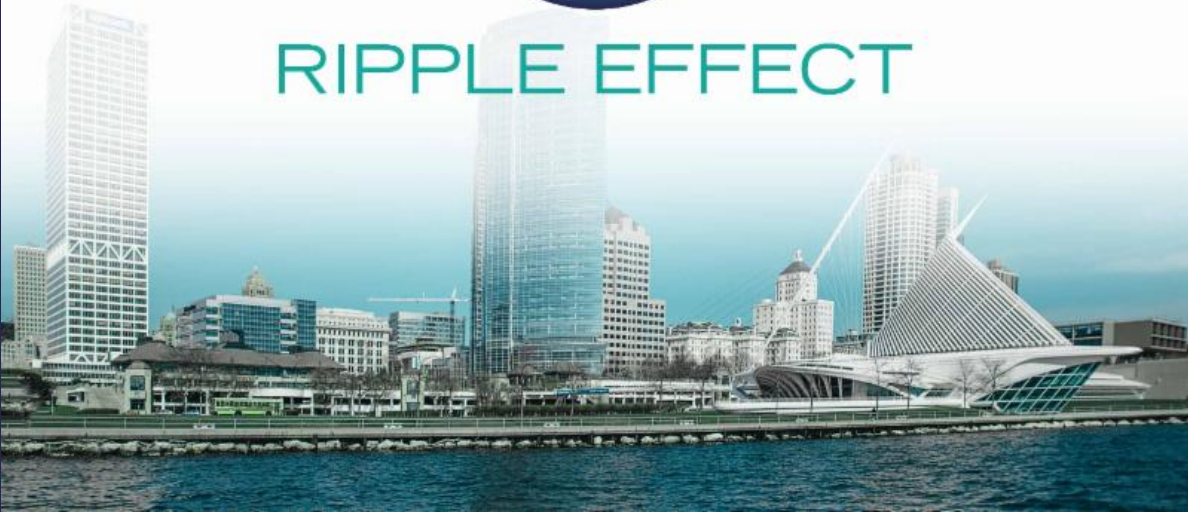




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Milwaukee Downtown, BID #21 needs your input! Just this week, we launched a Downtown Community Perceptions Survey to better understand what you love about downtown and what we can improve upon. Complete the survey at www.feedback2019.com and help spread the word to your friends and family.



Working downtown totally rocks, but the perks are about to get even better! This month marks the 14th annual Downtown Employee Appreciation Week, July 22 - 26. Rally your co-workers for brand-new office challenge games, live music, daily giveaways and more! Registration for the I Work Downtown Trivia Competition and I Work Downtown Bubble Soccer Tournament end Wednesday, so get your teams entered today!

Join us on Friday, July 19 for the Westown Gateway Mural ribbon-cutting ceremony. This west-facing façade acts as a gateway into downtown's revitalized Westown neighborhood for the thousands of residents, employees and visitors who travel the main street daily. The mural has

certainly blossomed into an eye-catching display!

Bring your family to the newly upgraded Cathedral Square Park playground. The redesigned play structure features activities for children of all ages to enjoy all summer long.

Plus, we're on the move! At the end of this month, we'll be moving into a temporary space until we make The Avenue our new home later this fall. Beginning July 29, our temporary address will be 301 W. Wisconsin Avenue, Ste. 300.

Thanks for reading!



Beth Weirick
CEO

Milwaukee Downtown, BID #21
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MKE AN IMPACT, COMPLETE THE DOWNTOWN COMMUNITY PERCEPTIONS SURVEY



Milwaukee Downtown, BID #21 wants to hear from you! We want to understand how you interact with downtown Milwaukee and what your perceptions are on downtown's offerings, amenities, attractiveness and more. This is your opportunity to share what you value most about downtown and suggest ways that we can help improve your experience in the future.

Complete the 15-minute online survey, and at the conclusion, respondents will be entered to win a \$100 gift certificate to a downtown restaurant. One lucky winner will be randomly selected at the end of each week until the survey closes on August 12, 2019.

Visit www.feedback2019.com to take the survey and be sure to encourage your friends, colleagues and family to take the survey as well.



WORKING DOWNTOWN HAS A TON OF PERKS! DOWNTOWN EMPLOYEE APPRECIATION WEEK RETURNS JULY 22 - 26



Milwaukee Downtown will celebrate its 83,000+ employees during Downtown Employee Appreciation Week, July 22 - 26. The 14th annual spirit week rewards downtown employees with free lunches, outdoor games, afternoon socials, employee discounts and much more.

New this year, co-workers can go head-to-head with the I Work Downtown Bubble Soccer

Tournament in Veterans Park, enjoy an hour of free yoga at City Hall, and indulge in free food and beer samples from Rock Bottom Restaurant & Brewery and live music during Postman's Porch Unplugged. Plus, attendees can get A Wee Bit O' Irish Fest at Postman Square with Irish-themed music, dancing, free food and beer samples courtesy of Mo's Irish Pub.

Returning crowd-favorites include daily rounds of the Bucks Basketball Shootout, the World's Largest Coffee Break in Catalano Square, and "I Work Downtown" Trivia competition at SportClub. Don't forget to register your trivia team and bubble soccer team by Wednesday, July 17. To join the waitlist, email Erica Chang at echang@milwaueedowntown.com.

For a complete list of games and giveaways, and to participate in the advanced registration events, visit www.iworkdowntownmke.com.



WESTOWN IN BLOOM: GATEWAY MURAL RIBBON-CUTTING CEREMONY

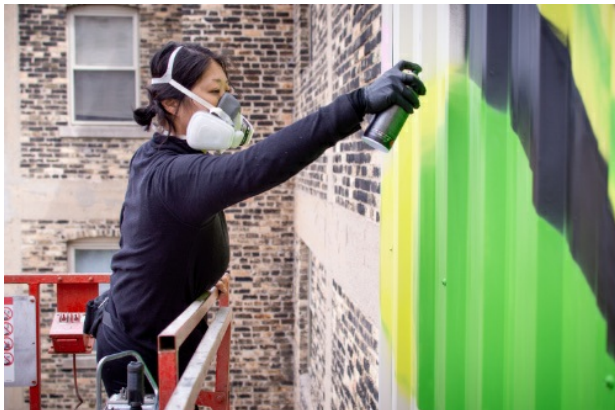


Photo credit: Cristina Ossers

Celebrate the completion of the Westown Gateway Mural by Milwaukee-based artist Emma Daisy Gertel from 10 a.m. to 11 a.m. on Friday, July 19. Spanning 4,000 sq. ft., the west-facing façade of 622 W. Wisconsin Avenue depicts an urban garden and now serves as a gateway into Westown, and by extension, downtown.

Join community members for free donuts and coffee courtesy of Dunkin', plus mini bouquets of flowers from Bluebird Design and

gift cards from Dunkin' for the first 50 guests.

Support for the Westown Gateway Mural comes from Milwaukee Downtown, BID #21, City of Milwaukee Neighborhood Improvement Development Corporation (NIDC), Wisconsin Avenue Property, LLC, Westown Association, and Dunkin'.



PLAY ON! NEWLY UPGRADED CATHEDRAL SQUARE PLAYGROUND IS NOW OPEN



Known as one of the oldest playgrounds in downtown Milwaukee, the Cathedral Square Park play structure has been newly revived for the next generation. The ribbon-cutting ceremony on Monday, July 1 marked the official reopening of the playground which features new play structures that enhance downtown's kid-friendliness.

Some of the additions include a swing set with swings for toddlers and older children, a slide, a tunnel and bridge, stepping stones, an outdoor musical area, climbing structures for kids of all ages and more. Plus, parents can supervise from one of the four newly installed benches while kids play on the upgraded rubber safety surface.

Cathedral Square Park is home to many outdoor summer activities including Jazz in the Park, the Cathedral Square Market, and Bastille Days, which kicks off today. Thank you to our funding partner Milwaukee County Parks, and community advocates East Town Association and Cathedral Square Friends. For more information visit www.easttown.com.



STAY CONNECTED:

