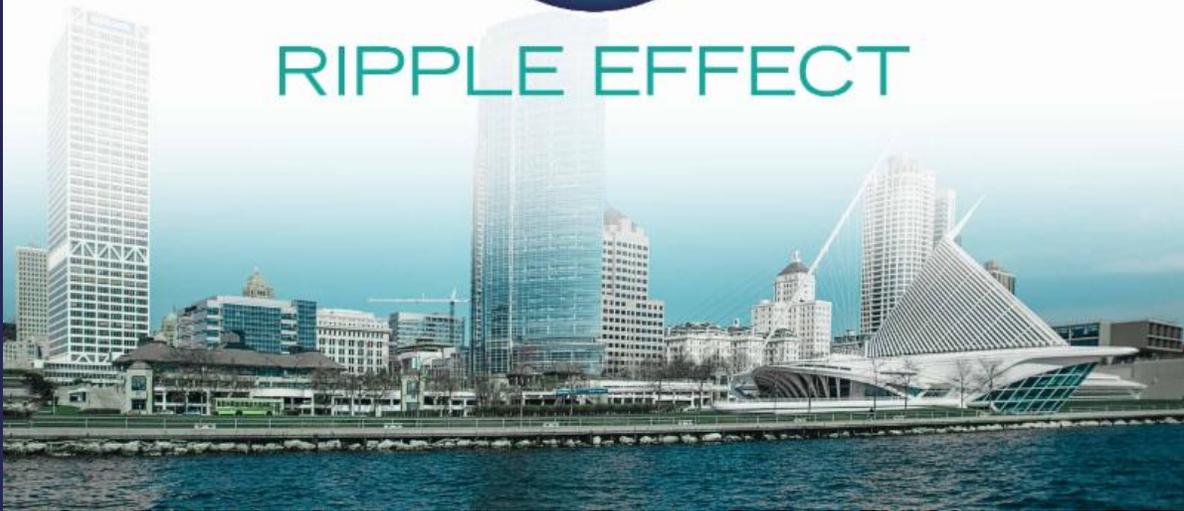




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

There's never a dull moment of summer in downtown Milwaukee! And Downtown Employee Appreciation Week was certainly a testament to it. A special thanks to all the downtown businesses that contributed product, prizes or space to make this year's Downtown Employee Appreciation Week a success. The week was packed with games, free lunches and after-hours events. [Click here](#) to view our photo gallery.

Help us select our 2017 Downtown Achievement Award winners. We're currently accepting nominations for these prestigious awards. Downtown's star achievers will be recognized at our annual meeting in September.



We're also excited to announce the resurrection of a Hospitality Zone Assessment with the Responsible Hospitality Institute to revisit challenges and opportunities to strengthen this vital sector of downtown's economy.

Plus, we're gearing up for international PARK(ing) Day! On Friday, Sept. 15, parking spaces around the globe will be temporarily reclaimed for people. Our hope is to transform up to 10 metered spaces into new territories for creative experimentation, activism, socializing and play. Stay tuned for more details!

Lastly, the 19th annual Milwaukee Holiday Lights Festival is just around the corner. Learn how your organization or business can be listed for FREE in the festival's comprehensive event guide.

Thanks for reading!



Beth Weirick
CEO
Milwaukee Downtown, BID #21
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Call for Downtown Achievement Award Nominations



In celebration of our 20th anniversary, Milwaukee Downtown, BID #21 would like to honor the trendsetters, game changers and cheerleaders of the central business district.

Be it a business, developer, individual or organization, we are requesting your nominations for the 2017 Downtown Achievement Awards. Milwaukee Downtown's executive committee will review all submissions and determine this year's class of star achievers.

All award winners will receive recognition at the Milwaukee Downtown, BID #21 Annual Meeting, which will be at the end of September. Please send nominations with a brief description of their accomplishments to Erica Chang at echang@milwaukeedowntown.com by Friday, Aug. 25.

Last year's winners included Northwestern Mutual, 411 East Wisconsin Center, 833 East Michigan, Westtown Wednesdays, MKE Lofts, Pabst Theater Group, Bublr Bikes, City NET Café, Schlitz Park, Madison Medical Affiliates, the Bucks arena deal and the Community Intervention Team.



Unlocking Downtown's Nighttime Economy Potential

In 2011, Milwaukee Downtown contracted with the Responsible Hospitality Institute to engage



in a Hospitality Zone Assessment. The six-month assessment returned short and long-term solutions to improve downtown's nighttime economy--many of which have already been implemented.

Given downtown's unprecedented growth in recent years, Milwaukee Downtown reconvened nighttime economy stakeholders and the Responsible Hospitality Institute at the end of July for a roundtable discussion. The feedback from these discussions will be

used to build a framework for the future of downtown's Milwaukee's nightlife. A special thanks to all who participated!



Submit Your Info for the Holiday Lights Brochure



Preparations for the 19th annual Milwaukee Holiday Lights Festival are well underway. Help us assemble the festival's comprehensive guide by telling us about your holiday happenings. Everything from concerts and on-stage performances to exhibitions and family amusements--even nightlife specials and retail deals are on our wish list.

Events should fall between November 16, 2017 and January 1, 2018. Milwaukee Downtown will work to include as much information as possible; however, due to space constraints, submissions will be subject to editing. Preference will also be given to events happening within BID #21's boundaries.

Forward details of your event along with a 25-word description to rachel@ebadvertising.com by Friday, Sept. 29. Photos are also welcome--and highly encouraged! Best of all, there's no cost to be included.



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