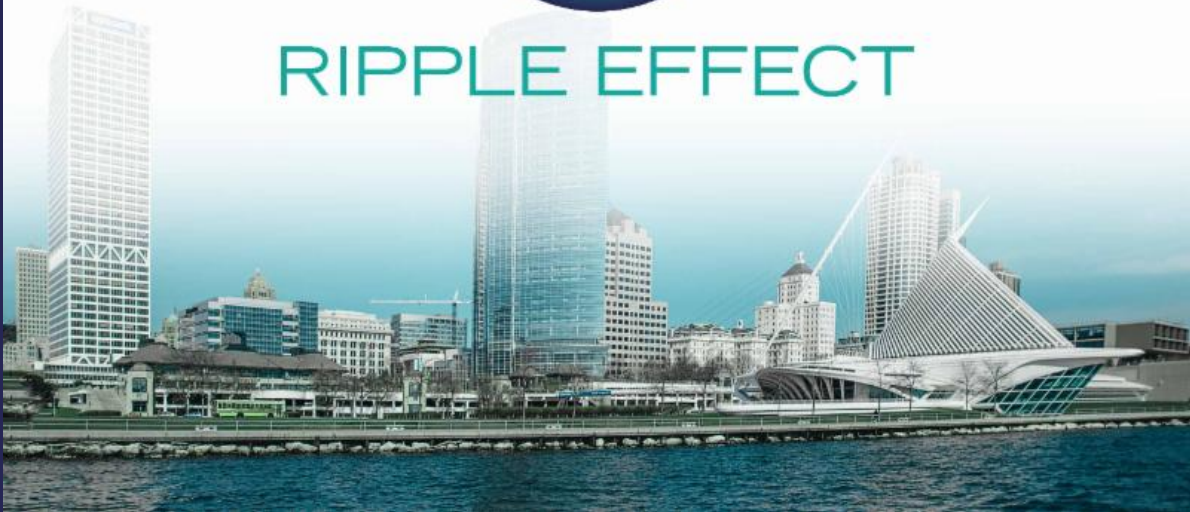




## RIPPLE EFFECT



### Hello, Milwaukee Downtown-ers!

We're spreading the love and sharing a taste of noteworthy news and next-up events.

Last month, we announced Milwaukee Downtown, BID #21 will return to West Wisconsin Avenue as we settle into our new home at The Avenue in the historic Matthews Building later this year. More details on this exciting endeavor can be found below.

Plus, we're dishing out another five nights of sampling and sipping. Taste & Toast returns Feb. 25 - March 1 to nearly 25 downtown restaurants, bistros and eateries. Tease your taste buds and preview which restaurants are on the menu.

And, you'll fall in love with these downtown Valentine's Day events that are sure to sweeten your celebration with your main squeeze.



Thanks for reading!



Beth Weirick  
CEO

Milwaukee Downtown, BID #21

[bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com)



## GRAB A BITE AND A BEVERAGE DURING TASTE & TOAST



Restaurant junkies rejoice! Taste & Toast, a five-day happy hour event, returns Feb. 25 - March 1 to spice up your nightlife. Sip and sample your way through specially priced small plates, appetizers and one-of-a-kind beverages, alcoholic and nonalcoholic, from 4 to 7 p.m. at nearly 25 downtown Milwaukee hot spots.

Among this year's participants are: Blu, Blue Bat Kitchen & Tequilaria, The Brown Bottle, CANTINA Milwaukee, Carson's Prime Steaks

& Famous Barbecue, Cubanitas, DOC's Commerce Smokehouse, East Town Kitchen & Bar, Flannery's, Harbor House, Hilton Garden Inn - The Garden Grille & Bar, The Loaded Slate, Monarch Lounge, Oak & Shield Gaming Pub, Oak Barrel Public House, Onesto, Pastiche at the Metro, Pier 106 Seafood Tavern, The Rumpus Room, SafeHouse, Smoke Shack, SportClub, Tavern at Turner Hall and Who's on Third.

As a bonus incentive for participating in Taste & Toast, two diners will be awarded \$300 in dining gift certificates. To enter, participants will be asked to complete a Taste & Toast survey about their experience at [tastetostmke.com](http://tastetostmke.com). At the conclusion of the event, two winners will be randomly drawn.

So, grab your gang and belly up to the bar! Skip the stress and begin planning your night out by previewing restaurants' menu, which will be posted [here](#) by mid-February.



## MILWAUKEE DOWNTOWN PREPARES FOR NEW DIGS

Milwaukee Downtown, BID #21 will soon be among the latest organizations to call West Wisconsin Avenue home. Entering a 10-year lease agreement, Milwaukee Downtown will occupy 5,000 square feet in the historic Matthews Building by late



*Courtesy of TKWA*

summer/early fall 2019. The announcement comes on the heels of the recently unveiled transformation plan for The Avenue, formerly The Shops of Grand Avenue, which includes the 3rd Street Market Hall and new headquarters for GRAEF.

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.

"We're thrilled to welcome Milwaukee Downtown, BID #21 to our doorstep" said Tony Janowiec, partner of The Avenue and CEO of Interstate Development Partners. "As one of downtown's top cheerleaders, we know the organization will bring a whole new energy that will complement our offerings to visitors, residents and businesses."

Watch as we transform the new space into a hub for guests, residents and employees.



## 10 VALENTINE'S DAY EVENTS FOR SWEETIES, FRIENDS AND FAMILIES



Whether it's with friends, family, a significant other or solo, there's no better way to spread the love this Valentine's Day than enjoying the many "sweet" events that downtown Milwaukee has to offer.

Gaze up at the stars that create the "constellations of love," laugh with your love at a comedy show, play bingo with your partner to win prizes and much more! Downtown Milwaukee is the sweetest backdrop to rev up the romance.

**Bubbles & Sweets Valentine's Day**  
Thursday, Feb. 14 | 5:30 P.M. - 9 P.M.  
Sweet Diner

Indulge in the sweeter side of life and enjoy champagne and treats with your love. [Click here](#) for more info.

**Romancing the Stars**  
Thursday & Friday, Feb. 14 & 15  
Milwaukee Public Museum Theater and Planetarium

Embark on an out-of-this-world date with your sweetheart and discover the "constellations of love" this Valentine's Day. [Click here](#) for more info.

**Valentine's Day Dinner**  
Thursday, Feb. 14 | 5 P.M. - 9 P.M.  
Milwaukee Art Museum

Treat your love to a special three-course dinner and preview of the Bouguereau & America showcase. [Click here](#) for more info.

**Hearts Under Glass**  
Thursday, Feb. 14 | 6 P.M. - 9 P.M.  
Mitchell Park Domes

Romance is in the air as you and your sweetie stroll through the Mitchell Park Domes. [Click here](#) for more info.

**Hearts and Hoops Valentine Celebration**

**Sunday, Feb. 9 | 10 A.M - 3 P.M.**

**Betty Brinn Children's Museum**

Enjoy this heart-healthy Valentine's celebration with the whole family. [Click here](#) for more info.



**It's Not You, It's Me - The Second City**

**Feb. 21 - 23 | 7:30 P.M.**

**Marcus Center - Wilson Theater at Vogel Hall**

Laugh at love with friends, family or even a blind date at this hilarious show. [Click here](#) for more info.

**Be My Player 2 - Valentine's Weekend & Wildly Inappropriate Game Night**

**Feb. 14 - 16**

**Oak & Shield Pub**

Whether you're indulging in the romance or avoiding the holiday altogether, you're sure to enjoy these activities. [Click here](#) for more info.

**Valentine's Day Bingo**

**Thursday, Feb. 14 | 8 P.M. - 11 P.M.**

**Pabst Milwaukee Brewery & Taproom**

This low-cost celebration pays off with big prizes. [Click here](#) for more info.

**Valentine's Day Wine Tasting**

**Thursday, Feb. 14 | 6 P.M. - 10 P.M.**

**Vino Third Ward**

Cheers to an intimate wine tasting with your partner. [Click here](#) for more info.

**Valentine's Weekend Laugh-A-Thon with Corey Holcomb, Don "DC" Curry, Kountry Wayne, Comedian JJ & T-Dot**

**Saturday, Feb. 16 | 7:30 P.M.**

Laugh it up with someone special this Valentine's weekend. [Click here](#) for more info.



---

**STAY CONNECTED:**

