



RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Summer is underway in Milwaukee and we're excited about our plans for July. The month kicks off with a party you won't want to miss!

On Tuesday, the [Wisconsin Avenue utility box mural project](#) comes to a close with a ribbon-cutting celebration. To commemorate Wisconsin Avenue's history and progress, Mauricio Ramirez has created 10 stunning murals along the Avenue.

[Downtown Employee Appreciation Week](#) is back July 31 - Aug. 4 to reward downtown employees with games, daily giveaways, outdoor entertainment, free lunches and after-hour events. Learn how you can star in our "I Work Downtown" TV spot and get registration details for the volleyball and trivia tournaments.



Plus, Milwaukee Art Museum docents are taking it to the streets! [Docent-led trolley tours](#) of Sculpture Milwaukee are the perfect way to see the amazing sculptures and hear the inspiration behind each piece. Tours are now operating Wednesdays until Oct. 18.

Thanks for reading!

Beth Weirick
CEO



DOWNTOWN UNVEILS UTILITY BOX MURALS ALONG WISCONSIN AVENUE



With Sculpture Milwaukee and the completion of the utility box mural project, Wisconsin Avenue is now downtown Milwaukee's grandest gallery.

Months in the making, the utility box mural project commemorates the rich history and progress on Wisconsin Avenue with 10 artistic interpretations by Mauricio Ramirez, which can be seen from 9th to Cass streets.

Please join us Tuesday, July 11 at 12 p.m. to celebrate the project's completion with a ribbon-cutting ceremony. The celebration will take place at 411 E. Wisconsin Ave.--the site of two utility box murals. Performances by DJ Shawna and Lex Allen, and lunch from

Milwaukee-area food trucks will round out the celebration. [Click here](#) for more info.

A special thanks to the sponsors of the utility box mural project: Milwaukee Downtown, BID #21, Milwaukee Arts Board, 411 East Wisconsin Center, Drury Hotel, Wisconsin Club and Wisconsin Center District.



DOWNTOWN EMPLOYEE APPRECIATION WEEK NEEDS YOUR SPIRIT

The 12th annual Downtown Employee Appreciation Week returns July 31 - Aug. 4. In preparation, Milwaukee Downtown is producing a television campaign to let the region know how awesome it is to work downtown!

Be a Star in Our TV Campaign

Two casting calls will be held to feature downtown Milwaukee employees in our TV spot. Please encourage your co-workers and employees to come out. We're looking for dynamite personalities and sparkling smiles. Everyone that participates will be asked to say the line "I Work Downtown" and give us permission to use their first name and occupation in an identification tag.



Downtown Employee Appreciation Week TV Spot Casting Calls:

Monday, July 10 - 11:45 a.m. to 1 p.m.
U.S. Bank Tower - 777 E. Wisconsin Avenue

Wednesday, July 12 - 11:45 a.m. to 1 p.m.
Outside The Shops of Grand Avenue's 3rd Street Entrance
275 W. Wisconsin Avenue

Sign Up Your Company for Our Volleyball & Trivia Tournaments

Put on your game face and partake in a little friendly competition! We're playing volleyball at Bradford Beach on Monday, July 31 from 5 p.m. to 9 p.m. and trivia at Jackson's Blue Ribbon Pub on Tuesday, Aug. 1 from 5 p.m. to 7 p.m. Up to 16 teams can register for the [volleyball tournament](#) and up to 15 teams can participate in the [trivia tournament](#). Pre-registration is required and ends Friday, July 21. Both tournaments are free to enter and cool prizes are at stake.

View the Complete Itinerary Online

Daily office challenge games, the World's Largest Coffee Break, a Thursday night happy hour, a Western Hoedown, and an assortment of other perks will make the week the most fun you've had at work all year. [Click here](#) for a complete lineup.



MILWAUKEE ART MUSEUM OFFERS DOCENT-LED TROLLEY TOURS OF SCULPTURE MILWAUKEE



Sculpture Milwaukee is teaming up with the Milwaukee Art Museum to provide docent-led trolley tours visiting all 22 of the temporarily installed sculptures along Wisconsin Avenue.

Docents from the Museum will take visitors on a 60-minute trolley ride from the Museum's main entrance down Wisconsin Avenue every Wednesday at 1:30 p.m. until Oct. 18. Tickets are just \$15 for adults and \$5 for kids 12 and under. Advance reservations are required and can be made at grouptours@mam.org or by calling 414.224.3842.



NEW INVESTMENT MAP DEPICTS \$3.6+ BILLION IN UNDER-CONSTRUCTION AND PROPOSED PROJECTS



We are pleased to announce the latest edition of the Downtown Milwaukee Area Investment Map. From the under-construction Milwaukee Bucks arena and Milwaukee Streetcar, to thousands of new housing units as well as commercial buildings, over \$3.6 billion has been invested in completed private and public projects, while more than \$3.6 billion is currently under construction or proposed to start soon.

This record investment traverses all industry sectors, underscoring the strength of the downtown real estate market. [Click here](#) to download an electronic copy or contact Matt Dörner, Milwaukee Downtown's Economic Development Director, at mdorner@milwaukeedowntown.com for a hard copy.



STAY CONNECTED:

