

# ▶ ripple effect



## From the CEO's Desk – Downtown Investments Fuel Growth of Region



**IT'S A GREAT TIME TO BE DOWNTOWN!** We have so much to celebrate, including the return of the Downtown Milwaukee Summer Calendar. Chock full of not-to-miss happenings, concerts, festivals, farm markets and more, this handy guide is your key to learning about some of the hottest events of the year. Pick one up at the TIK (Traveling Information Kiosk) or request a copy by calling 414-220-4700 ext. 7, so you never skip a beat.

Aside from the variety of activities and events, we're seeing shovels in the ground and cranes in the air. Between the much-anticipated expansion of the Milwaukee Art Museum, Northwestern Mutual's signature tower, the groundbreaking of 833 East Michigan and plans for the Couture, a mixed-use high-rise, downtown's skyline is undergoing a major transformation.

Add to that bold plans for West Wisconsin Avenue and a recently unveiled branding initiative by the Park East corridor. All are signs that developers along with city and county leaders are staking their claim. Underutilized buildings and underdeveloped land have no place in our vibrant central business district.

Amid these synergistic projects, Milwaukee Downtown's board of directors revisited its five-year strategic plan. Since its creation in 2012, the organization's top priorities were reexamined to ensure they support the recent progress in public/private developments.

From these discussions, Milwaukee Downtown has restructured its top priorities ever so slightly. We will continue to reposition BID #21 as a driver of economic prosperity; however, new efforts will focus on taking a leadership position on catalytic projects. In addition, we will work to harness the energy and vibrancy of our diverse downtown, while engaging young professionals in leadership roles within our community.

There's a new wave of downtown believers who are causing us all to think differently. Let's continue to embrace the fresh ideas and make regional decisions to advance downtown Milwaukee as a premier destination of choice.

Cya Downtown, Milwaukee!  
Beth Weirick – CEO  
Milwaukee Downtown, BID #21  
bweirick@milwaukeedowntown.com

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## Downtown Dining Week Serves Up More Guests Than Ever

Milwaukee Downtown's wildly popular event, Downtown Dining Week, again stole the hearts of area foodies June 5 – 12. The event invited diners to sample three-course meals at \$12.50 for lunch and \$25 or \$35 for dinner at 40 restaurants. In most cases, the prix-fixe included a starter, entrée and dessert. And although a slight bill increase was introduced in 2014, it didn't stop the masses from participating.

Diners were encouraged to share their dining experience by completing a Downtown Dining Week survey online. Four diners were then randomly drawn and awarded \$500 in dining gift cards. The survey provides valuable demographic and geographic information on Downtown Dining Week consumers, as well as insight into how they receive information.

As in years past, 58 percent of diners rated food, service and environment

“excellent” and 30 percent rated it “good”. Participants' ages were 18-24 (10%), 25-39 (43%), 40-64 (38%) and 65+ (10%). Most were two party tables (55%) and the majority of patrons dine downtown more than 10 times per year (63%).

Another trend noted was 49 percent of all diners reside outside of Milwaukee. The next tier of participants were downtown residents (18.6%), followed by East Side/Shorewood (5.8%) and Bay View (5.6%).

Since the event's inception in 2006, Downtown Dining Week has attracted over 350,000 diners to downtown restaurants – many to experience an eatery for the first time. Given the popularity of this delicious event, Milwaukee Downtown will look to replicate Downtown Dining Week twice in 2015, which should leave our biggest fans hungry for more details.



## Collaborative Campaign Markets Park East

### Ten acres of flexible zoning primed for development.

Largely vacant since the demolition of the Park East Freeway, the uninhabited parcel known as the Park East Corridor is gaining traction.

On June 10, Mayor Tom Barrett and County Executive Chris Abele unveiled a new website and branding materials for the corridor. Features of the

website include market data for available parcels and greater transparency surrounding the RFP process. Easy freeway access, high visibility, 10 acres of flexible zoning and connectivity to downtown's entertainment districts are among the corridor's most competitive advantages.

A commission incentive for brokers connected to the sale of a parcel has also been built into the program. Brokers who register with the county have the opportunity to earn up to \$50,000 per acre sold.

The marketing initiative was made possible with \$39,375 from the county and \$15,000 from the city. Wisconsin Economic Development Corporation, who provided a \$17,500 investment grant, and Commercial Association of Realtors Wisconsin are also assisting with the campaign. Visit [www.ParkEastMKE.com](http://www.ParkEastMKE.com) to learn more.



### MEET MILWAUKEE DOWNTOWN'S NEW EXECUTIVE ASSISTANT MICHELLE SETZER



At the start of the year, Milwaukee Downtown named Michelle Setzer as the organization's new Executive Assistant. Michelle comes to

Milwaukee Downtown with decades of admin experience, holding various posts at ASQ, Dex One, Greater Richmond Convention Center, Bon-Ton Stores, Inc. and Dobiash Home Inspection Service, just to name a few.

In the six months she's been with Milwaukee Downtown, Michelle has made great strides. Feel free to contact her at 414.220.4700 ext. 2 or [msetzer@milwaukeedowntown.com](mailto:msetzer@milwaukeedowntown.com).



## ▶ Revitalization of West Wisconsin Avenue Gaining Traction



### West Wisconsin Avenue is becoming a highly targeted focus for the public and private sectors as new deals and programs are announced.

AMONG THEM IS THE CREATIONAL TRAILS – WISCONSIN AVENUE project, funded by ArtPlace America. Programming along The Avenue will begin this June with a public art installation of the works of Ayla Boyle and Paul Bestul. Bestul's Moiré Pavillon will be located on the empty lot at 4th Street and West Wisconsin Avenue, and Boyle's Dream Catcher will attach between the Federal Building and the Boston Lofts.

Following the installation, NEWaukee will present a series of night markets in the Moiré Pavillon on the third Wednesday of each month, July through October. Each night market will feature live performances, local art and craft vendors, as well as interactive tech installations and food vendors. Other artists slated to be featured include John Riepenhoff, Polypane, Bucketworks, School Factory, Daniel Fleming, Ayzha Fine Arts Gallery & Boutique, Sarah Luther, Paul Druecke and Evelyn Patricia Terry. Partners for The Avenue project include the City of Milwaukee, WAM-DC and Riverworks.

The Creational Trails – West Wisconsin Ave. project and other

installations come as a result of the public call for installations and activations by the GMC and NEWaukee in late 2013, when the community vetted hundreds of submissions and the top ten finalists pitched at City Hall during a public Tournavation.

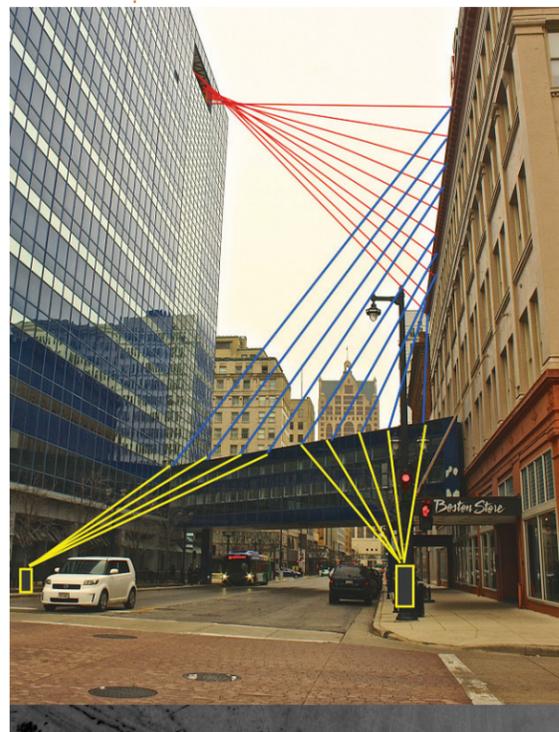
Another coup for West Wisconsin Avenue is the potential conversion of the Posner Building by HKS Holdings LLC. Situated on the corner of Plankinton Avenue and Wisconsin Avenue, the seven-story building is home to Mo's Irish Pub; however, its upper floors have remained vacant for several years. The new \$23.5 million conversion would add 105 apartments to the vacant floors, which would aid in building residential density along The Avenue.

The City approved a \$2.5 million tax incremental financing district to renovate the Posner Building, which will be repaid through new property taxes generated by the development.

Additionally, the Wisconsin Housing and Economic Development Authority will contribute \$13.75 million in financing, which will ensure 20 percent of the units are made available to individuals who make less than 80 percent of Milwaukee County's median income.

Aside from apartments, a new street-level retail space next to Mo's Irish Pub would be made available, as well as underground parking.

Ayla Boyle's planned public art installation.



### WAM-DC PLANS FOR MORE PROJECTS IN THE PIPELINE

Helping spur additional development along West Wisconsin Avenue is WAM-DC – the Wisconsin Avenue Milwaukee Development Corporation. The economic development group is comprised of 21 board members from the public and private sectors. WAM-DC had its first board meeting on April 22. Its goal is to activate The Avenue between the Milwaukee River and Marquette University.

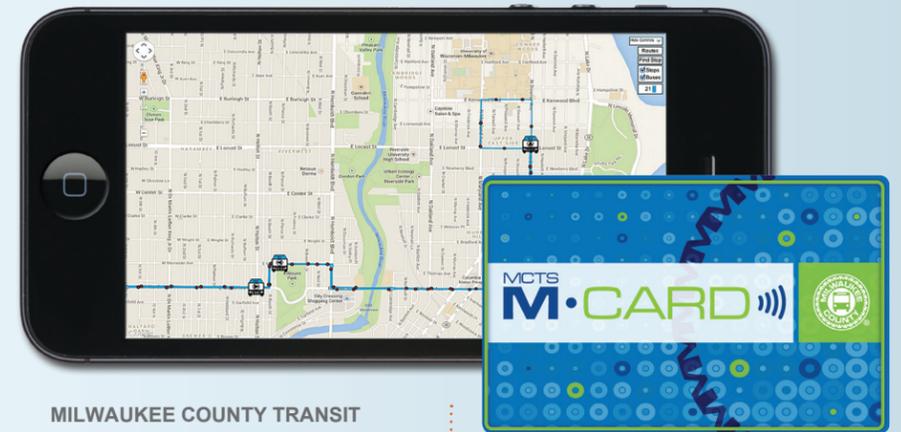
This momentum stems from Mayor Barrett's initial task force created in 2011 and led by Steve Chernof, a partner at Godfrey & Kahn. The task force has evolved into a corporation with a 501(c)(3) status, meaning the group now has the capability to raise money and seek grants. WAM-DC falls under the Milwaukee Development Corporation umbrella. The extension allows WAM-DC to tap into Milwaukee Development Corporation's resources; however, WAM-DC hopes to appoint a full-time and part-time staff person in the near future.

The first project WAM-DC will likely tackle is the underutilized lot at 4th Street and Wisconsin Avenue. Initial conversations have explored creating a permanent plaza called Westtown Commons that would be activated by features such as a beer garden, café, ice rink, sculpture garden, climbing wall, bandshell or adult playground.

Other identified development opportunities include new housing at Tory Hill and Postman's Platz, new green space at 8th Street and Wisconsin Avenue, revitalizing the Grand Theater, and mixed-use re-tenanting of The Shops of Grand Avenue. More announcements by the group are anticipated this summer.

## ▶ Milwaukee County Transit System Makes Technology Upgrades

Enjoy the convenience of riding the bus.



MILWAUKEE COUNTY TRANSIT SYSTEM (MCTS) is rolling out all the stops for riders this summer. With three new technological enhancements underway, now is the time to enjoy the ease and convenience of riding the bus.

### Practice Perfect Timing

The first new addition is the Real-Time Information program, already live for one bus route. Making catching the bus as easy as checking the web, this new program allows users to see the true location of their bus at any point using GPS tracking. Riders can access the user-friendly interface via computer, phone or mobile device, with a dedicated mobile app in development for added convenience. Tracking capabilities will be implemented for additional routes throughout summer.

### Pay Fare with Ease

MCTS has also installed new fareboxes in all buses for hassle-free payment. The upgraded system includes a display screen that shows the fare owed, as well as bill and coin inserts on the left-hand side. Most exciting is a scanner on the right for the new MCTS M•CARD, a reusable plastic smart card that allows riders to pay fare by simply touching the card

Visit [www.RideMCTS.com](http://www.RideMCTS.com) for step-by-step instructions for using the new Real-Time Information program and details on how to get your M•CARD.

to the orange target. The M•CARD will allow users unlimited daily, weekly or monthly rides with their respective pass or the option of stored value in which a discounted rate deduction occurs at each use, refillable up to \$100 at a time. The M•CARD will eventually replace paper passes and tickets completely. Paper transfers will also be phased out. Cash-paying customers can have a transfer loaded on an M•CARD, while transfers are automatically loaded to M•CARDS with each card fare.

### Never Miss Your Stop

New Stop Announcements are being added to notify riders of upcoming stops, making the MCTS experience seamless for first-time riders and seasoned pros alike. With both audio and visual cues, the system ensures that all riders reach their target destination. Stop Announcements are already operating on select routes, with more to follow this summer.

Watch for upgrades to additional routes in the coming months. For more information and announcements, visit [www.RideMCTS.com](http://www.RideMCTS.com) or call 414.344.6711.

# Hop Aboard the Summer Trolleys

**“The Milwaukee Trolley Loop is a visitor-friendly service for guests looking to explore downtown.”** – Mary Smarelli, president of Transit Express

THE CLANG, CLANG OF THE SUMMER TROLLEYS are now heard throughout downtown. The Milwaukee Trolley Loop presented by VISIT Milwaukee began service of its “Hop ‘n Shop, Wine ‘n Dine” route Thursday, June 5. The 40-minute loop will connect passengers to businesses and attractions in the East Town, Westtown and Historic Third Ward neighborhoods, Thursdays through Saturdays from 11 a.m. to 9 p.m. until Saturday, Sept. 6.

Aside from being a user-friendly mode of transportation for out-of-town guests and area residents, rides are just \$1 per trip. Whether you’re a frequent downtown visitor or need a little acclimating, the Milwaukee Trolley Loop is a great vehicle for getting to downtown events or becoming acquainted with downtown’s amenities.

Route information is available at [www.milwaukeekeedowntown.com](http://www.milwaukeekeedowntown.com) or by calling 414.562.RIDE. If you wish to receive a quantity of trolley brochures for your customers or guests, contact Vince Flores at [vince@milwaukeekeedowntown.com](mailto:vince@milwaukeekeedowntown.com) or 414.220.4700 ext. 3.

The 2014 service is supported by its lead contributors, VISIT Milwaukee and Milwaukee Downtown, BID #21, with additional support from the Historic Third Ward Association, Harley-Davidson Museum, Milwaukee Art Museum, The Shops of Grand Avenue, Usinger Foundation and Wisconsin Cheese Mart.

**INSIDER TIPS FOR TAKING THE TROLLEY** – Sure, we boast about the trolley’s connectivity to downtown events and attractions, but we put the “Hop ‘n Shop, Wine ‘n Dine” route to the test with two action-packed itineraries for downtown fun.

## THURSDAY

Morning - Park on Harbor Drive. Visit one or several Lakefront attractions.

- **Discovery World – Opens at 9 a.m.**

- **Betty Brinn Children’s Museum – Opens at 9 a.m.**

- **Milwaukee Art Museum – Opens at 10 a.m.**

*Hop aboard at the Milwaukee Art Museum.*

Afternoon - Drop-off at Water St. & St. Paul Ave. Grab lunch at the Milwaukee Public Market, then browse the boutiques and galleries of the Historic Third Ward.

- **Milwaukee Public Market**

- **Third Ward Boutiques & Galleries**

Pick-up at 4:13 p.m. at Water St. & St. Paul Ave and drop-off at 4:35 p.m. at Van Buren St. & State St. to purchase picnic food items at Metro Market.

- **Metro Market**

Walk the two blocks from Metro Market to Cathedral Square Park.

Evening - Stake out a picnic spot in Cathedral Square Park and enjoy Jazz in the Park’s Happy Hour from 5 p.m. to 6 p.m. Music begins at 6 p.m.

- **Jazz in the Park**

Pick-up at 7:52 p.m. at Wells St. & Jefferson St. Drop-off at 8:03 p.m. at Michigan St. & Harbor Dr.

at Michigan St. & Harbor Dr. where your vehicle awaits.

## FRIDAY

Morning - Park in The Shops of Grand Avenue Structure. Walk through the New Arcade and out the Old World Third St. entrance. Proceed 3½ blocks north on Old World Third St.

- **Usinger’s Famous Sausage – Opens at 9 a.m.**

- **Wisconsin Cheese Mart – Opens at 9 a.m.**
- **The Spice House – Opens at 10 a.m.**

Afternoon - Walk back to The Shops of Grand Avenue and peruse big-box and boutique retail, then enjoy lunch in the Food Court.

- **The Shops of Grand Avenue**

Pick-up at 12:20 p.m. at 4th St. & Michigan St. Drop-off at 12:25 p.m. at 6th St. & Wells St. Walk two blocks west to the Milwaukee Public Museum.

- **Milwaukee Public Museum**

Pick-up at 3:25 p.m. at 6th St. & Wells St.

Drop-off at 3:50 p.m. at Michigan St. & Plankinton Ave. Walk to the Milwaukee Boat Line.

- **Sightseeing Cruise – 4 p.m. Cruise**

Evening - After the cruise, enjoy dinner at Mo’s Irish Pub or Rock Bottom Restaurant & Brewery. Following dinner, walk back to The Shops of Grand Avenue. If you purchased anything earlier in the day at The Shops of Grand Avenue, present your receipt and enjoy discounted parking.



# Employee Appreciation Week to Tour Downtown Neighborhoods

2014 dates July 28 - August 1



After eight years of continued success, Downtown Employee Appreciation Week is getting a makeover. This year, Milwaukee Downtown has elected to take its show on the road by visiting employees in all corners of downtown. Not to worry, the daily giveaways, games and employee discounts will remain intact; however, lunchtime activities will now travel throughout East

Town, Westtown and Schlitz Park.

A few other twists are also in store. New office challenge games will grace our playground to keep our workforce competitive out on the field.

Next, we’re tossing the karaoke microphone aside, and welcoming local bands to entertain us during the noon hour. Apologies in advance to all of our avid Office Rock Stars.

We’re also eliminating the Downtown Battle of the Bands competition on Wednesday night, allowing River Rhythms to resume its regularly scheduled entertainment and give us the opportunity to partner with the American Cancer Society on downtown’s first Suits & Sneakers Day.

And to top it all off, we’re kicking the week off with a pancake breakfast on Monday morning and loads of “I Work Downtown” t-shirts.

No other workweek offers as many perks for downtown peeps as Downtown Employee Appreciation Week. So take a look at the schedule and join in this much-anticipated week. For the most up-to-date info, visit [www.milwaukeekeedowntown.com/iworkdowntown](http://www.milwaukeekeedowntown.com/iworkdowntown).



## MONDAY, JULY 28

### #MeetMKE Day

7:30 am - 9:00 am

- **The Kick-Off: Pancakes & Praise**

Free event. Space is limited.

Registration required.

Red Arrow Park

11:45 am - 1:15 pm

- **Fun & Games, 1,000-Item Noon Giveaways**

Red Arrow Park

5:00 pm - 8:30 pm

- **I Work Downtown Volleyball Tournament**

Bradford Beach

## TUESDAY, JULY 29

9:30 am - 10:30 am

- **World’s Largest Coffee Break**

Catalano Square

11:45 am - 1:15 pm

- **Fun & Games, 1,000-Item Noon Giveaways**

Pere Marquette Park

5:00 pm - 8:30 pm

- **I Work Downtown Volleyball Tournament**

Bradford Beach

## WEDNESDAY, JULY 30

11:45 am - 1:15 pm

- **Fun & Games, 1,000-Item Noon Giveaways**

Schlitz Park

6:00 pm - 9:00 pm

- **American Cancer Society Suits & Sneakers Day**

The CityCenter at 735 /

Milwaukee RiverWalk & Pere Marquette Park

## THURSDAY, JULY 31

11:45 am - 1:15 pm

- **Fun & Games, 1,000-Item Noon Giveaways**

Zeidler Union Square

5:00 pm - 7:00 pm

- **Downtown’s Grandest Happy Hour**

The Shops of Grand Avenue

6:30 pm - 8:30 pm

- **Ayre in the Square**

Catalano Square

## FRIDAY, AUGUST 1

12:00 pm - 1:00 pm

- **Standing Ovation: Awards Ceremony, 1,000-Item Noon Giveaways**

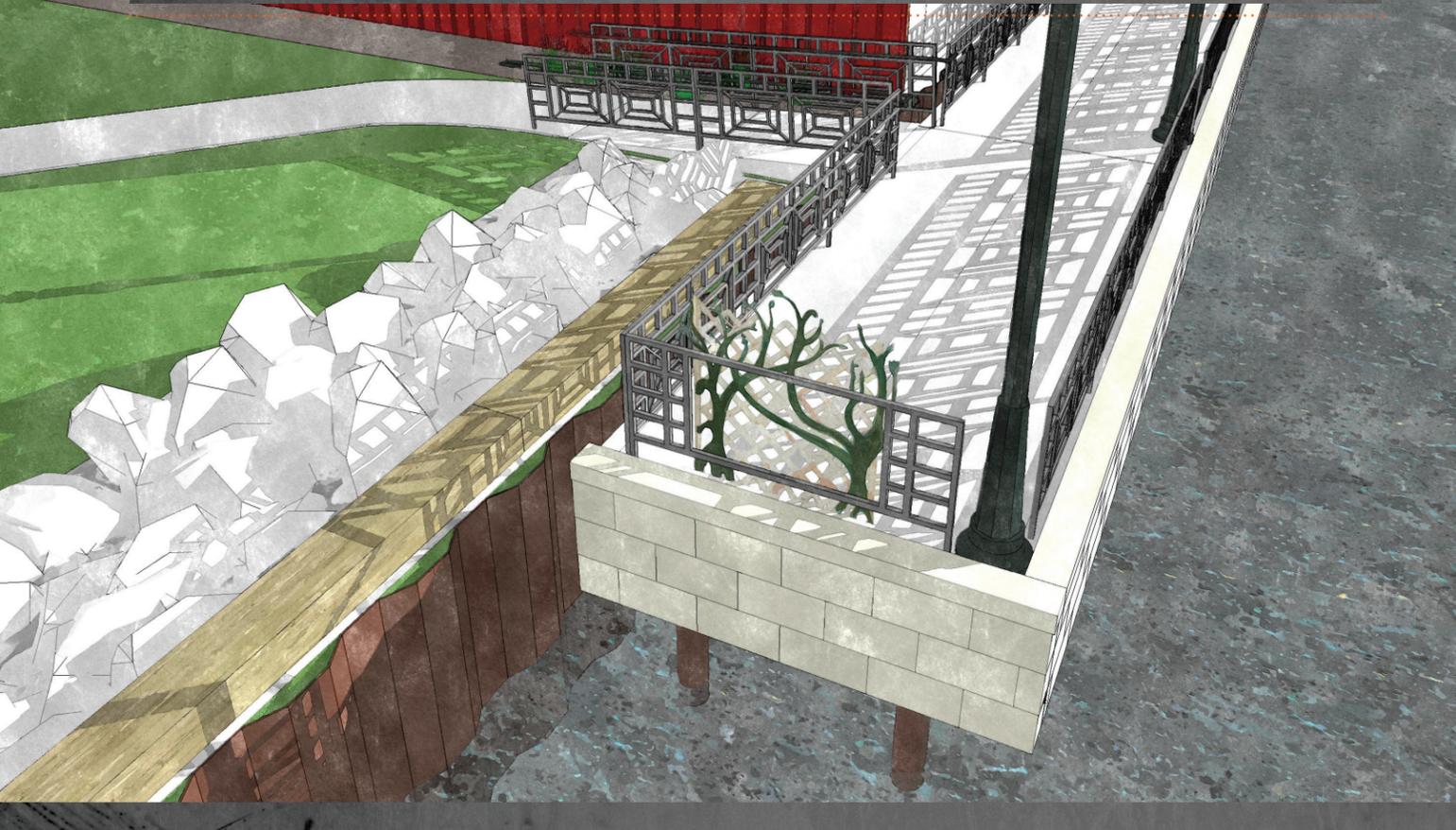
Cathedral Square Park

4:00 pm - 11:00 pm

- **4th Annual Urban Island Beach Party**

Lakeshore State Park

## Fundraising Underway for Debra Usinger Memorial Project



**While downtown is not the same without her perseverance, attention to detail or sharp-witted humor, her spirit lives on through many downtown revitalization efforts.**

DEBRA USINGER WAS A FRIEND AND MENTOR to many in the downtown community. Vice President of Usinger's Famous Sausage, or "Vice President of Fun" as she would lead you to believe, and board member of Milwaukee Downtown, BID #21 for 14 years, Debra lost her battle to goblet cell carcinoid, a rare form of cancer, in 2012. While downtown is not the same without her perseverance, attention to detail or sharp-witted humor, her spirit lives on through many downtown revitalization efforts.

For this reason, community organizations, friends and individuals whose lives she touched are

coordinating an art installation along the Milwaukee RiverWalk to memorialize Debra's contributions to the development of the RiverWalk. The commissioned piece is a bronze sculpture currently underway by Milwaukee artist Beth Sahagian. The concept entails tree branches intertwining on a trellis to signify life and connectivity. Sahagian is also responsible for the Acqua Grylli, a bronze sculpture on the Milwaukee RiverWalk, which Debra long admired.

Fundraising efforts for the Debra Usinger RiverWalk Memorial Project have already begun. Additional dollars are needed to purchase the sculpture

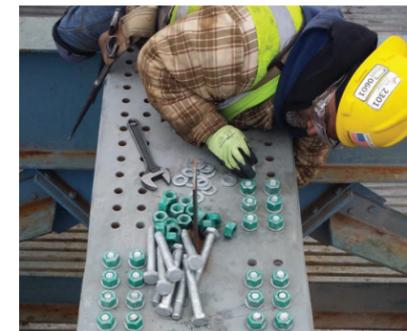


and establish a maintenance fund. Donations of any size are greatly appreciated. Please contact Beth Weirick at [bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com) for more info. Dedication of the sculpture is slated for early September.

## Hoan Bridge Rehabilitation

**CONSTRUCTION CONTINUES THROUGH 2015 ON I-794**

Work is progressing on the I-794 / Hoan Bridge project and the work will continue through 2015. Crews are working to reconstruct the bridges on I-794 from the Milwaukee River to Milwaukee Street, including the Broadway and Jackson/Van Buren ramps. The Hoan Bridge is receiving a new concrete driving surface, as well as repairs to all major steel connections. Numerous lane and ramp closures will take place during this time. A moveable construction barrier is working to minimize traffic impacts on the Hoan Bridge as much as possible, with two lanes of traffic being maintained in the direction of peak travel throughout the day.



Contractor installs bolts on top flange (the top part of a steel beam).

### Access to Downtown Milwaukee and the Historic Third Ward will be Maintained

While WisDOT anticipates keeping as much access within the construction area open as possible, there will be ramp closures during construction. When specific ramps are closed, detour signs will be posted to help guide people along alternate routes.

WisDOT and the project team are committed to bringing you up-to-date information on construction schedules, closures and detour information. To stay informed on key project information, visit the project website at <http://projects.511wi.gov/web/hoan-bridge-project>.

## VISION 2050 Workshops

**Help guide SEWRPC with the next step in the VISION 2050 process.**

THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION (SEWRPC) is moving forward with VISION 2050, a land use and transportation plan for the Southeastern Wisconsin Region. The Commission staff is using public input from a number of visioning activities that it has conducted since fall 2013 to guide the next step in the VISION 2050 process. SEWRPC planners are now developing a series of "sketch scenarios" to be used at upcoming VISION 2050 public and community-partner workshops. The workshops will be scheduled for September 2014 and announced at [www.vision2050sewis.org](http://www.vision2050sewis.org).

Sketch scenarios are conceptual "what if" illustrations of how the Region might look and function in the future in terms of land and transportation development. They are being guided by an initial vision expressed through 15 VISION 2050 Guiding Statements (<http://vision2050sewis.org/Vision2050/TheVision>) developed from extensive public input received to date. At the next set of public workshops, residents will have the opportunity to explore several different sketch scenarios and decide how well each aligns with their vision for the Region. The scenarios and their comparison will be presented in an interactive, user-friendly format at the public workshops.

The Commission staff will use input on the sketch scenarios to prepare more detailed alternative land use and transportation plans. These alternatives will be thoroughly evaluated and taken back to the public for review. Based on input on the detailed alternative plans and their evaluation, a preliminary recommended plan will be identified. A last round of public meetings will be used to make refinements and develop the final VISION 2050 plan, representing the desired vision and identifying the actions necessary to achieve that vision.

The best ways to stay informed about VISION 2050 are to sign up for the e-newsletter at <http://vision2050sewis.org/Vision2050/E-Newsletter-Sign-Up>, follow VISION 2050 on Twitter @Vision2050SEWis, and visit the [vision2050sewis.org](http://vision2050sewis.org) website often. The website includes the VISION 2050 results so far, in addition to information about the topics and process. More information about community partner workshops can be found under "Results." Community partners include Common Ground, the Ethnically Diverse Business Coalition, Hmong American Friendship Association, IndependenceFirst, Milwaukee Urban League, Southside Organizing Committee, Urban Economic Development Association, and Urban League of Racine and Kenosha.



## Summer Modes of Getting Around Downtown

Hit the trails this summer in a more-than average way.

Show your out-of-town friends all that downtown Milwaukee has to offer, or enjoy being a sightseer in your own town.

### MIDWEST BIKE SHARE

[www.milwaukeebikeshare.com](http://www.milwaukeebikeshare.com)  
414.412.1397

Whether you're a downtown resident or visitor, Milwaukee's bike share program will help you get from point A to point B, so you can seamlessly explore attractions in all corners of downtown. Approximately 5 to 10 stations should be installed this summer.

### LYFT & UBER

[www.lyft.com](http://www.lyft.com) | [www.uber.com](http://www.uber.com)  
Going to Summerfest or an important event? Opt for a "Lyft," a reasonably priced transportation service operated by average joes, or roll in style with Uber, another cab service utilizing black luxury vehicles. Reservations for both services are made through a mobile app that lets you track your driver's whereabouts and pay online.

### MILWAUKEE COUNTY TRANSIT SYSTEM

[www.ridemcts.com](http://www.ridemcts.com) | 414.344.6711  
Help the environment and enjoy the carefree ride while getting to your destination. Arrive anywhere in Milwaukee County for only \$2.25 and enjoy one complimentary transfer valid on any bus at any stop within the one-hour time limit.

### MILWAUKEE TROLLEY LOOP

[www.milwaueedowntown.com](http://www.milwaueedowntown.com)  
414.562.RIDE  
Hop 'n shop and wine 'n dine your way around downtown for only \$1 per trip, Thursdays through Saturdays. The convenient loop makes 30 stops throughout East Town, Westtown and the Historic Third Ward. One complete loop is 40 minutes.

### MILWAUKEE COACH & CARRIAGE

[www.milwaueecarriage.com](http://www.milwaueecarriage.com)  
414.272.6873  
Trot around downtown in style. Carriage rides are available in half-hour and hour increments at your requested time.

### MILWAUKEE KAYAK COMPANY

[www.milwaueekayak.com](http://www.milwaueekayak.com)  
414.301.2240  
Paddle Milwaukee's waterways and enjoy a ducks-eye-view of downtown's architecture and natural environment.

### PEDAL TAVERN

[www.pedaltavern.com](http://www.pedaltavern.com) | 414.405.6682  
Burn some calories while drinking and biking to watering holes throughout the Historic Third Ward and Walker's Point.

### RIVERWALK BOAT TOURS

[www.riverwalkboats.com](http://www.riverwalkboats.com) | 414.283.9999  
Enjoy a myriad of daily happy hour cruises from Margarita Mondays to Funky Fridays. Kids carnival cruises, fireworks voyages and private rentals are also available.

### MILWAUKEE RIVER CRUISE LINE – THE EDELWEISS

[www.edelweissboats.com](http://www.edelweissboats.com) | 414.276.7447  
Enjoy a private or public cruise along the Milwaukee River and Lake Michigan in one of four vessels.

### MILWAUKEE BOAT LINE

[www.mkeboat.com](http://www.mkeboat.com) | 414.294.9450  
Aboard the Vista King or Voyageur, passengers can take their pick of sightseeing or listening to a live concert.

### SAILING VESSEL DENIS SULLIVAN

[www.discoveryworld.org](http://www.discoveryworld.org) | 414.765.8625  
The S/V Denis Sullivan is the world's only re-creation of a 19th century three-masted Great Lakes schooner, providing a glimpse into the rich maritime history of the Great Lakes. Bring the family along for a day filled with plenty of excitement and educational fun.

## Leading by Example Starts at the Top

### Gregg Peterson, Director of Clean Sweep Ambassador Program

#### 1. How many years have you led the program?

16 years.

#### 2. Where were you prior?

I spent three years leading the janitorial and maintenance services for Bank One.

#### 3. How many ambassadors are in the program?

Including myself, 11.

#### 4. What does it take to be a Clean Sweep Ambassador?

A good Clean Sweep Ambassador must be willing to work outdoors in all conditions, have a willingness to serve, go above and beyond, and be able to lift, move and install equipment for a variety of special projects.

#### 5. How many gallons of litter were collected by Clean Sweep Ambassadors in 2013?

135,600 gallons.

#### 6. How many lights are strung by the Clean Sweep Ambassadors during the Milwaukee Holiday Lights Festival?

Between the 125 live Christmas trees and 50-ft. tree of lights in Cathedral Square Park, not to mention all the lights

in Pere Marquette Park and Zeidler Union Square, approximately 500,000 lights.

#### 7. What types of equipment do you utilize to keep downtown's streets clean?

Our fleet includes a gumbuster, scrubber, power washers, three riding vacuum machines and one riding sweeper. Plus, there's the traditional broom and dustpan.

#### 8. What's the most commonly littered item that you wish guests would think twice about?

Cigarette butts!

#### 9. What's your favorite downtown event?

That's a tough one, but I'd have to say it's a three-way tie among the Milwaukee Holiday Lights Festival Kick-Off Extravaganza, Cocoa with the Clauses and Downtown Employee Appreciation Week. I love them all!



### Vince Flores, Director of Public Service Ambassador Program

#### 1. How many years have you led the program?

5 years.

#### 2. Where were you prior?

Milwaukee Public School Security Director, and prior to that, retired from the Milwaukee Police Department after 25 years of service.

#### 3. How many ambassadors are in the program?

Including myself, 20.

#### 4. What does it take to be a Public Service Ambassador?

A good PSA must have an outgoing, friendly personality to effectively interact with people of all ages and walks of life, know as many facts/facets of our fair city's history, buildings, businesses & culture, have ingrained team spirit to assist each other as well as others, and be able to enjoy the outdoors. Although not an exclusive list, these are the basics needed to be effective and help promote the city.

#### 5. How many hours did the ambassadors log in patrolling downtown in 2013?

Just slightly under 34,000 hours. Our PSAs patrol all areas of BID #21 to include businesses, parking lots, areas of special interest and areas with high pedestrian traffic.

#### 6. How many brochures did the ambassadors distribute in 2013?

Over 214,000.

#### 7. How many graffiti tags did the ambassadors remove in 2013?

Over 2,000.

#### 8. What makes Milwaukee's PSA program unique from others around the country?

The 15-year commitment by BID #21, the PSAs, CSAs and KEI is what makes it the best in the world. Individually, and as a group, all demonstrate a willingness to help others, and all genuinely love Milwaukee and anyone who comes to visit, live and work here.

#### 9. What role has technology played in serving downtown guests and property owners?

All PSAs carry a Secure Trax device that serves many functions. The devices have two modes of communication built in, which allow us to serve as additional "eyes and ears" for the police, fire department and DPW.

#### 10. What's your favorite downtown event?

The Jingle Bus! It brings so many different people downtown to enjoy the holiday season. It's such an enjoyable way to see the holiday decorations with family, friends and co-workers.





## ▶ Please Support Downtown's Latest Wave of New Businesses

**Downtown is a great place to do business!**

**600 East Café**  
600 E. Wisconsin Avenue  
844.600.EAST | 600eastcafe.com

**BB's (Build a Breakfast – Build a Burger)**  
633 W. Wisconsin Avenue  
414.270.1070

**Chic Café**  
770 N. Jefferson St., Lower Level  
414.882.7708  
chiccafemilwaukee.com

**Dunkin' Donuts**  
111 E. Wisconsin Avenue  
414.224.7924 | dunkindonuts.com

**Fore! Milwaukee**  
530 N. Water Street  
414.272.FORE (3673)  
foremilwaukee.com

**Peking House Chinese Restaurant & Bar**  
782 N. Jefferson Street  
414.763.9378  
pekinghousewi.com

**Edible Arrangements**  
722 N. Water Street  
414.225.0300  
ediblearrangements.com

**Reader's Digest Association Enthusiast Brands – Milwaukee**  
1610 N. 2nd Street  
readersdigest.com

**Refuge Smoothies**  
763 N. Plankinton Avenue  
414.278.6015  
refugesmoothies.com

**Residence Milwaukee & i.e. Design**  
612 N. Broadway  
residencemilwaukee.com  
iedesignltd.com

**UMB Fund Services – New Downtown Location**  
235 W. Galena Street  
umbfs.com

**Ugly's Pub**  
1125 N. Old World Third Street  
414.763.3852 | uglyspub.com

**Who's On Third**  
1007 N. Old World Third Street  
414.897.8373  
whosonthirdmke.com

## ▶ Tips for Addressing a Panhandler

With summer on our heels, foot traffic will soon be at an all-time high. With increased pedestrian activity can come panhandling. While many are truly in need, giving spare change to a panhandler is only a short-term solution to a deeper problem. Your kindness may only reinforce negative behavior when more meaningful assistance is needed and available. If you're approached by a panhandler, Milwaukee Downtown suggests the following tips:

- Don't ignore them. Acknowledge them with a smile, but firmly decline.
- Carry food such as granola bars to hand out.
- Don't initiate conversations.
- If you are comfortable talking with the panhandler, encourage them to call 2-1-1. Impact 2-1-1 can offer information about a variety of resources to resolve basic life needs or personal issues.
- If you feel threatened in any way, call the police. Or step inside a business and have someone call for you.
- Give spare change to an organization rather than a panhandler. You will help the panhandler in the long run.
- Walk with confidence.

And remember, it is unlawful for a panhandler to solicit at a bus stop, in any public transportation vehicle or facility, in a vehicle which is parked or stopped on a public street or alley, in a sidewalk café or within 20 ft. of a ATM. If an aggressive solicitation occurs, the Milwaukee Police Department (414.935.7701) should be notified so a citation may be issued.

## METROGO! - HELP STRUCTURE PUBLIC TRANSPORTATION FOR OUR REGION

MetroGO! is a new regional non-profit group that was created to bring together the fresh and innovative strategic plans of the Regional Transit Initiative and the historic resources of Transit NOW. Its mission is to engage and inspire people in creating a regional transit network that fuels the economy and workforce growth, and builds vibrant, well-connected communities throughout six-county metro Milwaukee. Stay connected on transportation issues of our region by following MetroGO! on Facebook at [www.facebook.com/MetroGo](http://www.facebook.com/MetroGo).



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