events. Stay tuned for an exciting update in early May!





UTILITY BOXES TRANSFORM INTO ART

The enthusiasm for downtown's past, present and future will soon shine at ten utility box locations along Wisconsin Avenue. The boxes will be used as canvases for a new mural installation in downtown Milwaukee.

In February, Milwaukee Downtown, with input from the Downtown Placemaking Task Force, rolled out a design competition to create surprise, delight and curiosity along the Avenue.

The Request for Creativity (RFC) invited artists working in all media to submit concepts that successfully reflected Wisconsin Avenue's rich history of commerce, diversity of architecture and people, and its undoubtedly bright future. Many creative and compelling submissions were received. Thank you to all who submitted or assisted in spreading the word on this exciting project. The Downtown Placemaking Task Force expects to announce the winning artist(s) in late April with install beginning in May.



YP WEEK RETURNS APRIL 22 - 29

NEWaukee is proud to announce the expansion of YPWeek Wisconsin to include 25 communities, including Ashland, Door County, Eau Claire, Fond du Lac, Fox Cities, Green Bay, Hayward, Kenosha, La Crosse, Oshkosh, Madison, Manitowoc, Marinette, Marshfield, Milwaukee, Phillips, Portage, Platteville, Racine, Sheboygan, Stevens Point, Superior, Waukesha County, Wausau, and Wisconsin Rapids. The grassroots statewide program will run April 22 to 29 with each community presenting a variety of programs that empower young professionals to take ownership and pride in their hometowns.



"YPWeek taps and channels the passion Wisconsin's young professionals bring to the workplace to help build and sustain Wisconsin's strong workforce and high quality of life," said Angela Damiani, CEO and co-founder of NEWaukee. "Through YPWeek we have created the nation's most comprehensive and collaborative talent engagement strategy."

Milwaukee's program will include an art bus, river cleanup, neighborhood tours, discussions about social issues, yoga classes, happy hours and more. For more info, including event registration, please [click here](#).



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



