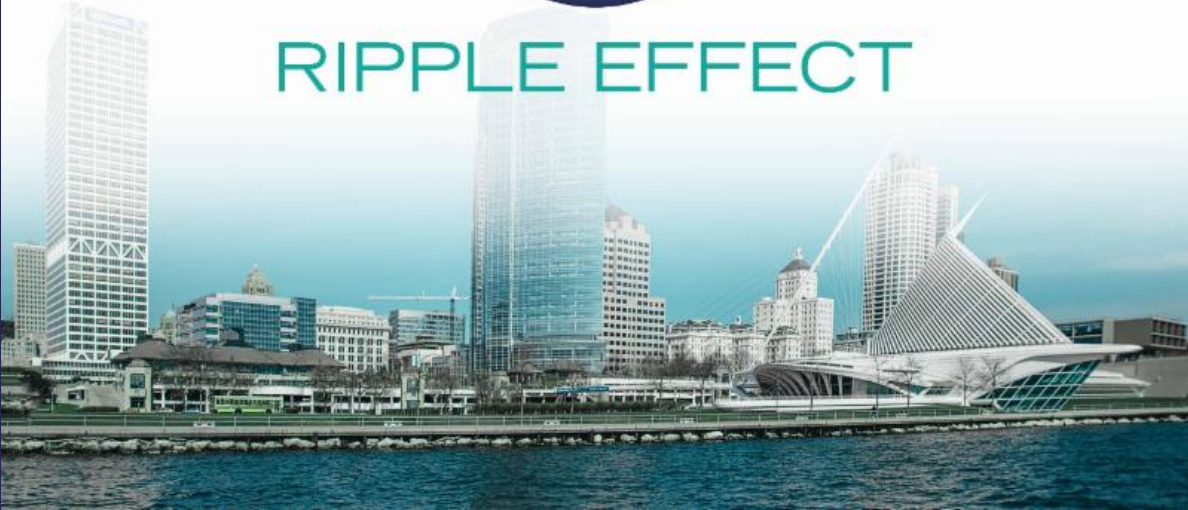




## RIPPLE EFFECT



### Hello, Milwaukee Downtown-ers!

Summer is here and there's always something fun to do in downtown Milwaukee! Last month's Downtown Employee Appreciation Week certainly captured that fun-loving energy. A huge thanks to all of the downtown businesses that contributed product, prizes, space and time to make the 14th annual Downtown Employee Appreciation Week a success. The week was packed with games, free lunches, morning and after-hour events. [Click here](#) to view this year's photo gallery.



It's an exciting time for Milwaukee Downtown, BID #21! We just launched a new branding campaign, added a new Gateway Mural to Westown, and moved our headquarters to The Avenue, 301 W. Wisconsin Ave. (Make sure you update your records with our new address).

This weekend, Milwaukee will celebrate the 50th anniversary of the Apollo 11 moon landing with the Under One Moon pop-up festival. An inflatable 23-foot replica of the moon will be suspended above Catalano Square in the Historic Third Ward. Stop by the Museum of the Moon while it's in

town - Milwaukee is the only Midwest stop on the tour!

Know someone who deserves recognition for making an impact in our downtown community? We are accepting nominations for the prestigious 2019 Downtown Achievement Awards. Downtown's star achievers will be recognized at our annual meeting this fall, so submit your nominations today.

Plus, we're revving up for international PARK(ing) Day! On Friday, Sept. 20, parking spaces around the world will be temporarily reclaimed for people instead of vehicles. Our goal is to transform a network of walkable parking spaces throughout downtown into spaces for creative experimentation, activism, socializing and play!

Thanks for reading!

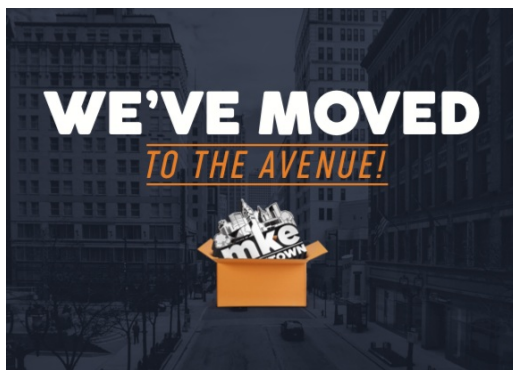


Beth Weirick  
CEO

Milwaukee Downtown, BID #21  
[bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com)



## WE MOVED TO THE AVENUE!



Milwaukee Downtown, BID #21 has new digs! Our new headquarters are now located at The Avenue, 301 W. Wisconsin Ave. We will temporarily be located in Suite 300 until our street-level space is completed by year-end. In the meantime, all staff emails and phone numbers will remain the same.

Please update your records with our new mailing address: Milwaukee Downtown, BID #21, 301 W. Wisconsin Avenue, Suite 300, Milwaukee, WI 53203.

Milwaukee Downtown's new space will include 2,200 square feet of street-level office space where the public can access a new Downtown Visitor & Newcomer Information Center, as well as the organization's administrative office. An additional 2,800 square feet on the lower level will serve as meeting space for Milwaukee Downtown's Public Service Ambassador program.



## MKE IT DOWNTOWN CAMPAIGN



To celebrate downtown's liveliness, vitality and abundance of things to do, Milwaukee Downtown, BID #21 launched its new "MKE It Downtown" branding campaign on July 8. Running through September 29, 2019, the local, multimedia campaign showcases the live, work, play and learn aspects of downtown Milwaukee. To view the commercial, [click here](#) and watch for info on a new #MKEmyday photo contest.



## UNDER ONE MOON POP-UP FESTIVAL LANDS IN CATALANO SQUARE, AUG. 9 - 11



A 23-foot replica of the moon will rise over Catalano Square in the Historic Third Ward, Aug. 9 - 11, as part of a pop-up festival in celebration of the 50th anniversary of the Apollo 11 landing. The inflatable artwork, Museum of the Moon, was created by United Kingdom-based artist Luke Jerram by utilizing NASA photography to create a hyper-realistic view of the moon's surface. The Museum of the Moon

has been touring around the globe and Milwaukee is fortunate to be the only Midwest stop.

The weekend celebration features moon songs, lunar chalk art, original dance, theater and poetry performances, and lectures from leading space experts, including former NASA Astronaut and U.S. Navy Captain Wendy Lawrence, who logged more than 50 days in space. Plus, attendees can play street shuffleboard, watch original performances and wake up with morning yoga under the moon.

For a full schedule of the Under One Moon festival, [click here](#).



## CALL FOR DOWNTOWN ACHIEVEMENT AWARD NOMINATIONS

Commending the hard work and leadership of downtown's all-star achievers, Milwaukee Downtown, BID #21 would like to honor the trendsetters, game changers and cheerleaders of the central business district.



Whether it be a developer, individual or organization as a whole, we are requesting your nominations for the 2019 Downtown Achievement Awards. Milwaukee Downtown's executive committee will review all submissions and determine this year's class of star achievers.

Each award winner will receive recognition at the Milwaukee Downtown, BID #21 Annual Meeting, which will take place this fall. Please send a short description of your nominee's stellar accomplishments to Erica Chang at [echang@milwaukeedowntown.com](mailto:echang@milwaukeedowntown.com) by

Friday, Aug. 23.

Last year's winners included Officer Tom Kline and Community Prosecutor Kelly Hedge, 7Seventy7, Homewood Inn & Suites, True Skool, Inc., Brew City MKE, 310W, Chase Tower and the Farbman Group, The Hop presented by Potawatomi Hotel & Casino, Bright Cellars Wine Club, This Is It! and Fiserv Forum.



## PARK(ING) DAY 2019 RETURNS NEXT MONTH



Milwaukee Downtown, BID #21 is currently seeking partnerships for PARK(ing) Day 2019, an annual event that transforms nearly a dozen metered parking spaces into pop-up parks. The international movement will take place on Friday, Sept. 20 from 10 a.m. to 2 p.m., with locations downtown and in surrounding neighborhoods.

Previous activations have included a pop-up library, pavilions and yard games. For more information, or to submit a partnership for your

business or organization, contact Gabe Yeager, Downtown Environment Specialist, at [gyeager@milwaukeedowntown.com](mailto:gyeager@milwaukeedowntown.com).



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STAY CONNECTED:

