

# RI PPLE EFFECT

SPRING/SUMMER SPOTLIGHT:  
The Year of Wisconsin Avenue



Explore downtown Milwaukee's reinvigorated main street.



## It's the Year of Wisconsin Avenue

Since 2014, 16 flagship properties along Wisconsin Avenue have announced plans for new construction, reinvestment or repurposing. Cranes are in the air and development is booming. More than \$800 million in proposed and under-construction projects are on the table.

This unprecedented investment, combined with a series of public art projects, demonstrates Wisconsin Avenue's re-established standing as downtown Milwaukee's premier business address. For this reason, we are proud to declare 2017 as the "Year of Wisconsin Avenue"!

Among the projects giving Wisconsin Avenue its street cred are Sculpture Milwaukee, a world-class public art installation featuring 22 sculptures; utility box murals depicting Wisconsin Avenue trailblazers; a West Wisconsin Avenue audio walking tour; and a new lighting installation. Meanwhile, a rerouted Milwaukee Trolley Loop, the under-construction Milwaukee Streetcar, and proposed Bus Rapid Transit are strengthening the connectivity of Wisconsin Avenue and the central business district to outlying neighborhoods.

This summer, I invite you to take a stroll along the Avenue. There's an energy that's undeniable – the kind that downtowns dream of – and it's all happening smack dab in the heart of our district.

See ya' on the Avenue!

— Beth Weirick

CEO – Milwaukee Downtown, BID #21



## Meet Milwaukee Downtown's New Public Service Ambassador Director

G4S Secure Solutions and Milwaukee Downtown, BID #21 recently announced Steve Basting as the organization's new Public Service Ambassador Director. Steve will lead the team of 22 ambassadors as they work to maintain the central business district's clean, safe and friendly mission.

While serving the last 27 years with the Milwaukee Police Department, Steve was highly engaged with Milwaukee Downtown, BID #21 and the downtown community. Most notably, he assisted with the creation of the Public Service Ambassador program back in 1998 when he was a sergeant assigned to District One. Later in 2011, when Steve served as captain of District One, he implemented the highly successful Code RED initiative – a Responsible Entertainment Deployment police task force born out of Milwaukee Downtown's nighttime study and hospitality zone assessment.

Please join us in welcoming Steve to his new post. Steve can be reached at [sbasting@milwaukeedowntown.com](mailto:sbasting@milwaukeedowntown.com) or 414.220.4700 ext. 3.



## MEET THE ARTIST: MAURICIO RAMIREZ

## Utility Boxes to Celebrate the Impact of Milwaukee Innovators

Earlier this year, Milwaukee Downtown, BID #21, with input from the Downtown Placemaking Task Force, rolled out a design competition for a mural installation on 10 Wisconsin Avenue utility boxes. With the intent to heighten awareness of the creative community and communicate Wisconsin Avenue's rich history of commerce, diversity of architecture and people, and its undoubtedly bright future, artists working in various media were encouraged to submit concepts.

After much deliberation, the review committee unanimously selected Mauricio Ramirez as Wisconsin Avenue's artist in residence. Ramirez, a visual artist residing in Albuquerque, New Mexico, has created murals across the country for the likes of Microsoft, Warner Music Group, VitaminWater, Red Bull, Stella Artois and The City of Albuquerque.

Although thousands of miles away from the Midwest, Ramirez considers Milwaukee his second home. His parents met at Milwaukee's Mexican Fiesta and summer visits to the Brew City were an annual occurrence. His mother's family still resides in the metro Milwaukee area today.

"I know it sounds cliché, but I really enjoy how Milwaukee has turned their old buildings and factories into updated spaces with



Mauricio Ramirez | Antiguo  
Bombay Sapphire Regional Finalist, 2016  
Acrylic on canvas | 48 x 60 inches

new purposes," said Ramirez.

"I am honored to celebrate in painting form the city's rich history of commerce."

Ramirez will utilize a low poly painting technique to transform the 10 identified utility boxes stretching

from Cass to 9th streets. Portraits of Milwaukee trailblazers will be the theme of the installation. Mural installations will begin in mid-May.

**"I am honored to celebrate in painting form the city's rich history of commerce."**

— MAURICIO RAMIREZ



## A Special Thanks to Members of the Downtown Placemaking Task Force:

411 East Wisconsin Center  
City of Milwaukee – Arts Board  
City of Milwaukee – Department of Neighborhood Services  
City of Milwaukee – Department of Public Works  
Continuum Architects  
East Town Association  
Law Offices of Robert Levine  
Lynden Sculpture Garden  
MKE<->LAX  
NEWaukee  
Retailworks, Inc.  
We Energies  
Westown Association

# Wisconsin Avenue Transforms Into an Urban Sculpture Garden

## 22 SCULPTURES BY 21 WORLD-RENNED ARTISTS LINE THE AVENUE



Santiago Calatrava | S2 | 2015 | Painted, welded plate aluminum and stainless steel, ed. 1/3 | 197 x 179 x 18 inches  
Photo: Courtesy of Marlborough Gallery, New York

Summers in Milwaukee are epic! For three short months, the city transforms into a mecca of ethnic festivals, outdoor activities, rooftop dining options and so much more. Adding to this season's draw is a project more than two years in the making.

Sculpture Milwaukee, an outdoor urban sculpture experience, will be on view June 1 through Oct. 22. Featuring 22 sculptures by 21 world-renowned artists, the pieces will be positioned along Wisconsin Avenue from 6th Street to O'Donnell Park, with some towering as high as 40 ft.!

Led by Steve Marcus, chairman of the board of The Marcus Corporation, and curated by Russell Bowman, an art consultant based in Chicago and former Director of the Milwaukee Art Museum, the sculptures are on loan from galleries across the nation. Featured sculptures in the 2017 installation will be available for purchase, with a percentage of the commission of each sale reinvested into the project to sustain an annual exhibition.

"We are delighted to showcase the talents of so many well-regarded artists," said Steve Marcus, chair of Sculpture Milwaukee. "We appreciate the combined efforts of the City of Milwaukee, Milwaukee Downtown, BID #21, private business owners, and many others to make this urban public art installation a reality. Sculpture Milwaukee will attract global attention,

showcasing Milwaukee's revitalization and rich cultural history in the art world."

As one of the nation's only cities to host a free installation of this magnitude, Milwaukee is pulling out all the stops to engage the local community and welcome visitors from around the globe. To celebrate this international showcase at our doorstep, Milwaukee Downtown, BID #21 will host a ribbon-cutting ceremony at 11:45 a.m., Wednesday, May 31 at Chase Tower at Water and Wisconsin, 111 E. Wisconsin Ave., complete with musical performances and free lunch for the first 750 guests. Other programmed activities include docent-led tours and artist talkbacks. **For more info, visit [www.sculpturemilwaukee.com](http://www.sculpturemilwaukee.com).**

Tony Tasset (above right) | Arrow Sculpture | 2016 | Car paint, aluminum 117 x 195 x 39 inches  
Photo: Courtesy of the artist and Kavi Gupta

Alison Saar (below) | Summer | 2011 | Bronze | 96 x 28 x 30 inches  
Photo: Courtesy of the artist, L.A. Louver, Venice, California



Will Ryman | Rose #2 (Icon Red) | 2011  
Painted aluminum, ed. 8/8 | 74<sup>1/4</sup> x 100 x 57 inches  
Photo: © 2017 Will Ryman, courtesy of the artist and Paul Kasmin Gallery



### FEATURED ARTISTS

- Donald Baechler
- Lynda Benglis
- Chakaia Booker
- Deborah Butterfield
- Santiago Calatrava
- Saint Clair Cemin
- Tony Cragg
- Jim Dine
- Paul Druecke
- Michelle Grabner
- John Henry
- Sol LeWitt
- Dennis Oppenheim
- Tom Otterness
- Will Ryman
- Alison Saar
- Joel Shapiro
- Jessica Stockholder
- Tony Tasset
- Manolo Valdés
- Jason S. Yi

# Downtown's Nighttime Economy to Benefit From Hospitality Zone Assessment

When the sun goes down, downtown Milwaukee's nightlife shines bright. To ensure our entertainment districts continue to thrive, Milwaukee Downtown, BID #21 is contracting with the Responsible Hospitality Institute (RHI) to conduct a new Hospitality Zone Assessment this summer.

Hospitality assessments assist entertainment districts in managing rapid growth, and suggest solutions toward creating an environment where businesses, residents and attractions can coexist. Milwaukee Downtown, BID #21 last worked with RHI in 2010/2011 to address the functionality of four downtown hospitality zones (East Town, Westown, Historic Third Ward and Brady Street). After identifying the most immediate challenges, a handful of recommendations were implemented. The Downtown Neighbors Association, Milwaukee Police Department's Code RED initiative, and guidelines for late-night food truck operations were all derived from the assessment process.

As we revisit downtown Milwaukee's nighttime economy this year, RHI and Milwaukee Downtown will again form a transformation team comprised of the six core elements of nighttime operations:

1. Entertainment
2. Public safety
3. Venue safety
4. Multi-use sidewalks
5. Transportation and parking
6. Quality of life

The process includes an orientation, late-night tour, and numerous roundtable focus groups, all culminating into an industry-wide leadership summit.

If any downtown stakeholders are interested in participating in the next iteration of this study, contact Beth Weirick at [bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com).



## "How Do You Downtown?" Summer Branding Campaign Kicks Off

To celebrate downtown's energy, vibrancy and plethora of things to do, Milwaukee Downtown, BID #21 is relaunching its "How Do You Downtown?" campaign with a new twist. Running June 1 through the end of August, the campaign will continue to feature an exciting montage of activities, events and landmarks. However, it will now be set to a new beat, "This Is Our Year," written and re-recorded by Milwaukee artist Lex Allen.

In between recording for Milwaukee Downtown and his May 4th release of *Table 7: For Sinners & Saints*, we sat down with the rising icon. Here's what he had to say about music and living in the 414.

- **What got you interested in pursuing a career in music?**

*The power of music led me to leap into a career as a singer, lyricist and performer. I was captivated that the pure emotion of a song, or even a simple lyric, could move someone to tears or to dance the night away...I wanted in on that energy.*

- **How would you describe the genre of your music?**

*This question is always a tough one. I would describe my sound/genre as inclusive soul-pop, with room for experimentation because there are limitless ways to express oneself.*

- **What do you love most about Milwaukee?**

*I love that Milwaukee is married to a large body of water. Plus, we have amazing summer music festivals right in our backyard, and the growth spurt our beautiful city is experiencing is truly an incredible renaissance.*

- **Where can we hear you live this summer?**

*I'll be performing live at the Sculpture Milwaukee ribbon-cutting ceremony on May 31 at Chase Tower at Water and Wisconsin. Folks can also catch me on 88Nine's 414 LIVE on June 1, at the Miramar Theatre on June 3 and at Summerfest on July 6.*



## The Table is Set for Downtown Dining Week



### KICK OFF THE SUMMER WITH DINING DEALS AT OVER 40 OF THE AREA'S TOP RESTAURANTS

Milwaukee's favorite food feast, Downtown Dining Week, returns June 1 – 8. For eight days, carnivores, vegetarians, and global fare seekers can get their grub on at 43 restaurants offering three-course meals at \$12.50 for lunch and \$25 or \$35 for dinner.

Given the popularity of these dining deals, reservations are highly encouraged. Not sure where to book? Promotional menus for these fine downtown establishments are available at [www.milwaukeedowntown.com/diningweek](http://www.milwaukeedowntown.com/diningweek). Check out the site and make your reservations today, which are now as easy as a click away for some restaurants through Open Table's reservation system.

**After your Downtown Dining Week experience, be sure to take the online survey. Four diners will be randomly selected and awarded \$500 in dining gift cards for sharing their feedback. Just visit [www.milwaukeedowntown.com/diningweek](http://www.milwaukeedowntown.com/diningweek) by June 12 to enter. Bon appétit!**



## Captain Diana Rowe at the Helm for District One



Over her 26+ year career with the Milwaukee Police Department, Captain Diana Rowe has served under various departments, including the Identification Division (forensics), Internal Affairs, Intelligence Fusion Center and District Six.

Her most recent appointment to Captain of Police for District One is an exciting one. Captain Rowe will supervise 100+ officers as they provide year-round public safety services to Milwaukee's major entertainment nodes, which include Water Street, Brady Street, North Avenue and Old World Third Street, among many others.

**"There are so many special events downtown and along the lakefront. I am excited to be part of Summerfest's 50th anniversary, as well as other festivals and special events."**

– CAPTAIN DIANA ROWE

"To somewhat of a surprise, event planning has become a significant responsibility in my new assignment," said Captain Rowe. "There are so many special events downtown and along the lakefront. I am excited to be part of Summerfest's 50th anniversary, as well as other festivals and special events."

One current initiative Captain Rowe is most passionate about is the proposed Milwaukee Community Equestrian Center. The 30,000-sq.-ft. building will house up to 24 police horses and offer equine therapy opportunities for individuals with physical or mental disabilities.

When Captain Rowe has downtime, she enjoys spending it outdoors and traveling with her family, which include her two children, Kyle and Jenni. In fact, she plans to visit all 50 states in her lifetime!

## Key to Change Offers Long-Term Solutions for Chronic Homelessness



Key to Change, a local campaign created to assist chronically homeless individuals, will roll out this summer. Through collaboration with the Milwaukee County Housing Division, seven parking meters retrofitted to resemble keys will be positioned throughout East Town, Westown and Marquette University's campus.

In partnership with the City of Milwaukee, the meters are intended to raise awareness of our community's quality-of-life programs, and collect coin donations for both short- and long-term assistance to help end chronic homelessness.

Online donations will also be accepted as part of the campaign. Unlike the coin meters, online contributors can choose where they would like their dollars allocated. Currently, three projects are in need of funding – Downtown Homeless Outreach Coordinator, an individual who will work on the front lines, canvassing the streets to help individuals find suitable housing; Housing First Endowment Fund, which assists chronically homeless individuals in obtaining permanent supportive housing; and Move-In Kits, which include household essentials that are needed for participants in the Housing

First Program. Stay tuned for more information on Phase One of this campaign.

Additional Key to Change meters will be installed next year throughout downtown. Phase Two meters are expected to accept both coins and credit cards.

Since June 2015, Milwaukee County Housing Division has successfully placed 175 chronically homeless individuals into permanent supportive housing through its Housing First initiative. The local program has a 98% retention rate while national figures indicate between 75 and 91% of households remain housed one year after being rapidly re-housed.



## Milwaukee Trolley Loop Rolls Out New Hours and Route

Returning for another summer, the Milwaukee Trolley Loop presented by VISIT Milwaukee will connect passengers to downtown's top attractions beginning Thursday, June 1. Both residents and out-of-town guests can board the "Hop 'n Shop, Wine 'n Dine" route for just \$1 and be on the fast track to museums, shops, restaurants and other downtown points of interest.

This year's revised 14-stop route will feature more Wisconsin Avenue highlights, including Sculpture Milwaukee, as well as shorter, 15-minute headways. Plus, the trolleys will now ring on Sundays. New operating hours for the 2017 service are 11 a.m. to 6 p.m., Thursdays through Sundays, June 1 through Aug. 27.

Patron surveys from the 2016 service indicate that the majority (77%) of passengers neither live nor work downtown and most (59%) are first-time riders, making the Milwaukee Trolley Loop a tourist's guide.

A special thanks to VISIT Milwaukee, Milwaukee Downtown, BID #21, Milwaukee Public Market, BID No. 2, Historic Third Ward, Harley-Davidson Museum®, Wisconsin Cheese Mart, The Usinger Foundation, Westown Association, East Town Association and MKE Boat Line for helping to keep those engines running!

For more info, visit [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com).





## Get An Audio Tour of West Wisconsin Avenue



Thanks to the vision and commitment of local leaders, West Wisconsin Avenue is getting its groove back. Local residents and out-of-town guests can learn more about the Avenue's rich history and recent rebound by downloading the

Otocast mobile app, a free audio guide at Google Play and the iTunes Store that helps users discover new "points of interest" from anywhere – just as long as they have a mobile device.

So, whether you participate in-person or from miles away, learn about the people, places and things that have made Wisconsin Avenue so grand. Our 12-block tour, covering the RiverWalk to Marquette University, is coming to a device near you late May.

## Call for Downtown Achievement Award Nominations

In celebration of our 20th anniversary, Milwaukee Downtown, BID #21 would like to honor the trendsetters, game changers and cheerleaders of the central business district.

Be it a business, developer, individual or organization, we are requesting your nominations for the 2017 Downtown Achievement Awards. Milwaukee Downtown's executive committee will review all submissions and determine this year's class of star achievers. All award winners will receive recognition at the Milwaukee Downtown, BID #21 Annual Meeting, which will be held in September. Please send nominations with a brief description of their accomplishments to Erica Chang at [echang@milwaukeedowntown.com](mailto:echang@milwaukeedowntown.com) by Friday, July 14.

Last year's winners included Northwestern Mutual, 411 East Wisconsin Center, 833 East Michigan, Westown Wednesdays, MKE Lofts, Pabst Theater Group, Bublr Bikes, City.NET Café, Schlitz Park, Madison Medical Affiliates, the Bucks arena deal and the Community Intervention Team.



## Downtown Employee Appreciation Week Returns July 31 - August 4

The perks of working downtown keep getting better! The 12th annual Downtown Employee Appreciation Week returns July 31 through August 4 for the most fun you'll have at work all year.

Whether you're a small shop or a large corporation, Downtown Employee Appreciation Week invites all downtown Milwaukee companies to participate in an action-packed itinerary of lunchtime and after-hours events, including free lunches, giveaways, office challenge games and so much more.

**For more information on participating in Downtown Employee Appreciation Week, contact Erica Chang at [echang@milwaukeedowntown.com](mailto:echang@milwaukeedowntown.com) or 414.220.4700 ext. 5.**

# Welcome to the Neighborhood

## Bader Rutter

1433 N. Water Street, Ste. 100  
262.784.7200  
[baderrutter.com](http://baderrutter.com)

## Broken Bat Brewing Co.

231 E. Buffalo Street,  
Lower Level  
414.316.9197  
[brokenbatbrewery.com](http://brokenbatbrewery.com)

## Campbell Newman Asset Management, Inc.

Opening August 2017!  
330 E. Kilbourn Avenue  
414.908.6670  
[campbellnewman.com](http://campbellnewman.com)

## Continuum Architects + Planners

207 E. Michigan Street  
414.220.9640  
[continuumarchitects.com](http://continuumarchitects.com)

## Doc's Smokehouse

754 N. 4th Street  
414.935.2029  
[docsbbq.net](http://docsbbq.net)

## JLL

250 E. Wisconsin Avenue  
414.944.2200  
[jll.com/milwaukee](http://jll.com/milwaukee)

## Matador

1110 N. Old World Third Street  
414.897.8137  
[matadormke.com](http://matadormke.com)

## San Giorgio Pizzeria Napoletana

838 N. Old World Third Street  
414.276.2876  
[sangiorgiopizza.com](http://sangiorgiopizza.com)

## Third Coast Provisions

724 N. Milwaukee Street  
414.323.7434  
[thirdcoastprovisions.com](http://thirdcoastprovisions.com)

## The Westin Milwaukee

Opening June 2017!  
550 N. Van Buren Street  
414.224.5224  
[westinmilwaukee.com](http://westinmilwaukee.com)

