

Fall/Winter 2014 | Milwaukee Downtown, BID #21

ripple effect



► From the CEO's Desk – Reflections and Resolutions



I LOVE FALL! While the peak of the season is quite short, I find it's a good time to reflect on goals so you don't fall habit to the same routine.

Reflecting on Milwaukee Downtown's 17th year in operation, I can confidently say it was anything but status quo.

For starters, we welcomed several new visionaries to our Board of Directors. With fresh perspective, we again revisited our five-year strategic plan, because as we've learned, strategies should be nimble and able to respond to the changing marketplace.

We relaunched the successful Cya Downtown branding campaign, which made downtown top-of-mind more than ever. Our core programs continued to break records, keeping downtown the clean, safe and friendly destination that it is. In addition, our events managed to turn more participants into downtown believers and advocates.

We rebuilt our team, filling the roles of Economic Development Director and Marketing & Special Events Coordinator with two dynamic young professionals – Matt Dörner, who is spearheading the central business district's retention and recruitment efforts, and Katie Eggert, who is leading fundraising, event logistics and social media activities.

We aligned ourselves with new organizations and initiatives to help achieve the goals of our revised five-year plan. Projects included MetroGO!, which is creating dialogue around reshaping regional transit; the Milwaukee Police Department Equestrian Community Center, which would elevate police presence downtown and offer therapeutic programs to at-risk youth and persons with disabilities; the downtown fashion incubator, which would embrace entrepreneurs in a multipurpose sewing/retail center; and the Wisconsin Avenue Sculpture program, which would bring world-renowned public art to our doorstep, creating a more pedestrian-friendly avenue for downtown's main corridor. And that's just the tip of the iceberg.

As we enter into 2015, we resolve to make doing business downtown a more transparent process. This is a pivotal time for downtown. More than \$930 million is currently being invested in under-construction developments and another \$1.3 billion awaits in proposed projects – that's more than half of the \$2.6 billion invested in the last decade!

Let's roll up our sleeves to make downtown a premier destination of choice and Milwaukee a renowned world-class region.

Beth Weirick – CEO
Milwaukee Downtown, BID #21
bweirick@milwaueedowntown.com



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► Transforming Downtown with Game-Changing Developments

Catalytic Projects Bringing Instrumental Changes to Downtown

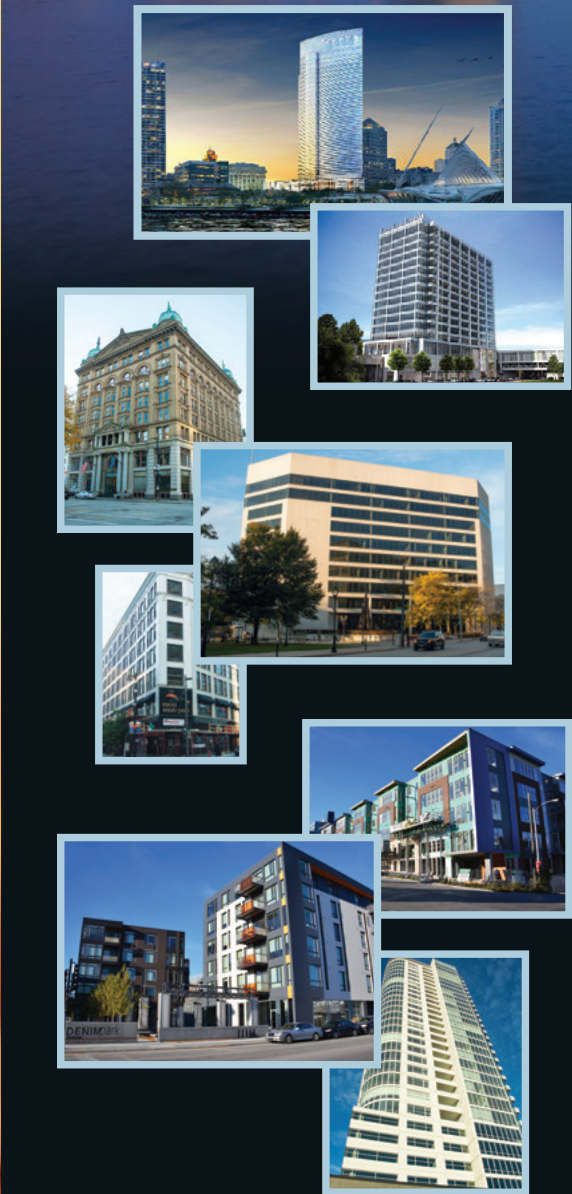
As urban centers continue to become more attractive places to live, work and play, the market is responding with new private and public sector investment downtown. And development projects aren't tied to just one area – they are breathing life into each downtown neighborhood across all sectors. With more than \$930 million in under-construction projects and another \$1.3 billion proposed, Milwaukee is on its way to becoming a true world-class city.

EAST TOWN – There are several landmark development projects east of the Milwaukee River, but perhaps most influential are two major office developments currently underway – Northwestern Mutual's new headquarters and the 833 East Michigan tower. Between them, over \$550 million of private sector investment and approximately 50 stories of new office space is being added. These developments are critical to downtown employment growth, with Northwestern Mutual alone expecting to add 1,900 employees. Also benefitting the entire surrounding area is the \$34 million Lakefront Gateway project, which will free up additional land for development while improving access to our lakefront.

WESTTOWN – Perhaps the most-discussed project on the west side of the Milwaukee River is the new multipurpose arena. While still in the early planning stages, the arena could spur large-scale revitalization by attracting big-name talents, supporting businesses and welcoming tens of thousands of visitors. Also critical is the rebirth of The Shops of Grand Avenue, which recently sold at auction for \$16.5 million with future plans yet to be determined. Lesser-known but equally important are the hundreds of new multi-family units being added through the rehabilitation of existing buildings like the Posner (\$23.5 million), Germania (\$14.1 million) and Plankinton (\$6 million) buildings. In addition to bringing underutilized historic buildings to life, these residential developments are contributing to the critical mass that is necessary to support retail and commercial businesses in the area.

PARK EAST – Spanning the north side of downtown is a unique opportunity to create a new distinct neighborhood. The North End and The Moderne have already transformed fringe areas with hundreds of multi-family units. More units are soon to be added with the construction of the Avenir and third phase of The North End. These and other developments have created momentum and the opportunity to develop an active, mixed-use corridor with hundreds, if not thousands of new residences that knits together the successes of The Brewery, Schlitz Park and the surrounding neighborhoods.

These projects are just a snapshot of downtown Milwaukee's latest developments. For a comprehensive look at downtown projects, view our 2014 Milwaukee Downtown Investment Map online at milwaueedowntown.com/doing-business.



Alleviating Homelessness and Transiency in Milwaukee

IN OUR LAST ISSUE, we provided several tips for addressing panhandlers. The presence of this behavior points to a larger concern that many downtowns are facing – frequent disruptions by transient individuals. Although transients are commonly grouped together with the homeless population, transients differ in that they frequently commit quality-of-life crimes such as aggressive panhandling and public intoxication, urination and vomiting. They're often chronically inebriated and do little to better their situation.

This brings up many questions for downtown Milwaukee: Is homelessness on an upward trajectory? Is transiency an issue? What are we doing to discourage transient behavior and help this vulnerable population that is reluctant to seek assistance? And how do we better serve those experiencing homelessness as downtown flourishes? To determine our first step, we're studying implemented programs by downtowns across the country.



Billings, Montana is one city that has taken a proactive approach in dealing with both homelessness and transience. Experiencing rapid population growth, they've seen an accompanied increase in these demographics. "Downtowns are commonly a catch basin for at-risk individuals," said Lisa Harmon, executive director of Downtown Billings Business Improvement District. "With the growing homeless population downtown, we're also seeing a group of transients repeatedly causing disruptions."

The Downtown Billings Business Improvement District's first response came in 2006 with Spare Change for Real Change, a program encouraging the public to refrain from giving to panhandlers and instead donate to service providers equipped to offer impactful assistance. To

Looking to Other Cities for Insights into Creating Impactful Solutions

date, the program has raised and allocated \$35,000 to local organizations.

In January, taking their efforts one step further, two police officers working out of the BID's office began collecting data on all service calls involving a homeless or transient individual. After just a few months, the data told an interesting story – the majority of calls were for incidents involving repeat offenders and specific downtown establishments. In May, the BID organized businesses, faith organizations, service providers and city leaders to explore the findings. "Countless personal accounts pointed to the same problems in the same areas. It was clear that we needed to assemble a collaborative plan to focus on prevention and target the root causes," said Harmon.

Along with the City of Billings and other community partners, the BID began planning a Services Summit to figure out the next step. In preparation, organizers collected surveys from every BID member, conducted in-person interviews with all downtown service providers and compiled responses into usable handouts. Held Oct. 30-31, the Summit included presentations by leaders from other cities and breakout sessions targeting three planning objectives – legislation and policy, enforcement and project conceptualizing.

"We examined policy changes to tackle this issue of chronic inebriation, particularly cracking down on establishments that exacerbate the problem," said Harmon. "We also learned about the innovative work in Reno and San Antonio, where service providers for the homeless and transient populations are co-located to make it easier for these groups to get help. There's still much to do, but we now have everyone dialed into the conversation and ready to create helpful solutions for these struggling individuals."

Milwaukee Downtown is looking to these national models for insights on how to address issues of homelessness and transiency in our own city. Following Billings' example, the first step will be a Homelessness & Transiency Symposium in the first quarter of 2015, where we will gather our members, service providers and city leaders to jump-start the conversation.

For more information or to learn how your business or organization can get involved, contact Beth Weirick at bweirick@milwaukeedowntown.com or 414.220.4700 ext. 1.



Warm Hearts, Warm Hands

ON ANY GIVEN NIGHT IN MILWAUKEE, there are roughly 1,500 people looking for shelter – many of them women and families with children. With the cold season upon us, it's our duty to make sure all downtowners are kept warm and bundled.

The Cathedral Center provides shelter and case management services to women and families experiencing homelessness. To help protect the homeless from the harsh cold, they are collecting mittens and gloves during their inaugural Warm Hearts, Warm Hands campaign. From Nov. 20 through Dec. 28, donations will be collected at several locations and distributed to the organization's visitors throughout the winter season. Names of all those who have made donations will be placed on mitten cutouts and hung on The Cathedral Center's Mitten Tree, located in their front lobby.

Monetary Donations

Monetary donations are also being accepted for the purchase of gloves and mittens. Donations can be made online at cathedral-center.org or mailed to The Cathedral Center at 845 N. Van Buren Street, Milwaukee, WI 53202.

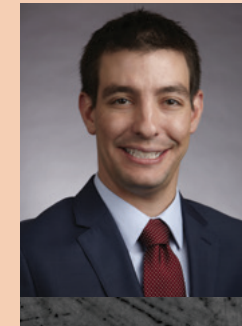
Drop-Off Locations

- Milwaukee Downtown, BID #21 Office
600 E. Wells Street | Daily | 9 am – 5 pm
- Milwaukee Holiday Lights Festival Jingle Bus Warming House | The Shops of Grand Avenue
Thurs – Sun | 6 pm – 9 pm
- East Town Association Office
825 N. Jefferson Street | Daily | 9 am – 5 pm
- Madison Medical Affiliates First Floor Lobby
780 N. Jefferson Street
Mon – Fri | 9 am – 5 pm

Milwaukee Downtown Welcomes Matt and Katie

MATT DORNER - ECONOMIC DEVELOPMENT DIRECTOR

With nearly a decade of experience in urban planning, and community and economic development, Matt Dorner is digging into his new role as Economic Development Director. Matt's primary responsibilities include implementation of economic development initiatives outlined in our Strategic Plan, along with a focus on retention and expansion of existing tenants, and identification and attraction of new office and retail tenants to the central business district.



Before joining BID #21, Matt served as Assistant Director/ Economic Development Specialist for the Village of Menomonee Falls Community Development Department. In his role, he led facets of economic and community development, including heading the creation of Tax Incremental District No. 12, as well as developing and administering a downtown grant matching program that leveraged nearly \$700,000 in private sector investment. He also served as a research consultant on a Regional Workforce Alliance project and provided planning support to Foth Infrastructure & Environment.

Matt's first priorities are to update the CEO call program and build a rapport with national site selectors. His ongoing duties will include analyzing and maintaining current market data; identifying new and existing incentives at the state, city and county level; and serving as a conduit for information, options and referrals between building owners, real estate representatives and prospective tenants.

To learn more about Matt or discuss new development opportunities, call 414.220.4700 ext. 4 or email mdorner@milwaukeedowntown.com.



KATIE EGGERT - MARKETING & SPECIAL EVENTS COORDINATOR

Katie Eggert is bringing forth her savvy communication skills and passion for planning as our new Marketing & Events Coordinator. Katie's primary responsibilities include coordination and implementation of special events, fundraising and sponsorship fulfillment, and management of BID #21's social media channels.

Katie graduated from UW-Milwaukee with a bachelor's degree in Marketing and Human Resource Management. Prior to her start at Milwaukee Downtown, she served as an Executive Assistant and Communications Specialist at Johnson Controls, Inc. She also led the Employee Engagement Committee, implementing peer recognition programs and executing teambuilding events.

Outside the office, Katie has devoted herself as a coordinator for Habitat for Humanity's® annual Home Builders Blitz since 2012. She also serves as Vice President of Events for UW-Milwaukee's Lubar School of Business Alumni Chapter, marketing committee member of the Waukesha County Women and Girls Foundation, and is a member of the Kappa Tau Alumni Association.

BID #21 created the Marketing & Special Events Coordinator position in 2012 to ensure the future success of downtown events that play a critical role in promoting our mission. Katie will be responsible for organizing events like Downtown Dining Week, Downtown Employee Appreciation Week and the Milwaukee Holiday Lights Festival, as well as forming and maintaining strong, mutually beneficial relationships with sponsors and fundraisers.

To learn more about Katie or discuss sponsorship opportunities, call 414.220.4700 ext. 5 or email keggert@milwaukeedowntown.com.

Local Hotels Offer Hidden Gems for Dining & Nightlife



IT'S NO SECRET THAT DOWNTOWN IS HOME TO A PREMIER, expanding dining and nightlife scene. With an eclectic mix of restaurants, bars and lounges, there's something to fit any flavor.

With so many options to choose from, it's easy to overlook some of the more hidden gems – the many fine restaurants and lounges found in our hotels. While they're quick to win over out-of-towners, these spots also cater to local visitors. We've compiled a list of our favorite hotel establishments to check out during your next evening on the town.

Experience World-Class Restaurants and Lounges Right Downtown

W XYZ Bar – Aloft Milwaukee Downtown
1230 N. Old World Third Street
414.226.0122 | aloftmilwaueedowntown.com
Specialty sippers, fine wines and a snack-attack menu topped with modern chic surroundings.



Jackson's Blue Ribbon Pub – The Brewhouse Inn & Suites
1203 N. 10th Street
414.276.7271 | jacksonsbrp.com
American pub food, classic cocktails and an endless beer supply housed in a historic Pabst Brewery building.



Milwaukee ChopHouse – Hilton Milwaukee City Center
633 N. 5th Street
414.226.2467 | chophouse411.com
Traditional steakhouse with contemporary flair, specializing in tender steaks, fresh seafood and extensive wine offerings.

Monarch Lounge – Hilton Milwaukee City Center
509 W. Wisconsin Avenue
414.271.7250 | hiltonmilwaukee.com
Richly appointed seating areas, workstations, a media center and bar tied together in 1920s art-deco style.



Miller Time Pub & Grill – Hilton Milwaukee City Center
509 W. Wisconsin Avenue
414.271.2337 | millertimepubandgrill.com
Draft beers, craft burgers, specialty sandwiches and entrées, and certified beer experts ready to help select the perfect pairing.



METRO – Hotel Metro
411 E. Mason Street
414.225.3270 | hotelmetro.com
Rotation of hearty breakfasts, weekend brunches and gourmet dinners, plus classic drinks with a hip twist.

Zen on 7 – Hotel Metro
411 E. Mason Street
414.225.3270 | hotelmetro.com
Open-air rooftop patio serving up drinks, appetizers and stunning city views on select evenings during the warm-weather season.

Bistro/Bar 333 – Hyatt Regency Milwaukee
333 W. Kilbourn Avenue
414.270.6130 | bistro333milwaukee.com
Midwestern fare balancing urban chic and casual comfort, plus expertly prepared concoctions featuring fresh local juices, fruits, herbs and purees.



Kil@wat – InterContinental Milwaukee
139 E. Kilbourn Avenue
414.291.4793 | kilawatcuisine.com
Electrifying interpretations of contemporary American cuisine, an elegant yet comfortable atmosphere, and inspiring downtown views.

Zen Den – InterContinental Milwaukee
139 E. Kilbourn Avenue
414.978.2161 | zendenlounge.com
Casual, approachable nighttime spot featuring fine wines and cheeses from local vendors.

CLEAR – InterContinental Milwaukee
139 E. Kilbourn Avenue
414.276.8686 | clearbarandlounge.com
Lobby hangout with a wide selection of beer and wine, shareable small plates, inventive drinks and fun weekly events.

Millioke – Milwaukee Marriott Downtown
323 E. Wisconsin Avenue
414.278.5999 | milliokerestaurant.com
Urban tavern and dining room showcasing three Milwaukee specialties – local meats, award-winning cheeses and skillfully crafted beers.



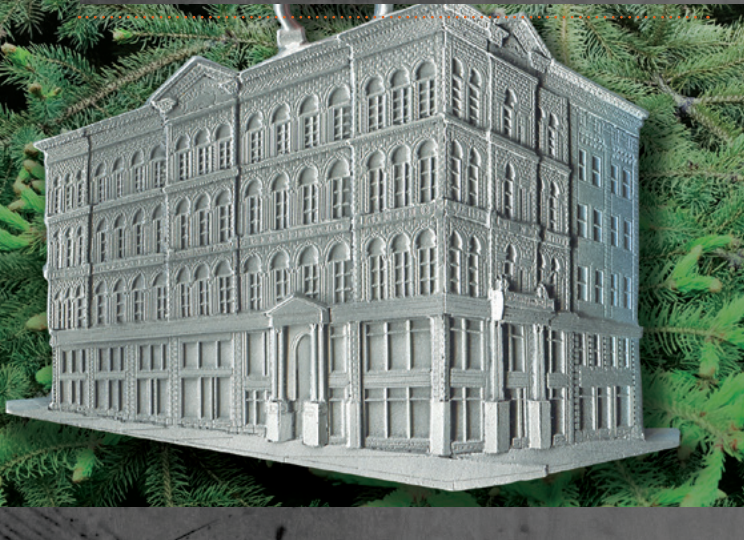
Mason Street Grill – The Pfister Hotel
425 E. Mason Street
414.298.3131 | masonstreetgrill.com
Lunch, dinner, and lounge menus featuring gourmet seafood dishes, steaks, burgers and more, plus live jazz six nights a week.



Lobby Lounge – The Pfister Hotel
424 E. Wisconsin Avenue
414.273.8222 | thepfisterhotel.com
Classic beverages, light appetizers and live piano music in a majestic space complete with an inviting fireplace and comfortable couches.

Blu – The Pfister Hotel
424 E. Wisconsin Avenue
414.298.3196 | blumilwaukee.com
Classic cocktails, daring martinis and an expansive wine selection – all 23 floors up for panoramic views of downtown and Lake Michigan.

► Buildings to Help Trim Your Tree



Hunting for that special gift for that special someone?

NOT TO FRET, Milwaukee Downtown has added yet another iconic landmark to its Milwaukee Holiday Lights Festival ornament collection. This year's edition, the Iron Block Building, is fourteenth in the series created by artist Andrew Schumann. It joins the U.S. Bank Tower, Milwaukee County Courthouse, Milwaukee Gas Light Building, Cudahy Tower Apartments & Condominiums, Milwaukee Federal Building & U.S. Courthouse, Milwaukee County Historical Society, Northwestern Mutual, Central Library, a Downtown Trolley, City Hall, Cathedral of St. John the Evangelist, Milwaukee Art Museum and Pabst Theater.

The 2014 Iron Block Building ornament is available for **\$19.95** at milwaukeeholidaylights.com. Past editions are available for **\$24.95**. Shipping and handling is **\$2.95** per ornament. Shoppers can also pick up ornaments at Milwaukee Downtown, 600 E. Wells Street (414.220.4700), Kloiber Jewelers, 777 E. Wisconsin Avenue (414.276.2457) or Urban Milwaukee, 755 N. Milwaukee Street (414.395.0632). Just call ahead for hours of operation.



► Visioning Workshops Drive Planning Process

VISION 2050, the land use and transportation visioning and planning effort for our Region led by the Southeastern Wisconsin Regional Planning Commission (SEWRPC), continued in September with a third series of public Visioning Workshops.

At the workshops, a total of 395 participants from the seven counties in our Region were guided through the exploration of five different sketch-level land use and transportation scenarios. The scenarios represent five varying paths to the year 2050 for the Region's land development pattern and transportation system. Participants were able to weigh the positives and negatives of each scenario, and provide feedback to Commission staff about what they liked and didn't like about each scenario.

Over 1,300 residents have attended all three series of public and community partner workshops in the Region since fall 2013; people are also participating online and through surveys. A significant amount of public input has been received, and feedback from all of the workshops, advisory and individual meetings, online forms and correspondence, and surveys will be considered in the development and evaluation of more detailed alternative land use and transportation plans, and, ultimately, the development of a final regional land use and transportation plan. The alternative plans will be ready for public review in spring of 2015.

Sketch scenarios and additional information can be found at vision2050sewis.org. Follow **VISION 2050** on Twitter @Vision2050SEWis for regular updates.



► MetroGO! Makes Strides with Transit Stakeholders

Building on efforts of the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is the **MetroGO! Regional Transit Leadership Council**. **MetroGO!** was established in 2014 to engage and inspire people in creating a regional transit network across the six-county metro Milwaukee area. Comprised of key civic leaders from across the region, the council's focus is on developing transportation and land use plans that will fuel the economy and workforce growth while building vibrant, connected communities.

MetroGO! held its first meeting on Oct. 23 to explore which transportation and land use decisions will ensure the region's economic success. During the session, members of the public were able to learn about five sketch scenarios prepared by the SEWRPC. Attendees engaged with a panel of experts, discussing the pros and cons of each scenario, and evaluated their effectiveness in fueling our economy.

It is through these discussions that the **MetroGO!** council will determine where their efforts will be targeted and what the next steps will be. The next assembly has yet to be scheduled. To learn more about transit here and across the country, visit facebook.com/MetroGO.

► Cultivating Connections Between Local Designers and Retailers

Fashion Incubator Takes Collaborative Approach to Exploring Fashion and Retail in Milwaukee

MILWAUKEE'S FASHION DESIGN AND RETAIL SECTORS are on the verge of a breakthrough. **BID #21** has teamed up with community partners to explore the first MKE Fashion Incubator, a downtown workspace created with up-and-coming fashion designers in mind. With the goal to open first quarter 2015 on Broadway, just north of the Historic Third Ward, the creative hub will concentrate fashion design resources and supporting services to foster industry growth, attract talent and expand local opportunities for stepping into the market.

The MKE Fashion Incubator will offer low-cost studio space for new designers. Adopting a co-working space model, the facility will be divided into workspaces approximately 12' x 12' in size, available for around \$150 per month with utilities and internet included.

The most revolutionary feature will be a pooling of professional sewers on site. Even when designers have an outstanding product to offer, they need more hands to turn out the product on a larger scale. Equipped with sewing machines, industrial tools and sergers, two skilled sewers and their assembly assistants will offer sewing services at affordable hourly rates, helping to overcome major production hurdles. While helping launch new products, this also has the potential to grow into a local sewing hub with new jobs and apprenticeships.

Designers will also have access to a wealth of resources to foster their professional development and position them for a successful career in the industry. Experienced and established designers will offer business mentoring and public relations guidance, providing step-by-step pointers on how to access the bustling wholesale market.

By allowing designers to concept a product, develop samples, jump-start production and market to local retailers in one place, the MKE Fashion Incubator could become a key avenue for connecting local fashion designers to the marketplace. Retailers in downtown will also benefit by gaining quality, locally sourced inventory that reflects the city's evolving fashion scene.

With a model in place and a location selected, the MKE Fashion Incubator is poised to open its doors to Milwaukee designers. For more information or to get involved, contact Terry Schaefer at 214.403.0496 or terryschaefe@icloud.com.





U.S. Capitol Christmas Tree Makes Rare Stop Tuesday, Nov. 11

Towering 88 feet, the U.S. Capitol Christmas Tree will make a rare Milwaukee appearance on Tuesday, Nov. 11. Traveling from Minnesota's Chippewa National Forest to Washington, D.C. on a 33-city tour, the tree will debut in Cathedral Square Park from 11 a.m. to 1 p.m.

With great fanfare, 600 students from 17 metro Milwaukee schools, on site for "Community Spirit Park" decorating, will greet the cross-country caravan. At 12 p.m., carols, greetings from elected officials and the U.S. Forest Service, a salute to all Armed Forces, and a happy 70th birthday wish to Smokey Bear will provide a grand send-off.

The public is invited to take photos in front of the 105-foot flatbed and sign the 65-foot banner that will be delivered with the tree.

The U.S. Capitol Tree Lighting is expected to occur in early December, as determined by U.S. Rep. John Boehner, Speaker of the House, and will be broadcast on C-SPAN.

MILWAUKEE HOLIDAY LIGHTS FESTIVAL TO BRIGHTEN DOWNTOWN VISITS NOV. 20 – DEC. 28

The Milwaukee Holiday Lights Festival is the city's largest display of holiday cheer. Produced by Milwaukee Downtown, it's a time when the city shines with glitz and glam.

Before the enchantment is unveiled, Milwaukee Downtown works behind the scenes to lay the groundwork. With the clock ticking, all hands are on deck to deliver a season full of delights.



Dual Countdowns

Milwaukee's 101st City/County Christmas Tree will be illuminated Thursday, Nov. 20 at Red Arrow Park. Presented by Potawatomi Hotel & Casino, the ceremony begins at 4:45 p.m. with music from local choirs, ensembles and theater groups. Mayor Tom Barrett, County Executive Chris Abele and Master of Ceremonies John McGivern will then light the tree at 5:28 p.m.

Across the river, the Milwaukee **Holiday Lights Festival Kick-Off Extravaganza** gets underway at

6 p.m. in Pere Marquette Park. Be merry and bright while enjoying music from Chasin' Mason, Naima Adedapo and Jenny Thiel; an appearance by the cast of Wisconsin Hybrid Theater; dance routines from Studio VIA and The Dance Academy of Mexico; plus an ice show by Ice Beat Factory. Special guests Billie the Brownie and Santa Claus will also be there, and the night will end with a grand display of fireworks. After the oohs and ahhs, ride the free Jingle Bus, offering mesmerizing panoramas of thousands of holiday lights.



Decorations Galore



Chandeliers and harp lamp sculptures will again line Wisconsin Avenue. Meanwhile, a half million lights and dozens of animated figures will transform three Milwaukee County Parks into winter wonderland scenes.

"Community Spirit Park" at Cathedral Square Park

Presented by Columbia St. Mary's, Madison Medical Affiliates, Ideal Property Management & Milwaukee County Parks

It's an annual tradition that brings more than 60 schools and an evolving list of embellishments to carry out each school's theme. Over 2,000 students are participating in this year's transformation. Once trees are decorated from top to trunk, students will be treated to cocoa and cookies, as well as a goodie bag to take home to mom and dad.

"Candy Cottage Forest" at Pere Marquette Park

Presented by Zilber Property Group and Milwaukee County Parks

Sure to satisfy any sweet tooth, travel to an almost-edible wonderland filled with gingerbread men and candy canes. Feast your eyes on sugary sculptures and a special gingerbread house in this fairy tale scene.

"Frosty Frolics" at Zeidler Union Square

Presented by We Energies and Milwaukee County Parks

Enjoy a stroll through twinkling sculptures of Jack and Jill Frost while they celebrate in the company of friends. Holiday revelers can view these animated characters juggling, skating and skiing their way to winter fun.

No-Fuss Sightseeing

Enjoy the Lights of the City from the Jingle Bus

After the Milwaukee Holiday Lights Festival Kick-Off Extravaganza, affordable family fun continues with the six-week **Jingle Bus service**. The 40-minute narrated tour is a no-fuss way to see downtown's attractions for only \$1.

Operating Thursdays through Sundays, Nov. 20 – Dec. 28, the Jingle Bus experiences near sell-out crowds each night. Tours depart from 6 p.m. to 9 p.m. from the Center Court at The Shops of Grand Avenue, 275 W. Wisconsin Ave. Adding to the draw, cocoa, cookies and a coloring book for kids are all free with rides, plus parking is only \$3 in the attached structure. Arrive early to secure your tour time!

Links to Santa Claus

Whether you're naughty or nice, **Santa's Mailbox** in Cathedral Square is among the Fest's free offerings. Presented by 99.1 The Mix, every boy and girl who writes Santa Nov. 20 – Dec. 14 gets a personalized letter in return – just remember to include your return address. With over 1,500 letters to respond to annually, not even postage is required, thanks to the support of some very special elves.

But, if you prefer to hand deliver your wish list, the Fest has you covered there too. On Saturday, Dec. 13, the Milwaukee Holiday Lights Festival will fly Santa, Mrs. Claus and all their helpers to Cathedral Square for **Cocoa with the Clauses presented by Madison Medical Affiliates**. From 11 a.m. to 2 p.m., kids can share their wish lists, and moms and dads can snap a free photo. And as the name suggests, cocoa and cookies are free too.





Please Support Downtown's Latest Wave of New Businesses

Downtown is a great place to do business!

9Round

161 W. Wisconsin Avenue
414.435.9588
www.9round.com

Active Nutrition MKE

Shops of Grand Avenue –
275 W. Wisconsin Avenue
262.483.5205

Alderaan Coffee

1560 N. Water Street
414.395.9955 | aldaeraancoffee.com

Anodyne Coffee

Milwaukee Public Market –
400 N. Water Street
262.888.3642
anodynecoffee.com

Brown Bottle Restaurant – Opening November 17!

221 W. Galena Street

Celebrity Status Barber & Beauty

Shops of Grand Avenue –
275 W. Wisconsin Avenue
414.526.1591
celebritystatusmke.com

Clear Water Outdoor – Opening in November!

250 N. Water Street
414.897.7106
clearwateroutdoor.com

Davians at 411

411 East Wisconsin Center –
411 E. Wisconsin Avenue
414.276.3354 | 411.davians.com

Downtown Kitchen

U.S. Bank Building –
777 E. Wisconsin Avenue
414.287.0303
downtownkitchenmke.com

Holey Moley

316 N. Milwaukee Street
414.308.1616
holeymoleydoughnuts.com

Infinite Vapor E-Cig & Supplies

1550 N. Water Street
414.810.0011 | infinitevapor.com

Memah's Kitchen

The Shops of Grand Avenue –
275 W. Wisconsin Avenue
414.312.7883
memahskitchen.com

Onesto

221 N. Broadway
414.308.1600 | onestomke.com

Pink Rebel

Shops of Grand Avenue –
275 W. Wisconsin Avenue

Robbins Law Group

Shops of Grand Avenue –
275 W. Wisconsin Avenue
414.207.8569

The Simmer Café – Opening in November!

718 N. Water Street

Thai-namite

Milwaukee Public Market –
400 N. Water Street
414.277.8555

TKO Fashions

Shops of Grand Avenue –
275 W. Wisconsin Avenue
414.430.9061
tkofashions.com

TRUE Skool

Shops of Grand Avenue –
275 W. Wisconsin Avenue
414.445.9079 | trueskool.org

Ultra Lounge

628 N. Water Street
414.395.5464

Uncanny Soup Co.

612 N. Water Street
414.231.3706 | uncannysoup.info

Velspresso

Winter Location: The Blue –
310 W. Wisconsin Avenue
414.937.0971 | velspresso.com



Milwaukee Downtown, BID #21
600 East Wells Street | Milwaukee, WI 53202
414.220.4700 | MilwaukeeDowntown.com

