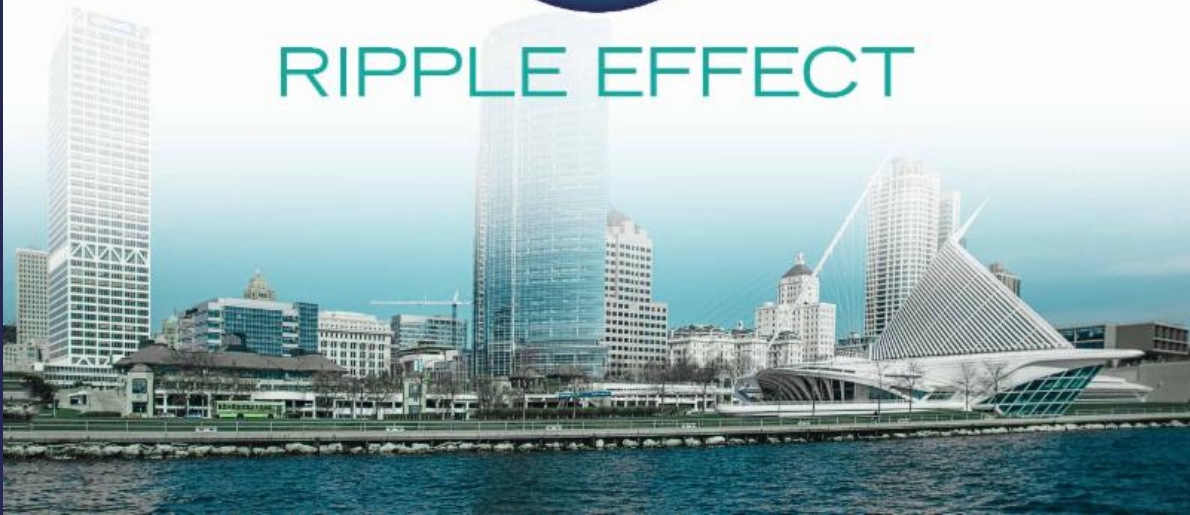




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

The Milwaukee Holiday Lights Festival wrapped up its 20th season of lights and sights last week. Thank you to everyone who rode the Jingle Bus, dropped a letter in Santa's Mailbox and attended one of the season's many events.

Celebrate the legacy of Dr. Martin Luther King Jr. at the 35th Annual Dr. Martin Luther King Jr. Birthday Celebration on Jan. 20. Support students and a variety of cultural arts organizations during this free event at the Marcus Center.



Plus, Milwaukee museums are opening their doors for the inaugural Milwaukee Museum Week, Jan. 21-27. With special programming planned throughout the week, visit museums around the city and experience Milwaukee's well-rounded cultural community.

Lastly, learn more about our efforts through the Key to Change campaign to fund a Downtown Homeless Outreach Coordinator to assist homeless individuals in our central business district and mark your calendar for the

Thanks for reading!



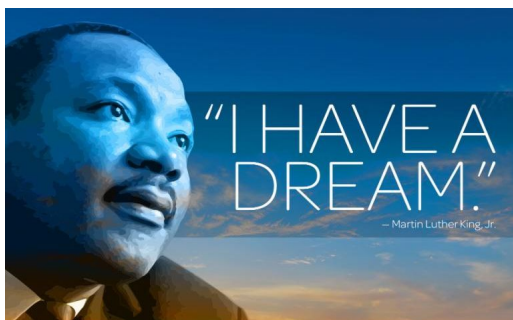
Beth Weirick
CEO

Milwaukee Downtown, BID #21

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IMAGINATIONS INSPIRED DURING 35TH ANNUAL DR. MARTIN LUTHER KING JR. BIRTHDAY CELEBRATION



Milwaukee is one of two cities nationwide that has celebrated Dr. Martin Luther King Jr.'s birthday annually since observance began in 1984. The 35th Annual Dr. Martin Luther King Jr. Birthday Celebration is a free event that honors his memory and focuses on keeping his legacy alive through cultural arts. It returns to Uihlein Hall at the Marcus Center at 1 p.m. on Sunday, Jan.

20.

Program highlights include an interpretation of Dr. King's words through an art, speech and writing contest by youth in the community. Additionally, various cultural arts organizations take center stage in Uihlein Hall to demonstrate the talent within our community. Organizations celebrating Dr. Martin Luther King Jr.'s memory include United Indians of Milwaukee, Latino Arts Strings, Milwaukee Flyers Tumbling Team, O.N.F.Y.A.H, and MPS's Milwaukee High School of the Arts Jazz Ensemble. The celebration is open to the public and seating is available on a first-come, first-served basis. [Click here](#) for more info.



FIRST ANNUAL MILWAUKEE MUSEUM WEEK SPOTLIGHTS CITY'S CULTURAL GEMS

Milwaukee's cultural institutions are collaborating on an inaugural Milwaukee Museum Week, Jan. 21-27. Created to showcase the meaningful impact Milwaukee



museums have on the city's residents, tourism and the economy, Milwaukee Museum Week will highlight 17 attractions. The goal is to call attention to Milwaukee's wonderful array of museums, promote shared missions as well as distinctive focuses of each institution, and celebrate how museums educate and inspire the community.

Visitors can enjoy over 100 special programs and events at each museum throughout Milwaukee Museum Week. From behind-the-scenes and specialty Museum Week tours, to lectures and children's programming, Milwaukee Museum Week is fun for the whole family. In addition, select museums may offer reduced or free

admission during the week.

Museums participating in Milwaukee Museum Week 2019 include: Betty Brinn Children's Museum, Brew City MKE Beer Museum, Charles Allis Art Museum, Chudnow Museum of Yesteryear, Discovery World, Grohmann Museum at MSOE, Haggerty Museum of Art at Marquette University, Harley-Davidson Museum, Jewish Museum Milwaukee, Milwaukee Art Museum, Milwaukee County Historical Society, Milwaukee Public Museum, Michell Park Domes, North Point Lighthouse, The Pabst Mansion, Villa Terrace Decorative Arts Museum, and Wisconsin Black Historical Society and Museum. [Click here](#) for more info.



FUNDRAISING EFFORT FOR DOWNTOWN HOMELESS OUTREACH COORDINATOR BECOMES TOP PRIORITY

Through the efforts of the Key to Change campaign, more than \$25,000 has been raised to fund a Downtown Homeless Outreach Coordinator, a full-time position that would provide housing and wraparound services to homeless individuals in downtown Milwaukee. Currently, Milwaukee County Housing Division's Outreach Coordinators assist individuals by developing a plan to address barriers, increase their income and maintain permanent housing. The Key to Change campaign hopes to raise a total of \$225,000 to fund a full-time person dedicated to the central business district for at least three years.

This position would support Milwaukee County Housing Division's Housing First initiative. The Housing First initiative is a national model that focuses on housing placement first, followed by rehabilitation, counseling and job training to find long-term solutions for homeless individuals. Since 2015, Milwaukee County Housing Division has placed over 475 chronically homeless Milwaukeeans into permanent supportive housing and has maintained a 96 percent retention rate--12 percent higher than the national rate.

"Programs that put emphasis on housing as a



first step toward stabilization are effective, long-term solutions to end homelessness in our community," said James Mathy, housing administrator for the Milwaukee County Housing Division.

The Key to Change campaign launched in September 2017 receives funding from seven retrofitted parking meters designed to look like keys and an online donation platform. To donate and learn more about Key to Change, [click here](#).



STAY CONNECTED:

