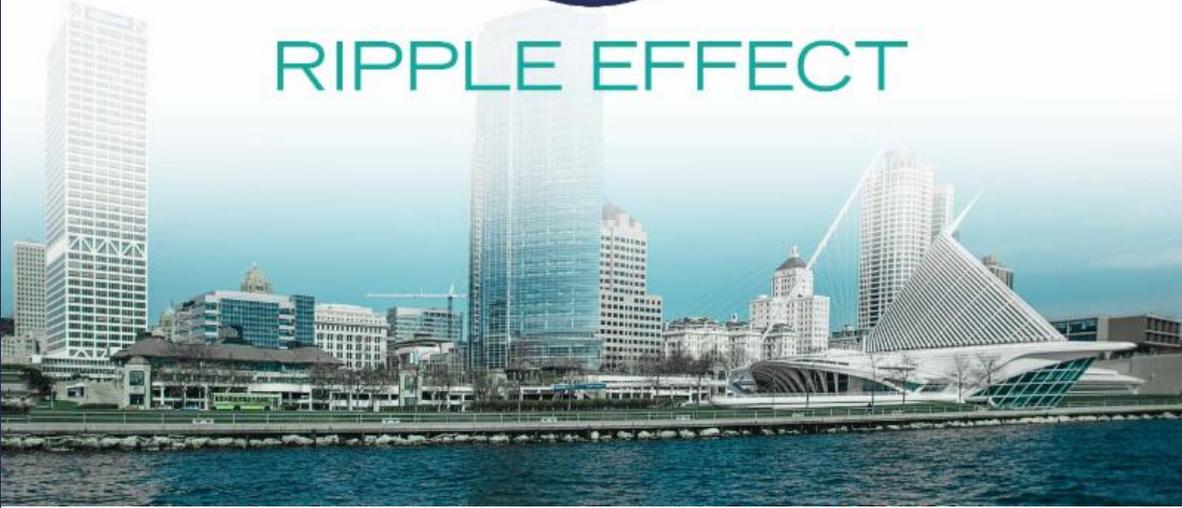




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

It's beginning to look a lot like Christmas in Milwaukee's downtown parks! On Monday, Ideal Property Management delivered over 130 freshly cut evergreen trees to Cathedral Square Park to help transform it into Community Spirit Park. Meanwhile, our holiday decorations are being installed to turn Pere Marquette Park into Santa's Polar Palace presented by Zilber Property Group and Zeidler Union Square into Downtown's Yule Lounge presented by We Energies Foundation.

All this groundwork is in preparation to light up the night with downtown's switch-flipping ceremonies on Nov. 16. We hope to see you in the crowd!



Get into the holiday spirit! Join us for the 91st annual Milwaukee Holiday Parade on Saturday, Nov. 18. Get details on our upcoming downtown holiday events below.

Thanks for reading!

Beth Weirick
CEO

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One Night of Holiday Lights, Nov. 16



Downtown's lights will go bright Thursday, Nov. 16 with two lighting ceremonies. Join Mayor Tom Barrett at City Hall for the 104th annual City Christmas Tree Lighting tradition. Hear music from local choirs, ensembles and theater groups beginning at 5 p.m. then participate in the 5:29 p.m. countdown. After the lighting, walk over the Kilbourn Avenue bridge to the Milwaukee Holiday Lights Festival Kick-Off Extravaganza in Pere Marquette Park. Pre-show entertainment will begin at 5:30 p.m.

The 19th annual Milwaukee Holiday Lights Festival lights up the sky and stage at 6:30 p.m. with singers, dancers, stunts, fireworks, and of course, a visit from Mr. Claus himself. We're calling on both the young and the young at heart to help us flip the switch and welcome the true stars of the show, our 500,000+ lights.

Performances by Charles Walker Band, Art Below Zero, Anita's Dance Center, Ocean Rush, Jenny Thiel, Lex Allen, Milwaukee Bucks Beats Drumline, Bango, and many more will help spread the holiday spirit. After the show, free Jingle Bus rides presented by Meijer will take guests past downtown's newly lit scenes.

Can't make the party? Tune into "WISN 12 LIVE: Holiday Lights Kick-Off," presented by Educators Credit Union at 6:30 p.m. on Thursday Nov. 16 and catch all of the acts, plus the fireworks. WISN 12's Melinda Davenport and Andy Choi will co-host the program.



Holiday Window Displays Promote Virtual Shopping Experiences

Wish List MKE, a new collaborative initiative among Milwaukee Downtown, BID #21 and RetailWorks, is sprucing up city sidewalks. In

addition to downtown's existing collection of brick and mortar retailers, five local online retailers will activate vacant storefronts with vibrant window displays featuring one-of-a-kind products, just in time for the holiday season.

Downtown's existing brick and mortar retailers along with these new online retailers will be marketed throughout the Milwaukee Holiday Lights Festival. Make sure to add these startups to your shopping circuit.



wishlistmke.com

- **The Mini Classy**
Historic Iron Block
205 E. Wisconsin Avenue
- **Milwaukee Holiday Lights Festival Ornament Collection**
759 N. Water Street
- **Linda Marcus Design**
Historic Iron Block
205 E. Wisconsin Avenue
- **Fyxation Bicycle Company**
Germania Building
135 W. Wells Street
- **Wander & Co.**
Colby Abbot Building
759 N. Milwaukee Street

Wish List MKE also showcases downtown's available commercial lease opportunities. For more information regarding available retail spaces or to connect with a property broker, visit wishlistmke.com.



New Décor to be Unveiled in Zeidler Union Square



Downtown's parks are becoming winter wonderlands for the holiday season, but one of our beloved parks is getting a bit cozier this year.

Inspired by Santa's living room, Zeidler Union Square will transform into Downtown's Yule Lounge sponsored by We Energies Foundation. The new décor features holiday fixtures such as an oversized red chair, fireplace and other great opportunities for family photos.

The official lighting ceremony will occur Nov. 16, and the lights will remain in place through Jan. 1. For more info on the Milwaukee Holiday Lights Festival, click [here](#).



Milwaukee Holiday Parade



The 91st annual Milwaukee Holiday Parade sponsored by Johnson Controls will line downtown streets on Saturday, November 18 at 9:30 a.m. The beloved tradition features over 100 spectacular units, including marching bands, floats, giant helium balloons, costumed characters, live animals, specialty vehicles, local celebrities and Santa.

Stepping off at Astor Street and Kilbourn Avenue, the parade will travel west down Kilbourn Avenue, turn south at Old World Third Street and conclude at The Shops of Grand Avenue. Along the route, Johnson Controls' volunteers will push shopping carts to collect nonperishable food items for Hunger Task Force's Food for Families.

Not sure where to park? Parade-goers can enjoy discounted parking in The Shops of Grand Avenue attached parking structure for \$3 until noon.



STAY CONNECTED:

