

THE RIPPLE EFFECT

Hello, Milwaukee Downtown-ers!

Happy 2017! After turning the page on 2016, I'd like to thank all the sponsors and partners of the Milwaukee Holiday Lights Festival, as well as all the families who made downtown a gathering destination during the holiday season.

More than 5,000+ spectators packed the park for our kick-off event, which was also broadcasted twice on WISN 12; the ever-popular Jingle Bus continued to be a draw, serving over 110 passengers an hour; just under 2,000 letters were delivered to Santa's Mailbox; and Mr. and Mrs. Claus heard the wishes of over 200+ boys and girls during Cocoa with the Clauses. It truly was a bright year.



Yet January is already filled with a host of celebrations. The Marcus Center continues its tradition of observing the birthday of Dr. Martin Luther King, Jr., NEWaukee hosts a four-day Snowpocalypse, the Milwaukee Press Club puts on another bash to celebrate the City of Milwaukee's birthday, and the Lakefront Gateway Project nears completion.

Plus, mark your calendars for the return of Taste & Toast. The small plates and craft cocktails promotion will lift spirits March 6 - 10. Stay tuned for a list of participating restaurants.

Thanks for reading!

Beth

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LAKEFRONT GATEWAY PROJECT NEARS COMPLETION

The much-anticipated Lakefront Gateway project is near completion. This exciting multi-jurisdictional effort included three separate projects, all with the goal of enhancing the public infrastructure needed to support the traffic, bicycle and pedestrian patterns along Milwaukee's lakefront.

The extension of Lincoln Memorial Drive creates a new link between the Historic Third Ward and the Lakefront, and also realigns the I-794 ramps to/from the west and Lincoln Memorial Drive. These phases are substantially complete and all lanes are now open to traffic.



In spring, final landscaping will be performed on the new median in E. Clybourn Street. In addition, the City is finishing work on Harbor Drive and anticipates that the roadway will reopen in early 2017. [Click here](#) for more info and real-time updates.

LEGACY OF DR. MARTIN LUTHER KING, JR. HONORED

The MLK Steering Committee will host the 33rd Annual Dr. Martin Luther King, Jr. Birthday Celebration on Sunday, Jan. 15 at 1 p.m. at the Marcus Center for the Performing Arts. The long-standing tradition commemorates Dr. King's works through art, speech and writing contests.

The theme for this year's program is "We Shall Overcome" and includes performances by the Milwaukee Flyers Tumbling Team, Riverside University High School's Swing Choir, Malik Johnson--a hip-hop cellist, the Hmong American Peace Academy, United Indians of Milwaukee, and Kaprice Maxwell--a jazz singer from Milwaukee High School of the Arts.

The event will conclude with the Paulette Y. Copeland Reception at 3 p.m. Admission to this event, as well as the reception, is free and open to the community. Complimentary parking in the Marcus Center parking structure will also be available. [Click here](#) for info.



SNOWPOCALYPSE STORMS DOWNTOWN

NEWaukee and The Underground Collaborative are challenging Milwaukeeans to break out of hibernation.

Snowpocalypse, a four-day winter storm, will feature happy hours, mixers and other chilly affairs, January 26 - 29. Forecasters predict an ice bar, live music, food trucks, fire pits, s'more roasting and more across downtown. [Click here](#) for more info.



EVERYDAY SUPERHEROES CELEBRATED AT CITY'S BIRTHDAY PARTY

The Milwaukee Press Club will host the City of Milwaukee's 171st birthday party on Thursday, Jan. 26 from 5:30 p.m. to 8 p.m. at The Grain Exchange. The theme of this year's celebration is "Celebrating our Superheroes."

Outstanding Milwaukee businesses and residents will be applauded and the city's milestones celebrated. Come

enjoy the company of great Milwaukeeans, gourmet food stations, and birthday cake, of course! [Click here](#) for info.



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