



RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Downtown Milwaukee's rich nightlife scene has something to offer for everyone, and we're thrilled to announce a lineup of unique events in the upcoming weeks.

First, raise a glass to Taste & Toast! Our fourth annual happy hour event kicks off Monday, March 5 from 4 to 7 p.m., serving up a week of discounted bottles and bites at over 25 downtown establishments.

We're excited about the latest catalytic project announcement, Foxconn's North American headquarters, which will bring hundreds of new employees to 611 E. Wisconsin Avenue.

Plus, downtown is preparing to party! Grab your green garb and join us for the 52nd Annual Shamrock Club of Wisconsin St. Patrick's Day Parade, in addition to numerous other shenanigans sure to get you feeling the luck of the Irish. Get all the details below for next week's festivities.



Thanks for reading!



Beth Weirick
CEO
Milwaukee Downtown, BID #21
bweirick@milwaukeedowntown.com



TASTE & TOAST THE FLAVORS OF DOWNTOWN MARCH 5 - 9

Taste & Toast returns to spice up your nightlife March 5-9, with special plates and prices at more than 25 downtown hot spots. The hoppin' happy hour event offers discounted prices from 4 p.m. to 7 p.m. on small plates, appetizers and creative cocktails (both alcoholic and non-alcoholic), giving diners the opportunity to try several hot spots in one night.

Among this year's participants are: AJ Bombers, Bacchus, Blu, The Brown Bottle, Cantina Milwaukee, Carson's Ribs, CLEAR Bar & Lounge, Cubanitas, DOC's Commerce Smokehouse, Flannery's, Harbor House, The Knick, Lobby Lounge, Mi*key's, Miller Time Pub & Grill, Millioke, Milwaukee ChopHouse, Monarch Lounge, Oak Barrel Public House, Onesto, Pastiche at the Metro, Pier 106, Point Burger Express, The Pub Club, The Rumpus Room, SafeHouse, Smoke Shack, Swig, and Who's on Third.



As a bonus incentive for participating in Taste & Toast, two diners will be awarded \$375 in dining gift certificates at the conclusion of the event. To enter, diners will be encouraged to complete a Taste & Toast online survey about their experience at www.milwaukeedowntown.com.

So grab your gang and belly up to the bar! Skip the stress and begin planning your night out now by previewing each restaurant's menus and convenient parking options, provided by 2018 Taste & Toast partner, Interstate Parking, [here](#).



Jig Downtown to St. Patty's Day Destinations

Downtown Milwaukee offers plenty of ways to channel your inner leprechaun this St. Patrick's Day. From parades, to live performances, to pub crawls and everything in between, celebrate the luck of the Irish with a wee bit of shenanigans. So round up your clan and dress in green--We'll see you downtown!



[5th Annual Jig Jog 4K Run/Walk](#)

Saturday, March 3 | 10 a.m.

Veterans Park

Run, walk and shuffle into the St. Patrick's Day holiday along Milwaukee's beautiful lakefront! Proceeds benefit Special Olympics of Wisconsin.

[9th Annual Shamrock Shuffle](#)

Saturday, March 3 | 12 to 6 p.m.

Downtown Milwaukee

Sip and celebrate the luck of the Irish with 9,000 of your closest friends at the biggest St. Patrick's Day-themed party in Wisconsin! The crawl tours Old World Third Street, Water Street, Brady Street and Cathedral Square, with proceeds benefiting the Hunger Task Force and Special Olympics of Wisconsin.

[Lunchtime Entertainment at The Shops of Grande Avenue](#)

March 7 - March 10 | 11:30 a.m. to 1 p.m.

The Shops of Grand Avenue - Center Court

In need of a midday refresh over your lunch break? Get into the St. Patty's Day spirit by jiggling over to The Shops of Grand Avenue for live lunchtime tunes! Featuring performances by Ian Gould on Wednesday, Michael Tinker Tierney on Thursday and the Cashe Dennehy School of Irish Dance on Friday, there's no shortage of festivities to help you ditch your tired lunch routine and get into the Irish spirit!

[Rock Bottom Bash O'Cornd Beef](#)

Friday, March 9 | 12:30 p.m.

The Shops of Grand Avenue - Center Court

Hungry for a challenge? Cheer on local lads and lassies as they duel it out to see who can consume the most corned beef in 10 minutes.

[ShamROCK Kick-Off Party](#)

Friday, March 9 | 5:30 p.m.

Miller Time Pub - 509 W. Wisconsin Avenue

Rock out before the year's St. Patrick's Day Parade with live entertainment from Ian Gould and Pat McCurdy. Enjoy festive food and drink specials all night, as well as a chance to win rockin' raffle prizes.

[33rd Annual St. Patrick Mass](#)

Saturday, March 10 | 8:30 to 11:30 a.m.

St. Patrick's Church - 723 W. Washington Street

Featuring readings and songs in both Gaelic and English, accompanied by tunes performed by the Shamrock Club Choir and Color Guard.

[52nd Annual Shamrock Club of Wisconsin St. Patrick's Day Parade](#)

Saturday, March 10 | 12 p.m.

Downtown Milwaukee

Stepping off at noon at Old World Third Street and Wisconsin Avenue, this year's march features over 140 units, including local politicians and celebrities, sham-rockin' floats, bagpipes, marching bands, dancers and Celtic organizations. In partnership with the Hunger Task Force, the Friends of St. Patrick--Milwaukee Chapter and the Ancient Order of Hibernians will be collecting non-perishable food items throughout the parade route.

[Shamrock Club Post-Parade Party](#)

Saturday, March 10 | 1 to 6 p.m.

Irish Cultural & Heritage Center - 2133 W. Wisconsin Avenue

Following the parade, jig over to the Irish Cultural & Heritage Center for even more Irish-themed entertainment, including live bands, dance performances and children's activities.

Miller Lite continues its popular free ride program on to assure you and your green-clad clan get home safe this St. Patrick's Day.



FoxConn Downtown Development Update



Last month, Foxconn made additional headlines as it announced its North American headquarters would be planted in the heart of downtown Milwaukee at 611 E. Wisconsin Avenue. The seven-story, 132,800-square-foot building, which will be renamed Foxconn Place, is being bought from Northwestern Mutual and has the capacity to employ up to 650 individuals.

In addition, Foxconn Place will house the Wisconsin Valley Innovation Center, a hub for the robust 8K+5G ecosystem that Foxconn is creating in Wisconsin and in the U.S. The technology incubator would function as a collaborative melting pot of sorts; a space to blend the newest, brightest minds in the technology field that are getting off their feet. This development encourages creative collaboration, organizational support, and a general atmosphere devised for success and collaboration in downtown Milwaukee's evolving technological marketplace.

Foxconn's 1,200-acre manufacturing complex in Mount Pleasant, which will break ground in late April, is slated to open in early 2019. For more information and updates, click [here](#).



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