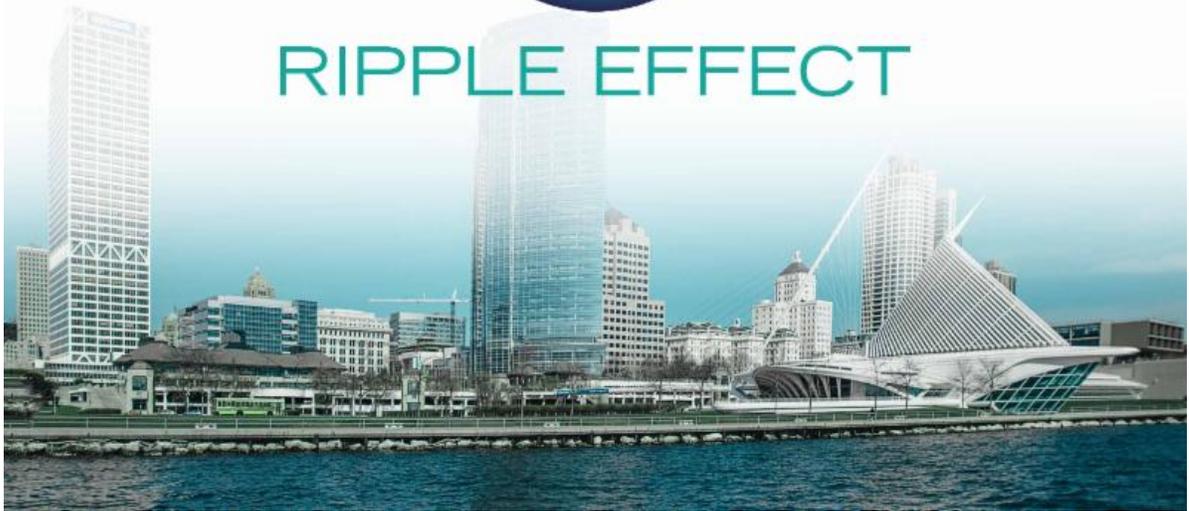




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Happy New Year! Before we jump into 2018, I'd like to thank everyone who visited downtown during the Milwaukee Holiday Lights Festival. Decorations, shows, restaurants and shopping, the six-week event highlighted our brightest assets. If you missed out, catch the magic of this past year's festivities at our photo library on [Facebook](#).



One of the most exciting end-of-year announcements made in 2017 was the acquisition of the Warner Grand Theater by the Milwaukee Symphony Orchestra. With occupancy slated for 2020, the move will provide a first-rate experience for patrons, better profitability for the MSO, and development momentum for West Wisconsin Avenue.

To support announcements such as these, Milwaukee Downtown, BID #21 is undergoing a Rapid Refresh. This operational review, which will include many of our 2018 resolutions, will set us on a path for the next three to five years.

Put your party hats on! Several birthday celebrations are slated for the month. Commemorate the birthday of Martin Luther King, Jr. and his legacy at one of three celebrations downtown. Plus, the City of Milwaukee celebrates 172 years.

Get all the details below.

Thanks for reading!



Beth Weirick
CEO
Milwaukee Downtown, BID #21
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BID #21 RESOLUTIONS FOR 2018

The start of a new year is a good time to press the refresh button. With that mind, Milwaukee Downtown, BID #21 is undergoing a Rapid Refresh. Aside from reviewing internal and external trends of ours and other downtowns, we'll be setting the course for the next several years and addressing items on our list of resolutions. In 2018, we vow to:

- Continue our clean, safe and friendly trademark to attract visitors and development.
- Enhance our visibility downtown and in neighboring communities with new tools, such as a revamped Traveling Information Kiosk (TIK).
- Review and update our nighttime economy strategy.
- Strengthen the brand of our organization with a new identity package.
- Make our services and downtown's amenities more accessible through a website overhaul.
- Collaborate with organizations outside of downtown for regional prosperity.





MSO CONDUCTS PLANS FOR 2020 MOVE TO THE GRAND THEATRE



At the end of December, the Milwaukee Symphony Orchestra (MSO) announced it completed the acquisition of the former Warner Grand Theatre building at 214 W. Wisconsin Ave. The building is a gift from Steve and Greg Marcus and The Marcus Corporation. Once renovated, the theater will serve as the MSO's dedicated performance center. Plans include a number of community, education and

collaboration spaces; ample parking; onsite catering; and more.

The donor-led initiative is one year in the making. The Warner Grand Theatre's size, location, rich history and grandeur made it the optimal site to deliver a unique, first-class patron experience.

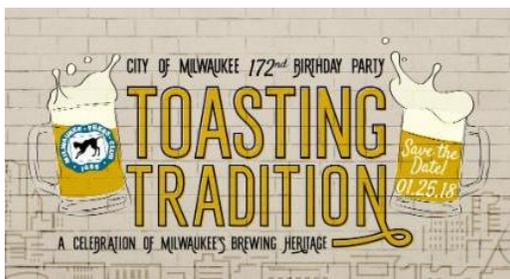
In addition to spurring development along West Wisconsin Avenue, the acquisition increases revenue potential for the MSO by as much as 60 percent. With control over its own venue, the MSO will soon have greater flexibility in scheduling marquee guest performers and conductors.

The renovation will be funded by private contributions (\$93.5 million has been raised to date), and supported by more than \$8 million in historic tax credits from the State of Wisconsin. A conditional approval for Federal historic tax credits was also received.

The MSO is planning a Fall 2020 move-in date. To stay up to date with project developments, or for more information on the MSO, [click here](#).



MILWAUKEE RAISES A GLASS TO 172 YEARS



Join fellow Milwaukeeans and beer lovers alike in toasting to the city's rich brewing history at the City of Milwaukee's 172nd birthday celebration. From Pabst to Miller to Blatz, in addition to countless new craft breweries, Milwaukee's rich brewing history (and future!) are something to be celebrated.

Test your beer expertise with hop-tastic trivia leading up to the event alongside Milwaukee's biggest beer buffs! \$35 admission includes gourmet food

stations provided by Bartolotta Catering, with complimentary beer and birthday cake. Additional beverages will be available for purchase at a cash bar.

Be a part of the Toasting Tradition: A Celebration of Milwaukee's Brewing Heritage at Milwaukee's 172nd birthday party on Thursday, Jan. 25 from 5:30pm to 8pm at Bartolotta's Grain Exchange. To reserve your ticket, [click here](#).



MLK BIRTHDAY CELEBRATIONS



With Martin Luther King Jr. Day just around the corner, there are ample opportunities to honor, serve, and celebrate his living legacy. Check out the following events occurring in the heart of downtown:

Martin Luther King, Jr. Birthday Celebration
Marcus Center - Uihlein Hall
Sun., January 14 | 1pm

Celebrate the legacy and birthday of Martin Luther King, Jr. through the arts alongside numerous cultural arts organizations and Milwaukee youth as they take center stage, presenting their unique interpretations of Dr. King's living legacy. [Click here](#) for more info.

21st Annual Martin Luther King, Jr. Celebration Breakfast
Italian Community Center
Mon., January 15 | 7:30am - 9am

Join the YMCA of Metropolitan Milwaukee on Monday, Jan. 15 as they celebrate the life and legacy of Martin Luther King, Jr., and honor local community members and organizations dedicated to serving others. After breakfast, continue the celebration by volunteering at the City Year Milwaukee Day of Service from 10am to 12pm at South Division High School, located at 1515 W. Lapham Blvd. For more info, [click here](#).

Martin Luther King, Jr. Day
Milwaukee Public Museum
Mon., January 15 | 10am - 2pm

Stop by the Watson House in the Streets of Old Milwaukee and explore the Watson family history through images and objects that illustrate this vibrant era in the city's black heritage. Educators will be out on the floors to provide expertise and lead hands-on activities for visitors. For more information, [click here](#).



LIGHT & UNITE RED - DOWNTOWN BUILDINGS ENCOURAGED TO SHINE SPOTLIGHT ON SUBSTANCE ABUSE



Downtown buildings are encouraged to go red, January 22 - 28. It's all part of Milwaukee County's third annual Light & Unite Red campaign. Held in conjunction with National Drug Fact Week, local buildings and landmarks are switching their lights to red to support recovery from drug and alcohol abuse.

Led by the Milwaukee County Behavioral Health Division (BHD), the 2017 Light & Unite Red campaign will include nearly 50 community organizations, surrounding health departments, high schools, libraries, and government entities. The goal is to raise awareness on the dangers of substance use and unite the community to engage in prevention, encourage treatment, and support recovery throughout the year.

Buildings and businesses interested in participating, can [click here](#) for more info.



STAY CONNECTED:



