



RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Last month, we celebrated 20 years of operation during our 2017 annual meeting. We'd like to congratulate all of our Downtown Achievement Award winners. Thanks for all you do to put downtown Milwaukee on the map.

We're just over a month away from flipping the switch on downtown's holiday décor. Get the scoop on our annual Milwaukee Holiday Lights Festival kick-off below.

And while summer has officially come to an end, don't forget to take in the beautiful works of art displayed along Wisconsin Avenue. The world's largest outdoor art gallery will pack up for the season on Oct. 22.



Thanks for reading!

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Congratulations to our Downtown Achievement Award Winners



Milwaukee Downtown, BID #21 hosted its Downtown Achievement Awards program as part of its 2017 annual meeting on Thursday, Sept. 28. Over 200 downtown stakeholders gathered to hear accomplishments and upcoming initiatives, as well as celebrate the BID's 20th year of operation.

At the conclusion of the annual meeting, catalytic projects and leaders were honored for their contributions to the central business district. Representatives from the Milwaukee Downtown Board of Directors, Collaborative Downtown Marketing Group, and Milwaukee Downtown's Marketing Committee selected the 2017 Downtown Achievement Award winners from a pool of community nominations. The 2017 Downtown Achievement Award Recipients were:

- Steve Marcus - Downtown Champion Award
- 1433 Water - Brick & Mortar Award
- Susan Johnson - Downtown Placemaker Award
- Germania Building - CPR Award
- TWO-FIFTY - Commitment to Sustainability Award
- Summerfest - Downtown Attraction Award
- *Milwaukee Independent* - Downtown Cheerleader Award
- Ghassan Korban & Karen Dettmer - City of Milwaukee, Department of Public Works - Downtown Partner Award
- Milwaukee Riverwalk District - Public Spaces Award
- Meat on the Street - Street Eats Award
- Rent College Pads, Inc. - Downtown Ingenuity Award
- Milwaukee Kayak Company - Downtown Concierge Award
- SafeHouse - Night Owl Award

Congratulations to this year's winners! You truly are a big part of what makes our City so great.



Catch the Spirit with Downtown's Holiday Lights Festival

Downtown Milwaukee will spread the holiday spirit in just a few short weeks. Thursday, Nov. 16 marks the official start to the season.

The evening celebration will begin with a

lighting ceremony at 6:30 p.m. in Pere Marquette Park, followed by the much-anticipated fireworks show. The variety show will feature live music, dance acts, thrilling feats and even a visit from Santa Claus. Pre-show entertainment will begin at 6 p.m., following the City's Christmas Tree Lighting at City Hall.

Best of all, the entire evening is free, including the cookies, hot cocoa and Jingle Bus rides. You won't want to miss it! Click [here](#) for more info.



Sculpture Milwaukee Comes to a Close



This summer, downtown Milwaukee's major thoroughfare hosted a sculpture installation of epic proportions. For a few more weeks, visitors can take a stroll down Wisconsin Avenue to see the 22 sculptures created by artists from around the world. Sculpture Milwaukee will be on display until Oct. 22. Download the new Sculpture Milwaukee app and play the scavenger hunt to experience the sculptures digitally. For more info, click [here](#).



Halloween Happenings



Now that the leaves have turned and the chilly fall breeze has arrived, it's time to get festive with the spooky fall holiday. From a Haunted History Tour with Gothic Milwaukee to a Not-So-Scary Halloween event at Betty Brinn Children's Museum, check out our [fall itineraries](#) designed for families, young professionals and empty nesters.



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