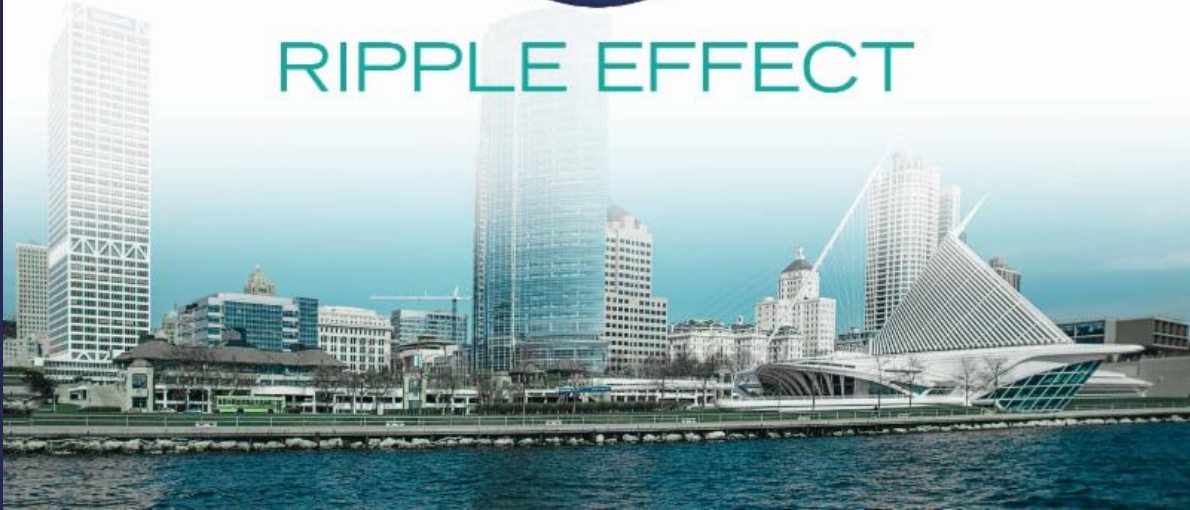




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

Thank you to everyone who braved the cold to sip and sample their way through Taste & Toast last week. The 5th annual happy hour event served up bottles and bites at 24 downtown restaurants, bistros and lounges and was a great success because of Milwaukeeans like you!

Downtown is preparing to patty! Grab your green garb and join us at the 53rd Annual Shamrock Club of Wisconsin St. Patrick's Day Parade this Saturday. A variety of other shenanigans will have you feeling the luck of the Irish.



Spring is in the air - hopefully! Visit The MOTOR at the 95th REALTORS® Home & Garden Show, March 22-31, at State Fair Park. Milwaukee's Own Traveling Outdoor Resource and our Public Service Ambassadors will be there sharing everything on Downtown Milwaukee.

Plus, we want to know what's in store for your business! Our summer calendar guide is coming back by popular demand and we want to include your summertime events and activities. Get all the details below.

Thanks for reading!



Beth Weirick
CEO

Milwaukee Downtown, BID #21

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LUCKY DOWNTOWN 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 and everything in between, celebrate the luck of the Irish with a wee bit of shenanigans. So, round up your friends and dress in green and we'll see you downtown!

ShamROCK Kick-Off Party
Friday, March 8 | 5:30 P.M.

Miller Time Pub - 509 W. Wisconsin Avenue

Kick off your St. Patrick's Day celebration by rocking out to live entertainment from Ian Gould and Pat McCurdy. Enjoy festive food and drink specials, as well as a chance to win rocking raffle prizes. [Click here](#) for more info.

34th Annual St. Patrick Mass
Saturday, March 9 | 8:30 A.M.

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

Featuring readings and songs in both Gaelic and English, accompanied by performances by the Shamrock Club Choir and Color Guard. [Click here](#) for more info.

53rd Annual Shamrock Club of Wisconsin St. Patrick's Day Parade
Saturday, March 9 | 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 Irish dance groups, sham-rocking floats, pipe and drum corps, local celebrities and politicians, Celtic organizations and much more. [Click here](#) for more info.

Shamrock Club Post-Parade Party
Saturday, March 9 | 1 P.M. - 7 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 on four stages full of music and dance. [Click here](#) for more info.

Miller Lite Free Rides
Saturday, March 16 | 6 P.M. - 1 A.M.
MCTS Routes

Miller Lite continues its popular free ride program with Milwaukee County Transit System to ensure you and your green-clad clan get home safely this St. Patrick's Day. [Click here](#) for more info.



VISIT US AT THE HOME & GARDEN SHOW



Milwaukee Downtown, BID #21 will debut its new traveling info kiosk, The MOTOR, outside of downtown at the 95th REALTORS® Home & Garden Show, March 22-31, at the Exposition Center at Wisconsin State Fair Park. If you haven't checked out our new wheels yet, you can visit The MOTOR at booth #1540 for the latest info on downtown happenings and enter to win cool prizes.

With hundreds of experts in decorating, renovating, landscaping and entertaining, homeowners will find all the assistance they need to jump-start their to-do lists.

Info on the show's workshops, cooking demos, garden market and participating

exhibitors can be found at www.mkehgs.com.



CALL FOR SUMMER EVENTS



We are bringing back our summer calendar and need your help assembling a comprehensive list of events for Summer 2019! Tell us about your establishment's events, everything from concerts and markets to exhibitions, family amusements, and festivals are on our wish list.

Events should fall between June 1, 2019 and September 30, 2019. Milwaukee Downtown will work to include as much information as

possible; however, due to space constraints, submissions will be subject to copy-editing. Preference will also be given to events happening within BID #21's boundaries.

Forward details about your event, web address, phone number and/or email address to Lauren@waterstreetcreative.com by Friday, April 5. Photos are also encouraged! Best, of all, there's no cost to be included.



STAY CONNECTED:

