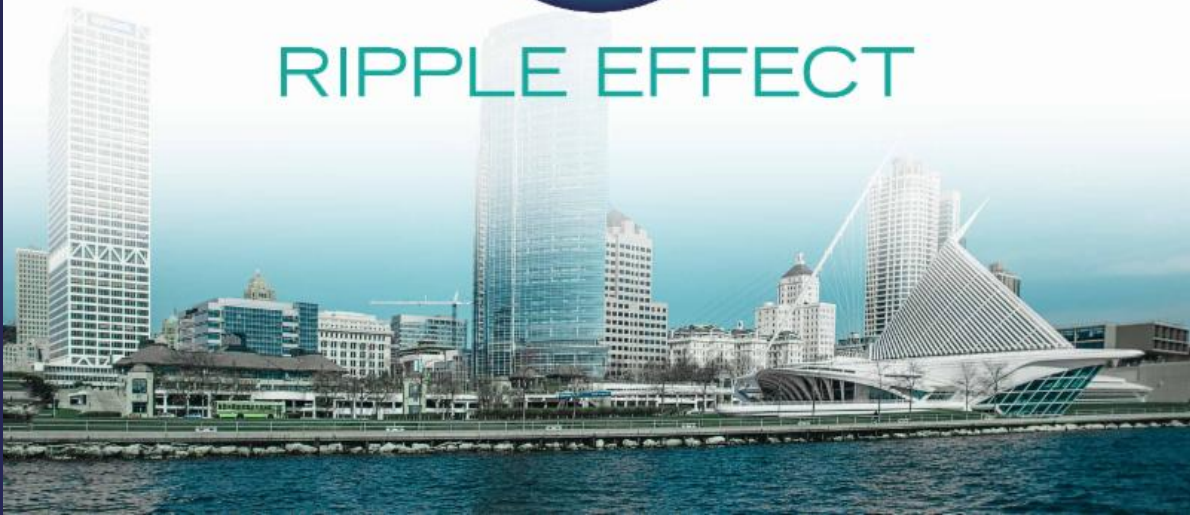




## RIPPLE EFFECT



### Hello, Milwaukee Downtown-ers!

Thanks to everyone who came down for the Milwaukee Holiday Lights Festival Kick-Off Extravaganza. It was a fantastic show, marking 20 seasons of lights and sights. If you couldn't attend, you can view our highlights reel [here](#).

As the festival continues to beam brightly, we're enticing guests with activities such as free Smile Bright with Dental Associates snapshots at Zeidler Union Square tonight from 6 p.m. to 9 p.m., Cocoa with the Clauses presented by Madison Medical Affiliates tomorrow from 11 a.m. to 2 p.m. at Cathedral Square Park, and, of course, \$2 Jingle Bus rides presented by Meijer through the end of the month.



Downtown retailers have lots to offer everyone on your gift list--and with The Hop, presented by Potawatomi Hotel & Casino, shoppers have a whole new way to connect to our retail destinations. Even our popular Milwaukee Holiday Lights Festival ornaments, highlighting 18 downtown landmarks, are available for purchase along The Hop route!

Plus, in this season of giving, we encourage you to respond to the needs of downtown's social service organizations.

Thanks for reading! Happy Holidays!



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Milwaukee Downtown, BID #21  
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## COCOA AND COOKIES WITH SANTA AND MRS. CLAUS



Taking time off from their workshop at the North Pole, Santa and Mrs. Claus return to Cathedral Square Park for their annual cocoa klatch, Cocoa with the Clauses presented by Madison Medical Affiliates from 11 a.m. to 2 p.m. on Saturday, Dec. 8. The free outdoor event is a chance for children to share their wish lists, and meet the elves and other holiday characters. For moms and dads, it's an opportunity to take a keepsake photo they will cherish for life. Plus, families can enjoy free hot cocoa, cookies, freshly popped popcorn provided by Ideal Property Management, holiday tunes

spun by DJ Shawna and face painting. Click [here](#) for more info.



## HOP ABOARD THE JINGLE BUS

Looking for a no-fuss way to enjoy the lights and sights of the Milwaukee Holiday Lights Festival? Catch the Jingle Bus presented by Meijer at Plankinton Clover Apartments, 161 W. Wisconsin Ave., for a 40-minute tour. The fun and informative journey is narrated by Milwaukee Downtown's Public Service Ambassadors and is filled with stories about landmarks and attractions along the way. Arrive early at the Jingle Bus Warming House, outside the Plankinton Clover Apartments; tickets are





sold first come, first serve beginning at 5:30 p.m.

Enjoy complimentary holiday treats while you wait. Rides are just \$2 per person, cash only, and operate Thursdays through Sundays from 6 p.m. - 8:20 p.m. until Dec. 30. Plus, \$3 parking vouchers are available for the attached parking structure. Click [here](#) for more info.

## SIGHTS ALONG THE ROUTE

### Park

**520 E. Wells St.**

The Downtown green space has been transformed for the holidays into Community Spirit Park. Milwaukee-area schools and nonprofit organizations have decorated nearly 100 trees, each with a theme or a wish for the season. Don't miss the Singing Tree, which blinks in real time as passersby sing or clap their hands. Community Spirit Park is presented by Ideal Property Management and Milwaukee County Parks.

### Community Spirit Park - Cathedral Square



### Candy Cane Cove - Pere Marquette Park

**900 N. Plankinton Ave.**

The park on the banks of the Milwaukee River becomes Candy Cane Cove--a fairytale setting worthy of The Nutcracker with sugar and spice and a family of gingerbread people in a grove of candy canes and gum drops. While enjoying the park, shop for your holiday tree at Ideal Property Management's tree lot, now thru Dec. 24. Candy Cane Cove is presented by Zilber Property Group and Milwaukee County Parks.



### Santa's Lighted Lodge - Zeidler Union Square

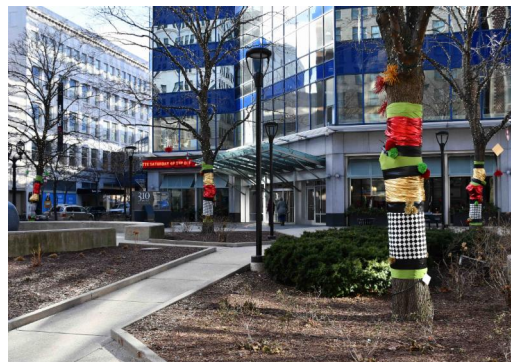
**301 W. Michigan St.**

Ever imagine what Santa Claus' home looks like? Pull up a seat in Santa's Lighted Lodge at Zeidler Union Square. Take a selfie in one of Santa's larger-than-life plush chairs or pose with family and friends. Santa's Lighted Lodge is presented by We Energies Foundation and Milwaukee County Parks.

### Cozy Corner - 310W

**310 W. Wisconsin Ave.**

The plaza of the landmark blue glass building has been transformed by mischievous elves who have decked the trees with lights and yarn creations from Retailworks, Inc. On Wednesday, Dec. 19, sugary surprises await in the blue building's lobby with cocoa, cookies and carolers.



### Merry Me in MKE - Burns Commons

**1300 N. Franklin Pl.**

Take a selfie in this interactive display positioned at the end of The Hop route. Tag your photo with #MeinMKE. Presented by Mandel Group with support from VISIT Milwaukee.





## TRIM YOUR TREE WITH A DOWNTOWN LANDMARK



This holiday season, gift a piece of the city with the Milwaukee Holiday Lights Festival ornament collection. Perfect for friends, family and business associates, choose from nearly 20 downtown landmarks. Hand-carved and cast in pewter, each edition is created by Milwaukee sculptor Andrew Schumann. This year's edition, 18th in the series, features the newly opened Fiserv Forum.

The 2018 edition is available for \$19.95, shipping and handling not included. Past editions are available for \$24.95. Past editions include: Northwestern Mutual Tower & Commons, The Wisconsin Club, Posner Building, Iron Block Building, U.S. Bank Building, Milwaukee County Courthouse, Gas Light Building, Cudahy Tower Apartments & Condominiums, Milwaukee Federal Building & U.S. Courthouse, Milwaukee County Historical Society, Northwestern Mutual, Central Library, Downtown Trolley, City Hall, Cathedral of St. John the Evangelist and Pabst Theater.

Past and present editions can be purchased [here](#) and in-person at Milwaukee Downtown, BID #21, 600 E. Wells St., Urban Milwaukee, 755 N. Milwaukee St., and Kloiber Jewelers, 777 E. Wisconsin Ave.



## SEASON OF GIVING - NONPROFITS SHARE THEIR WISH LISTS



We all love the holidays--the season of decorating the house, wrapping gifts, and spending time with friends and family. Between all the holiday cheer, we encourage you to remember the nonprofits in Milwaukee that work tirelessly to provide to those in need. Here are a few ways that you can assist in their efforts and help make it a plentiful season of giving.

### Help the Homeless

In 2017, [Key to Change](#) repurposed seven [downtown parking meters](#) to help end chronic homelessness. When you add change to these meters, it directly funds housing assistance programs and support services for the homeless in Milwaukee. Next time you have extra coins in your pocket, add them to one of these meters, or make an online donation [here](#).

### Give a Toy

[Capuchin Community Services](#) is a downtown community that serves over 1,000 families each year through their [Christmas Toy Drive](#). They are hoping to collect 3,000 gifts this season to distribute to local families that need help putting gifts under the tree for their children. Contact Volunteer Coordinator Mike George to get your family, team or business involved today.

### Donate Basic Goods

[The Cathedral Center](#) serves as an emergency shelter for women and families. Their volunteers work to provide food, shelter and basic needs to each person that comes through looking for help. Next time you're cleaning out your linen closet, consider donating a few towels or pillow cases to The Cathedral Center. View other items on their [wish list](#), or learn about current volunteer opportunities [here](#).

#### **Provide a Meal**

[The Guest House](#) is a nonprofit that provides shelter, education and other services to the homeless. The Guest House hands out more than [100 sandwiches a day](#) to those that are hungry. Spend an afternoon with your kids or co-workers making meat and cheese sandwiches to help feed people in the community, or participate in [other opportunities](#).



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#### **STAY CONNECTED:**

