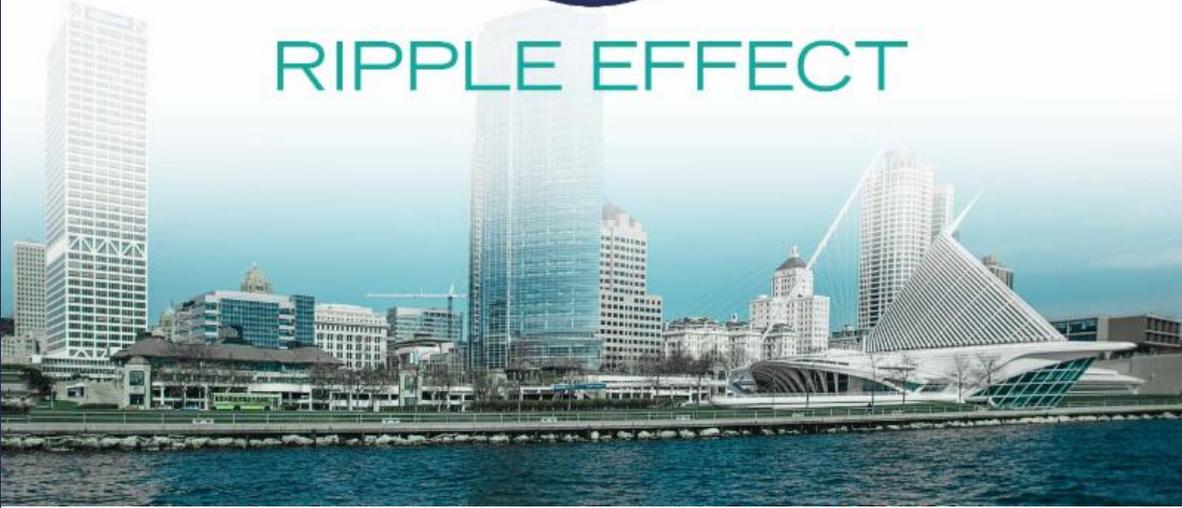




## RIPPLE EFFECT



### Hello, Milwaukee Downtown-ers!

Fall is beginning to cool off Milwaukee's downtown, but September is just heating up! There's still time to enjoy the beautiful works of art displayed along Wisconsin Avenue for Sculpture Milwaukee. Take a stroll and check out the installation's new interactive app available in the Apple Store and at Google Play.

September is an exciting month for our organization. The long-awaited Key to Change project, raising awareness of our community's quality-of-life programs and chronic homelessness, is set to debut Wednesday, Sept. 13. Also, we're reclaiming 12 metered parking spaces downtown on Friday, Sept. 15 for international PARK(ing) Day. Plus, we're celebrating our 20th year of operation on Thursday, Sept. 28. Get the scoop on our annual meeting below.

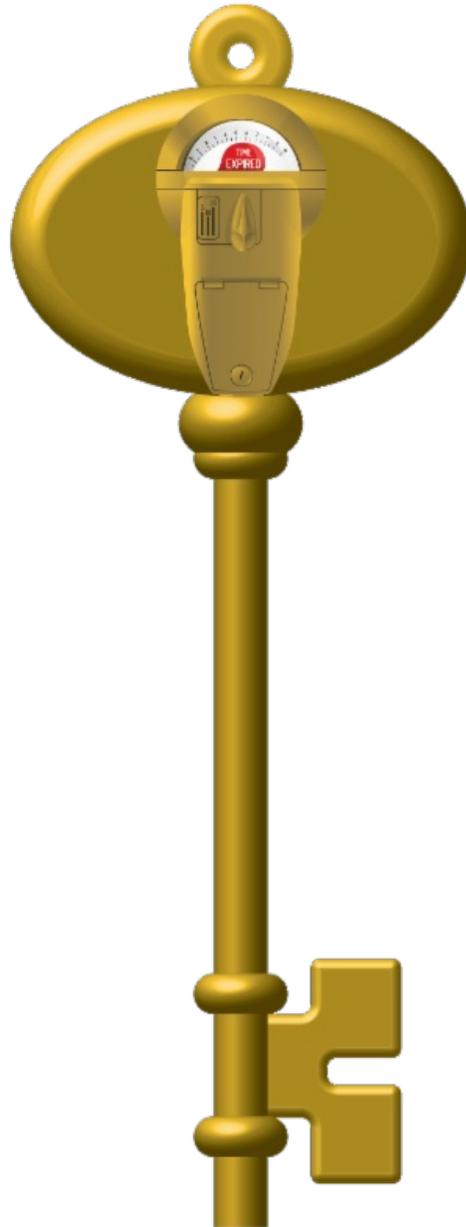


The Milwaukee River Challenge returns Saturday, Sept. 16, racing up the Milwaukee and Menomonee rivers. And later in the month, take a behind-the-scenes tour of over 170 iconic Milwaukee buildings during the return of Doors Open Milwaukee, Sept. 23 and 24.

Thanks for reading!



## Key to Change Project Ready for September Debut



In collaboration with the Milwaukee County Housing Division and City of Milwaukee, Milwaukee Downtown is launching a local campaign called Key to Change to assist chronically homeless individuals.

The program puts seven parking meters, retrofitted to resemble keys, on the streets of East Town, Westown and Marquette University's campus. The goal is to raise awareness of our community's quality-of-life programs and collect coin donations for both short- and long-term assistance to help end chronic homelessness.

The meters will be unveiled Wednesday, Sept. 13 at 10:30 a.m. during a press conference

at 275 W. Wisconsin Ave. The seven meter locations include:

- 1612 W. Wisconsin Avenue
- 500 W. Wisconsin Avenue
- 380 W. Wisconsin Avenue
- 275 W. Wisconsin Avenue
- 112 W. Wisconsin Avenue
- 411 E. Wisconsin Avenue
- 626 E. Wisconsin Avenue

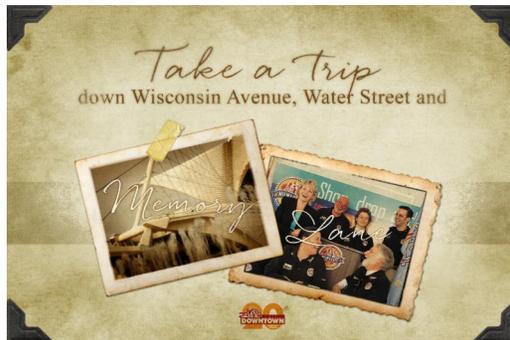
There is also an online donation option available at [www.keytochangemke.com](http://www.keytochangemke.com). The online portal also allows contributors to choose where they would like their dollars allocated. Three initiatives have been identified as channels for ending chronic homelessness--funding for a Downtown Homeless Outreach Coordinator, Housing First Endowment Fund and Move-In Kits.

Since September 2015, Milwaukee County Housing Division has placed more than 225 chronically homeless individuals into permanent supportive housing through its Housing First initiative. Although in its infancy the local program has a 98% retention rate. Meanwhile, national figures indicate approximately 84% of chronically homeless individuals maintain housing longer than 12 months\*. To learn more about Key to Change, visit [www.keytochangemke.com](http://www.keytochangemke.com).

*\*Stefanic, A. + Tsemberis, S. J Primary Prevent (2007) 28:265.do:10.1007/S1935-007-0093-9*



## Milwaukee Downtown Celebrates 20 Years



Help us celebrate 20 years during our Annual Meeting on Thursday, Sept. 28 at the Milwaukee Athletic Club from 3 p.m. to 6 p.m.

In 1997, several bold visionaries created a business improvement district that would lead downtown Milwaukee into the next century. Twenty years later, Milwaukee Downtown, BID #21 is a dynamic force in the region and beyond.

Join us as we take a look back, acknowledge our accomplishments and honor this year's Downtown Achievement Award winners. After the program we'll climb to the rooftop for a cocktail celebration that's two decades in the making.

Please RSVP to Lesia Ryerson at [lyerson@milwaukeedowntown.com](mailto:lyerson@milwaukeedowntown.com) or 414.220.4700 x2 by Thursday, Sept. 21.



## PARK(ing) Day Reclaims Metered Spots for Fun

The art of placemaking continues on Friday, Sept. 15 from 10 a.m. to 3 p.m. for PARK(ing) Day. Parking spaces around the globe will be temporarily reclaimed for people to raise awareness of the need for green spaces in urban environments. Milwaukee will transform 12 metered spaces into new territories with

games, food and live music.

Pull up a seat and join us! Park yourself at any of the following locations:

- CityCenter At 735 - 735 N. Water Street
- CityNet Café - 306 E. Wisconsin Avenue
- Classy Girl Cupcakes - 825 N. Jefferson Street
- Urban Milwaukee - 326 E. Mason Street
- Rinka Chung - 400 E. Mason Street
- Postman Square - 800 N. Plankinton Avenue
- Kahler Slater & AIAS UW-Milwaukee - 214 W. Wisconsin Avenue
- Newaukee - 275 W. Wisconsin Avenue
- Who's On Third - 1007 N. Old World Third Street
- Meat On The Street - 500 W. Wisconsin Avenue
- BB's Build A Burger, Build A Breakfast - 633 W. Wisconsin Avenue
- Central Library & Quorum Architects - 814 W. Wisconsin Avenue



Visit [www.milwaukee downtown.com/parking-day](http://www.milwaukee downtown.com/parking-day) for more info.



## Milwaukee River Challenge Paddles Through Downtown



The 17th annual Milwaukee River Challenge rows into downtown Saturday, Sept. 16 from 8:30 a.m. to 2 p.m.

Watch as more than 900 participants tackle the three-mile course extending from 25th & Canal streets on the Menomonee River to Pleasant Street at Schlitz Park on the Milwaukee River. Bridges, bends and riverside restaurants will serve as great locations to perch upon, as well as the Harley-Davidson Museum grounds and race headquarters at Schlitz Park.

Teams will compete in open and junior classes in both men's and women's four-oared and eight-oared divisions. More info on the Milwaukee River Challenge course and participating teams is available at [www.milwaukee river challenge.com](http://www.milwaukee river challenge.com).



## Explore Milwaukee's Architectural History



Take a behind-the-scenes tour of over 170 iconic Milwaukee buildings during the return of Doors Open Milwaukee, Sept. 23 and 24. Hosted by Historic Milwaukee, the beloved Milwaukee tradition is a free weekend event, giving residents and out-of-towners a chance to tour the city's greatest architectural gems.

From churches and museums to office buildings and theaters, attendees will satisfy their architectural curiosities. Tickets are not necessary to check out the sites; however, over 40 locations will host in-depth tours. Tickets for these in-depth sessions are required and are available for \$10 each online.

A complete list of participating locations, as well as information on the in-depth tour sessions can be found at [www.doorsopenmilwaukee.org](http://www.doorsopenmilwaukee.org).



## Last Call for Holiday Event Info



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](mailto:rachel@ebadvertising.com) by Friday, Sept. 29. Photos are also welcome--and highly encouraged! Best of all, there's no cost to be included.



STAY CONNECTED:

