

Robert Indiana, LOVE, 1966-1999, polychrome aluminum, ed. 2/5, 240" x 96" x 96" x 48 inches. Courtesy of Sculpture Milwaukee. Photo: Kevin J. Miyazaki.

RIPPLE EFFECT

SUMMER 2018 | MILWAUKEE DOWNTOWN, BID #21



– Learn about the projects and programs contributing to downtown's refresh.

A Year of Refresh

After marking our 20th year of operation last year, we stepped into 2018 with vim and vigor. The year was kicked off with a Rapid Refresh Retreat – an exploratory session for our board of directors to review the organization’s strengths and opportunities, and establish priorities and goals for the upcoming year and long-term future.

Among the visible transformations are a recently debuted Milwaukee Downtown logo, and the launch of a new branding campaign and website – both slated for fall.

Our Public Service Ambassadors and Clean Sweep Ambassadors are also getting a makeover. Aside from new uniforms touting our new mark and colors, the PSAs and CSAs have been equipped with new tools to enhance the delivery on our clean, safe and friendly mission. A new Tennant Green Machine was rolled out in May, and a new traveling information vehicle just hit the streets!

We’re also refreshing our nighttime economy strategy to elevate visibility of downtown as an 18-hour city, implementing collaborative design to promote better connectivity and accessibility, and fostering advancement opportunities for our young professionals and entrepreneurs – and that’s just the beginning.

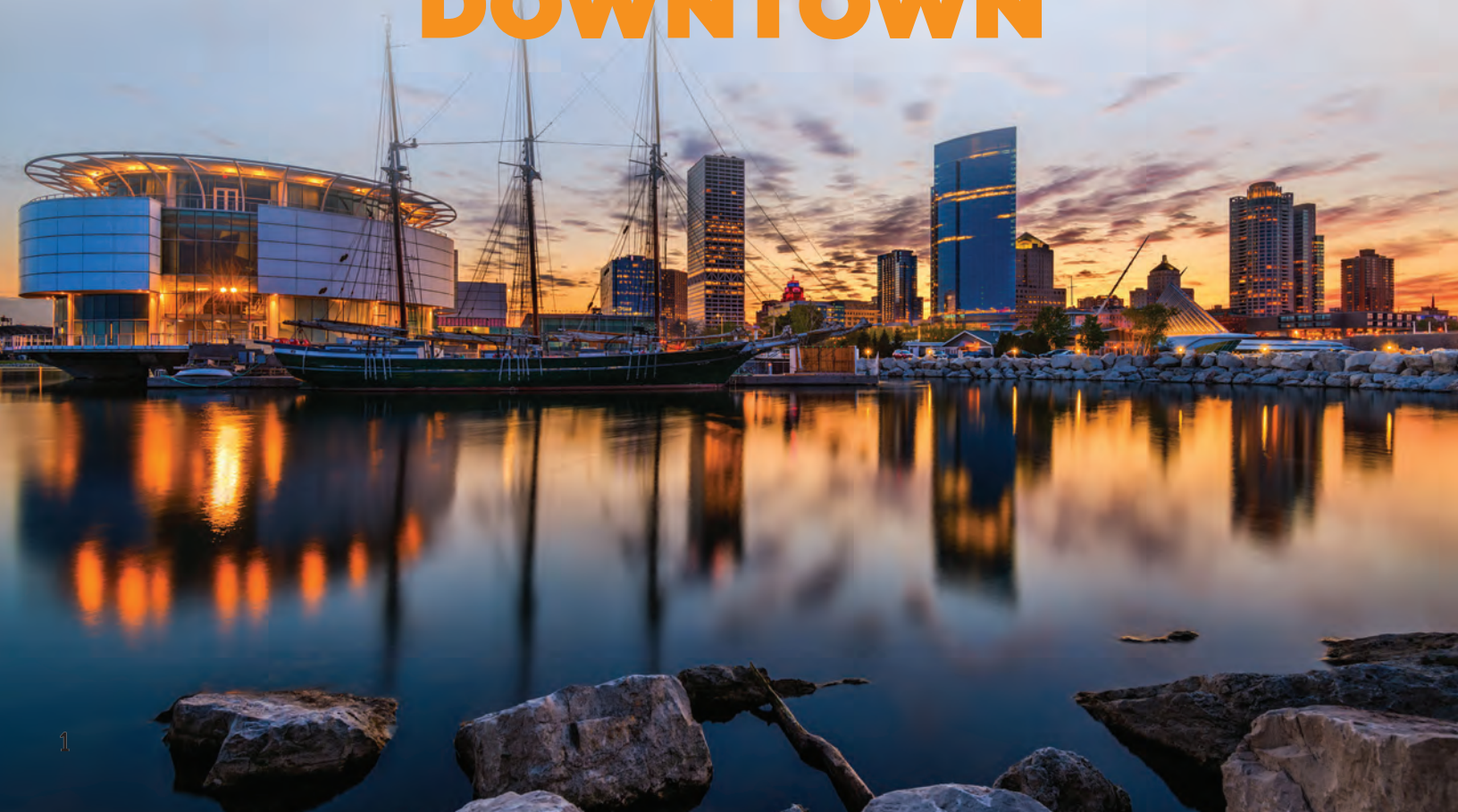
As we blaze a trail for the next generation, Milwaukee Downtown, BID #21 is poised to lead the central business district in its next 20 years of growth and prosperity. Change is inevitable, but a refresh is transformative.

Thanks for reading!



— Beth Weirick

CEO – Milwaukee Downtown, BID #21





“He sleeps, eats and breathes downtown revitalization, and that passion will lead both new and current projects to insurmountable success.”

– BETH WEIRICK, CEO OF MILWAUKEE DOWNTOWN, BID #21

Gabriel Yeager Named Downtown Environment Specialist

Milwaukee Downtown has recently named Gabriel Yeager as the organization’s Downtown Environment Specialist. Yeager has interned for Milwaukee Downtown since moving from his hometown in Rochester, Minnesota in 2014 to attend the University of Wisconsin-Milwaukee. Gabriel’s deep-rooted passion for downtown revitalization was apparent at a young age – a very young age, in fact, as he modified his battery-powered four-wheeler into a street sweeper.

Yeager’s more recent projects include: Downtown Employee Appreciation Week; Utility Box Mural Project; PARK(ing) Day; Sculpture Milwaukee; Wish List MKE; and the “One Wisconsin Avenue” community walk. Yeager also lends support to other neighboring organizations, including Avenues West, Center Street Marketplace, BID #39 and the East Town Association.

“We are so fortunate to welcome Gabriel as a permanent addition to our team,” said Beth Weirick, CEO of Milwaukee Downtown, BID #21.

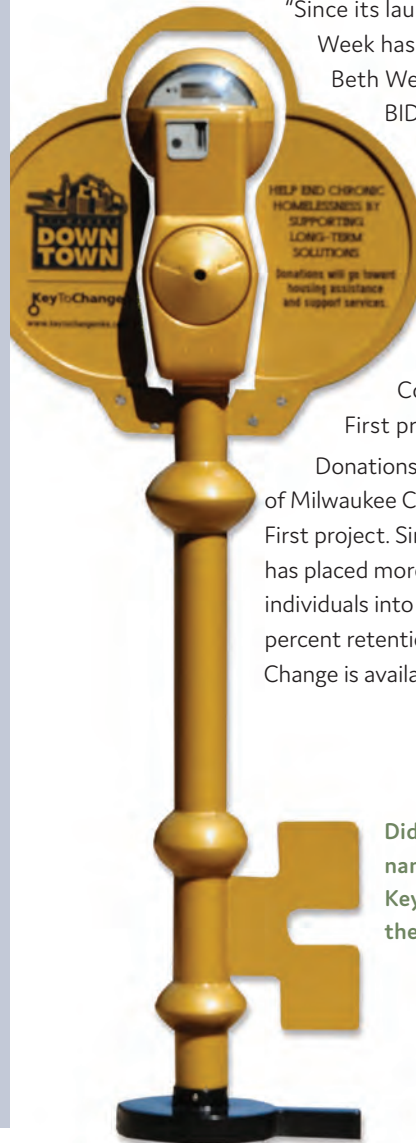
Yeager can be reached at 414.220.4700 or gyeager@milwaukeedowntown.com.

Downtown Dining Week Boosts Awareness of Key to Change

Dishing out its 13th course, Downtown Dining Week returned May 31 – June 7 to pack restaurants and wow taste buds. During the eight-day feast, diners sampled Milwaukee’s finest dishes at 35+ destinations offering three-course meals at \$12.50 for lunch and \$25 or \$35 for dinner.



Besides where to dine and what to eat, this year, diners were presented with a new decision – contributing to help end chronic homelessness. The ask encouraged diners to remember those less fortunate by contributing to Key to Change – a campaign launched last fall by Milwaukee Downtown. The initiative includes seven key-shaped parking meters along Wisconsin Avenue that serve as donation receptacles. Online donations are also accepted for the ongoing campaign.

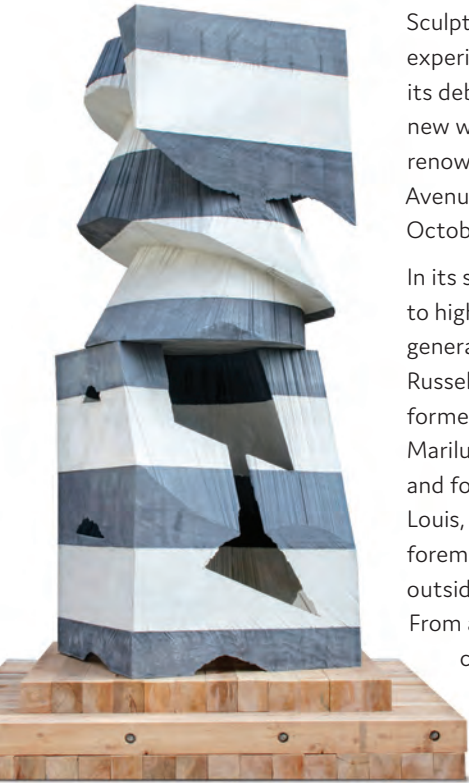


“Since its launch in 2006, Downtown Dining Week has served over 650,000 patrons,” said Beth Weirick, CEO of Milwaukee Downtown, BID #21. “It’s one of our organization’s most popular events, which is why we felt a social responsibility in intertwining the two. It’s our duty to raise awareness of the need in our community and bring to light programs making an impact, such as Milwaukee County Housing Division’s Housing First project.”

Donations will be used to further the mission of Milwaukee County Housing Division’s Housing First project. Since its inception, Housing First has placed more than 225 chronically homeless individuals into permanent housing with a 98 percent retention rate. More information on Key to Change is available at www.keytochangemke.com.

Did You Know? Milwaukee’s aptly named community-giving program, Key to Change, was featured on the May 22 episode of *Jeopardy*.

State of the Art: Sculpture Milwaukee Returns to Downtown This Summer



Sculpture Milwaukee, the free outdoor urban sculpture experience that transformed Wisconsin Avenue with its debut in 2017, has returned to the Avenue. Featuring new works by 22 internationally, nationally and locally renowned artists, the installation will line Wisconsin Avenue from the Lakefront to 6th Street now through October 21, 2018.

In its second year, Sculpture Milwaukee continues to highlight artists who represent a broad range of generations, working practices, materials and styles. Russell Bowman, an art advisor based in Chicago and former director of the Milwaukee Art Museum, and Marilu Knode, Sculpture Milwaukee's project director and former director of Laumeier Sculpture Park in St. Louis, curated the works from some of the world's foremost galleries. The pieces have been installed outside for an immersive, inclusive urban experience. From art connoisseurs and collectors, to school children and office workers, the intent is to spark imaginations and activate Wisconsin Avenue.

"We're excited to once again make world-class art accessible to the Milwaukee community and beyond," said Russell Bowman, art advisor to Sculpture Milwaukee. "This year's featured artists represent a broad scope of styles and practices, ranging from abstract to figurative, combined with both older craft processes and more modern computer-aided techniques. We look forward to engaging the community with programs and events around this new installation of public art."

An extensive range of tours, hands-on workshops and additional avenue activation activities will be held throughout the summer and fall. Public and private trolley tours, and walking tours through the Milwaukee Art Museum; free monthly lectures by Sculpture Milwaukee artists, as well as area art curators, fabricators and arts experts; plus free lunchtime events are among the experiences on the docket.

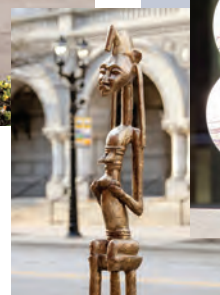
"Sculpture Milwaukee is an all-access, all-season opportunity to view some of the finest art in the world," said Steve Marcus, founder of Sculpture Milwaukee and chairman of the board of The Marcus Corporation. "Thanks to the support of our donors and Milwaukee businesses, we are delighted to share this gift with the community and drive business along the Avenue through activation events."

Much of the artwork on display is available for purchase. If you're interested in owning one of the world-class sculptures in the 2018 season, please visit www.sculpturemilwaukee.com/purchase. Additional info on Sculpture Milwaukee 2018 can be found at www.sculpturemilwaukee.com.



Erwin Wurm - *Half Big Suit*, 2016
Photo: Kevin J. Miyazaki

Sanford Biggers - *BAM (Seated Warrior)*, 2017
Photo: Kevin J. Miyazaki



The 2018 Sculpture Milwaukee installation includes:

- MAGDALENA ABAKANOWICZ – *The Group of Five*, 2014
- GHADA AMER – *Blue Bra Girls*, 2012
- SANFORD BIGGERS – *BAM (Seated Warrior)*, 2017
- YOAN CAPOTE – *Nostalgia*, 2013
- RICHARD DEACON – *Big Time*, 2016
- TOM FRIEDMAN – *Hazmat Love*, 2017
- LIZ GLYNN – *Untitled (Burgher with extended arm)*, 2014
- JOHN HENRY – *Zach's Tower*, 2007
- GARY HUME – *Bud (bronze)*, 2016
- JESSICA JACKSON HUTCHINS – *Reason to Be*, 2017
- ROBERT INDIANA – *LOVE*, 1966-1999
- MEL KENDRICK – *Marker #2*, 2009
- SOL LEWITT – *Tower (Gubbio)*, 1996
- SHANA MCCAW & BRENT BUDSBERG – *Skew*, 2018
- ANA PRVAČKI – *Stealing Shadows, Michelangelo*, 2007
- KIKI SMITH – *Seer (Alice II)*, 2005
- BOSCO SODI – *Untitled*, 2017
- TONY TASSET – *Mood Sculpture*, 2017
- HANK WILLIS THOMAS – *Liberty*, 2015
- BERNAR VENET – *97.5° Arc x 9*, 2007
- ERWIN WURM – *Half Big Suit*, 2016

Richard Deacon - *Big Time*, 2016, Photo: Kevin J. Miyazaki





Bernar Venet - 97.5° Arc x 9, 2007, Photo: Kevin J. Miyazaki



Lasting Impacts

While Sculpture Milwaukee has put downtown Milwaukee on an international art platform, its local impact is everlasting. This spring, an anonymous donor of the Greater Milwaukee Foundation provided a grant to Milwaukee Downtown to acquire Tony Cragg's *Mixed Feelings*, 2012, a piece from Sculpture Milwaukee 2017. The work was gifted to the City of Milwaukee and installed outside City Hall at the end of April, demonstrating that the legacy of public art in Milwaukee will carry on in perpetuity.

"On behalf of the residents of the City of Milwaukee, I am happy to accept this donation of the *Mixed Feelings* sculpture created by world-renowned artist Tony Cragg," said Milwaukee Mayor Tom Barrett. "*Mixed Feelings* was part of last year's Sculpture Milwaukee public art display in downtown Milwaukee, and I am pleased that through the generosity of a local anonymous donor, this sculpture will continue to inspire and provide beauty when it comes to live at City Hall."

Sculpture Milwaukee 2018 officially opened to the public on June 1. Many of the works are available for purchase with a percentage of each sale going toward Sculpture Milwaukee's future installations.

Sculpture Milwaukee 2018 is brought to Wisconsin Avenue by this year's presenting sponsor, Northwestern Mutual.

MSOE Advances the Frontier of Technology Careers



Milwaukee Among Top 20 U.S. Cities in Tech Jobs for Women

In a recent study conducted by SmartAsset, Milwaukee has been named one of the top 20 cities in the nation for women with occupations in the technology field. In an industry dominated by men, women are often underrepresented in tech-based occupations. Ranking 18th in the nation, Milwaukee collectively indexes over 2 percent above the national average, with 27.8 percent of the area's tech jobs filled by women.

<https://smartasset.com/mortgage/best-cities-for-women-in-tech-2018>

Milwaukee School of Engineering (MSOE) is continuing to push Milwaukee's tech ecosystem forward with new programs in artificial intelligence education, deep learning, cyber security, robotics and cloud computing.

In April, MSOE broke ground on a new academic facility, thanks to a generous \$34 million donation from MSOE Regent and alumnus Dr. Dwight Diercks and his wife, Dian. The Dwight and Dian Diercks Computational Science Hall, located at 1025 N. Milwaukee St., and its new Bachelor of Science in Computer Science program will position MSOE as a national educational leader in this transformative technology space.

"MSOE will set the standard for preparing leaders to solve the diverse technical challenges of the 21st century," said Dr. John Walz, MSOE president. "There is no doubt that this facility, along with the educational program and partnerships that result from it, will put us well on the way to reaching that vision."

In recent years, the technology industry has exploded in the area of artificial intelligence. Autonomous vehicles, facial recognition and voice command platforms like Siri and Alexa are just a few of the advancements that fall within this domain.

With this rapid growth comes a need for new talent. Specialists in the artificial intelligence field can earn upwards of \$300,000 per year. Given the new curriculum and modern facilities, MSOE hopes to deepen and enhance the current disciplines of study to not only attract more students, but also to build upon MSOE's legacy of excellence.

"This new facility is not only an investment into MSOE, it is an investment in our state's future that will help develop our workforce while opening new doors for businesses throughout Wisconsin and the Midwest," said Governor Scott Walker.



"MSOE will set the standard for preparing leaders to solve the diverse technical challenges of the 21st century."

– DR. JOHN WALZ, MSOE PRESIDENT

The Dwight and Dian Diercks Computational Science Hall is expected to be completed in 2019, while classes for the new program will begin fall 2018. Upon completion, the facility will total four floors and 64,000 square feet with 13 innovative teaching labs, nine offices and workspaces for both corporate and academic partnerships, and 18,000 square feet of underground parking. Diercks Hall will also be home to a state-of-the-art data center, which will house a GPU-accelerated supercomputer to be used by students and other industry members.

Diercks earned his bachelor's degree in computer science and engineering at MSOE in 1990. He also holds an Honorary Doctor of Engineering degree from the university. Today, Diercks serves as senior vice president at NVIDIA – a California-based technology company and global leader in AI, supercomputing and visual computing.

Conceptual photos and more information on this catalytic project can be found at www.msoe.edu/diercks-hall/.

Horse Patrol Saddles into a New Home

Ground is expected to break soon on Milwaukee Urban Stables – the new equestrian center for the Milwaukee Police Department’s Mounted Horse Patrol (MPD), offering equine-assisted therapy and police/community relations programming. The center will be built on the corner of First Street and Lincoln Avenue on a four-acre city-owned lot. Transfer of the property from the Redevelopment Authority of the City of Milwaukee (RACM) to Milwaukee Urban Stables will take place this summer with the approval of the \$1.00 purchase price for the land.

The complex will feature 24 horse stalls, indoor riding areas, and a community room for local school programs, community programs and neighborhood events. Half of the stalls will be used for the horse patrol unit and the other 12 will be used for therapy programs. This increase in stable space will grow the department from eight to 12 mounts and allow the MPD to manage both day and evening shifts.

The MPD unit is currently housed in Racine County. Milwaukee Urban Stables will allow easy access for volunteers and program attendees, while reducing transport time

“It’s a collaborative effort that benefits public safety, builds community partnerships, and engages a wide range of city residents in positive activity.”

– Milwaukee Mayor Tom Barrett

and stress to the stallions of the MPD. Milwaukee has been using horse patrols to focus on community interaction and crowd control at many of Milwaukee’s festivals and other events since the program’s rebirth in 1999.

“It’s a collaborative effort that benefits public safety, builds community partnerships, and engages a wide range of city residents in positive activity,” said Milwaukee Mayor Tom Barrett. “I appreciate the efforts of all the civic-minded individuals who are supporting this project.”

The steering committee of Milwaukee Urban Stables also plans to host a variety of therapy programs. Populations served could include at-risk youth, individuals with physical disabilities, as well as veterans with post-traumatic stress disorder.

Equine-assisted therapy, which includes mounted and unmounted activities, is proven to build confidence in participants,

as well as improve an individual’s overall wellbeing. The rhythm a rider experiences while on a horse is similar to walking, which helps the rider build both muscle and confidence.

This unique method of therapy has also been shown to improve coordination, balance, posture and flexibility.

Milwaukee Urban Stables is expected to cost \$5.2 million. To date, organizers have already raised approximately 90 percent of their \$4.5 million fundraising goal. Construction of the new facility is expected to take approximately one year and could begin as early as this fall.





Architectural rendering of the new Sherman Phoenix market hall.

Sherman Phoenix Rises: Neighborhood Development Promotes Unity and Opportunity

More than 20 small businesses have signed Letters of Intent for the multi-tenant market being built in the fire-damaged BMO Harris Bank building in the Sherman Park neighborhood. Set ablaze in 2016 following civil unrest, community members are rising above the ashes to breathe new life into the space.

Appropriately named the Sherman Phoenix, the building will be transformed into a food hall and wellness center that supports small businesses owned primarily by people of color. It will also create community spaces for residents of the Sherman Park neighborhood to attend art exhibits, film showings and other cultural events.

In addition, tenants who sign on will receive mentorship and coaching opportunities to help them grow and sustain their businesses. The development is also projected to provide more than 75 new jobs to members of the Sherman Park neighborhood.

Juli Kaufmann, president of Fix Development, and Joanne Sabir, co-owner of The Juice Kitchen, are co-leading the charge to raise this phoenix. Of the \$4 million necessary to finance the Sherman Phoenix, only \$500,000 remains to be raised.



Sherman Phoenix project team.

The pair has been resourceful and unconventional in the fundraising process, appealing to philanthropists and utilizing a combination of angel and crowd investors, as well as a grant from the Wisconsin Economic Development Corporation and TIF funding from the City of Milwaukee. Kaufmann and Sabir have spent much of the project emphasizing local control and ownership of the space. Currently, the spaces boasts 55 community owners. The 20,000-square-foot space is set to open this fall.

For more information or to donate, visit www.shermanphoenix.com.

Among the entrepreneurs committed to the project are these food options:

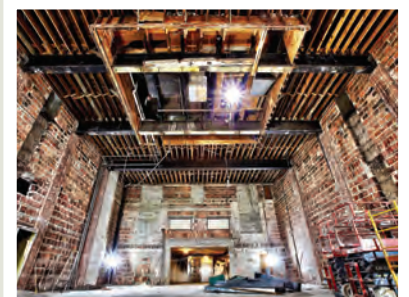
- Buffalo Boss
- Confectionately Yours
- Funky Fresh Spring Rolls
- Lush Popcorn
- Next Level Vegan
- Purple Door Ice Cream
- Sauce & Spice Pizza
- Shindig Coffee

Offering cultural options:

- 2 King Barbershop
- Hello Beautiful Make-up Artistry
- None Above Custom Shoes
- Nails by Theresa Landgon
- Queens Closet Women Consignment
- Rhoyal Trinity Locs
- Silver Talisman Jewelers
- So Greedy Events

Providing wellness options:

- Vibez Creative Art Space and Paint & Sip Lounge
- Embody Yoga
- Hands at Home
- Honeybee and Sage Apothecary
- Sabir's Karate
- Studio 1969 Martial Arts Studio and Amri Counseling



Meet Downtown's Top Dog: Bob's Escapades Aid Key to Change



When Shawna Nicols took over the task of walking the family dog, she wasn't intending to publish a book. Nicols began walking Bob, who in fact is a lady dog, after her stepfather, Joe Weirick, passed away last year. Weirick was a real estate executive and board member of Milwaukee Downtown, BID #21 and the Milwaukee Riverwalk District. He catalyzed change on several notable projects and buildings, and was also married to Milwaukee Downtown, BID #21 CEO Beth Weirick, mom to Nicols.

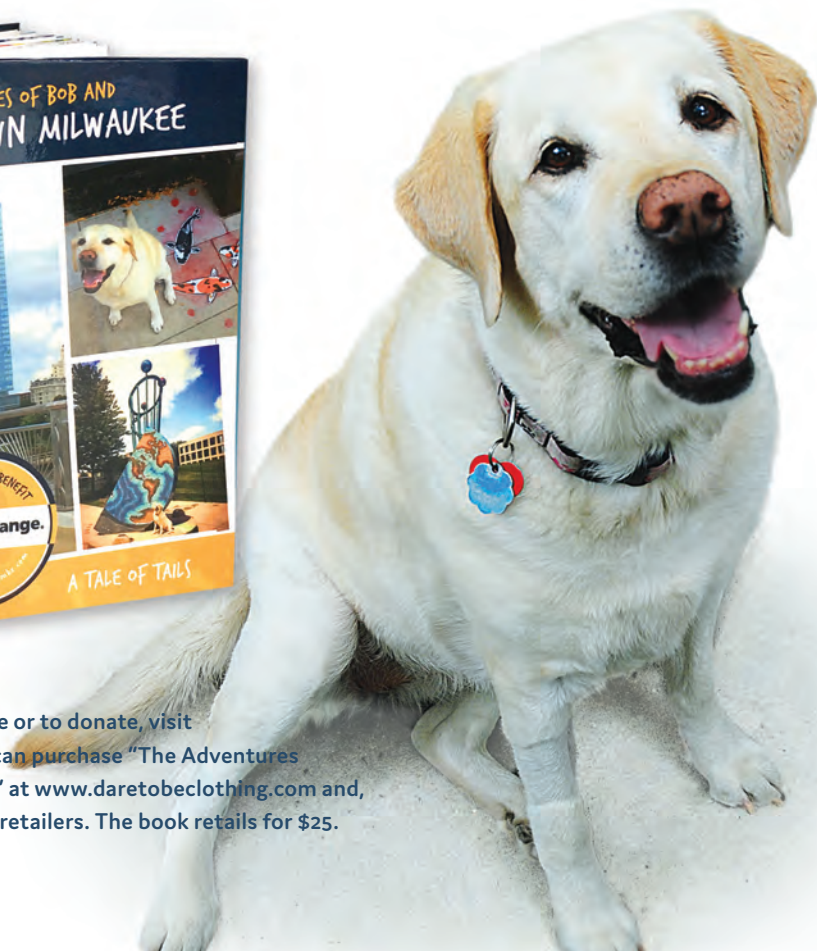
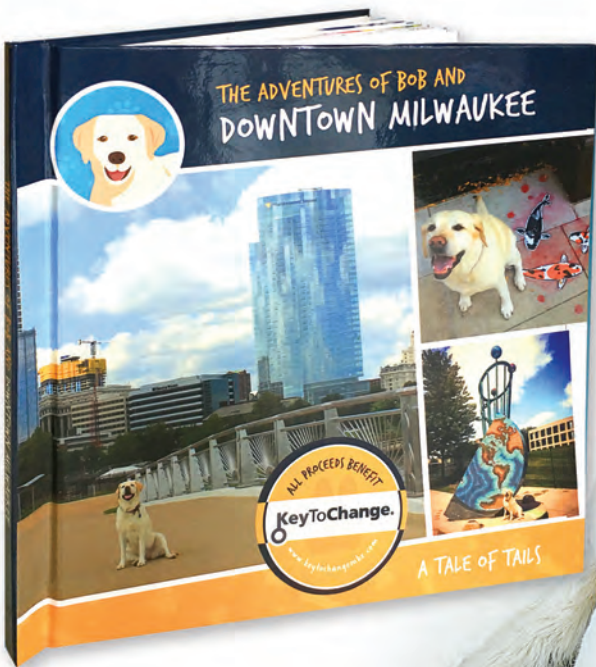
Nicols, a DJ, fashion designer and former Badgers basketball player, soon realized that her walks with Bob were not only giving her and Bob their daily dose of exercise, they were also helping her work through the grief of her recent loss. She began taking pictures of Bob around downtown Milwaukee on their daily adventures.

The book began as a scrapbook for her mom, but after sharing the project with friends, it turned into something more. The Weiricks' passion and dedication to Milwaukee is what inspired Nicols to produce "The Adventures of Bob and Downtown Milwaukee."

Local landmarks in the book include The Intermodal Station, Wisconsin Center, Hilton Milwaukee City Center, The Shops of Grand Avenue, Milwaukee Riverwalk, Bronze Fonz, Milwaukee Public Market, and Betty Brinn Children's Museum, just to name a few.

All of the profits from Nicols' book are being donated to Key to Change – a campaign aimed at ending chronic homelessness in downtown Milwaukee. Launched in September 2017 by Milwaukee Downtown, the aptly named campaign earned its name thanks to the seven key-shaped parking meters positioned along Wisconsin Avenue. The meters serve as donation receptacles, but online donations are also accepted. The funds go toward one of three programs: the hiring of a Downtown Homeless Outreach Coordinator, a Housing First Endowment Fund, and Move-In Kits, providing household essentials to participants.

Milwaukee Downtown is working alongside the Milwaukee County Housing Division's Housing First project, which recognizes housing as the first step toward stabilization, to further its mission of ending chronic homelessness.



To learn more about Key to Change or to donate, visit www.keytochangemke.com. You can purchase "The Adventures of Bob and Downtown Milwaukee" at www.daretobeclothing.com and, coming soon, at select downtown retailers. The book retails for \$25.

Clean Sweep Ambassadors Add New Grime-Fighting Agent

From sunup to sundown, Milwaukee Downtown's Clean Sweep Ambassadors (CSAs) keep all of BID #21's 150 square blocks sparkling clean and litter-free.

Adding to their arsenal of dirt-busting devices is a new grime-fighting agent – the Tennant 636 Green Machine. Rolled out in May, the Tennant 636 Green Machine is a top-of-the-line garbage picker-upper, pressure washer and dust collector that can handle elevation changes such as street to sidewalk with ease.

To get technical, the 636 features an 80.7-inch sweeping path, holds 1.33 cubic yards, vacuums at up to 2,800 rpm, and covers approximately 205,920 square feet all while operating with minimal noise.

"The new Green Machine increases our productivity tenfold," said Greg Peterson, director of Milwaukee Downtown's Clean Sweep Ambassador Program. "Its large holding tank and reduced water usage allow for less frequent trips to unload debris or fill up on water. Plus, it's multiple machines in one and you can't beat that!"



"The new Green Machine increases our productivity tenfold."

– GREG PETERSON, DIRECTOR - CLEAN SWEEP AMBASSADOR PROGRAM

In addition to daily panning and brooming, the CSAs implement weekly Super Block Cleanups, which include gumbusting, power washing, machine scrubbing and scouring reachable signage in high-traffic areas. To find out when your block is on the calendar, call 414.788.4976.

Kindness Goes a Long Way

Milwaukee Downtown's Public Service Ambassadors (PSAs) are no strangers to bringing smiles to all who walk our city's streets. This year, these walking concierges are helping to add a bit more cheer.

Random Acts of Kindness is a revived initiative to surprise and delight guests, residents and employees with a small gift or delectable.

Made possible by the support of local businesses, these secret pop-ups are entirely random – meaning the day, time and location remain undisclosed until the morning of the handout.

The first of these giveaways took place on April 26, also National Pretzel Day. Public Service Ambassadors took to the corner of Chase Tower at Water and Wisconsin wearing smiles and disposable gloves

to hand out 500 pretzels donated by the Milwaukee Pretzel Company.

To get the scoop on a Random Act, follow Milwaukee Downtown on Twitter @MilwDowntown or on Facebook at Milwaukee Downtown. Want to surprise downtown with a #RandomActMKE? You provide the product, Milwaukee Downtown will help with distribution and promotion for your downtown giveaway. Contact Erica Chang, marketing and special events coordinator, at echang@milwaukeedowntown.com or 414.220.4700 ext. 5 for more information.



Let's MOTOR! Downtown Milwaukee's New Search Engine Hits the Streets

When Milwaukee Downtown introduced the Traveling Information Kiosk (TIK) in 2000, it quickly became an international sensation. Shortly after its debut, Milwaukee Downtown received a Downtown Achievement Award from the International Downtown Association. Struck by its creativity and innovation, BIDs, BIAs and Main Streets around the globe soon developed their own version of the traveling information kiosk. Now, 18 years later, the TIK is shifting gears. This summer, information seekers will be able to step inside downtown Milwaukee's living room, thanks to an innovative concept – a one-of-a-kind, completely customized, not-seen-anywhere-else-in-the-world tiny house!

Milwaukee Downtown's new search engine, called The MOTOR – Milwaukee's Own Traveling Outdoor Resource – will debut at the end



of June. Powering ideas on what to do, where to stay and what to eat, The MOTOR will be the go-to resource for newcomers and out-of-town guests, providing an interactive, consumer-friendly experience on all aspects of downtown. Paving the way for other mobile info booths, it will be the first application of its kind, built by Oak Creek, Wis.-based Utopian Villas.

"The MOTOR will significantly impact the way in which we interact with our customers," said Steve Basting, director of Milwaukee Downtown's Public Service Ambassador Program. "The new vehicle will allow us to be a mobile, four-season destination and provides our patrons with the opportunity to 'enter' our info center, raising the bar on customer service."

The MOTOR will continue to be staffed by Milwaukee Downtown's knowledgeable Public Service Ambassadors, and tour the festival and concert circuit throughout downtown Milwaukee and outlying communities. Its new climate-controlled cabin will now make downtown's amenity offerings tangible in winter – or even after dark with its cutting-edge lighting technology.

Watch for additional info on The MOTOR's grand opening. A series of stops will be held throughout the summer to get employees, residents and out-of-town guests acclimated with the new info center.

"The MOTOR will significantly impact the way we interact with our customers...it will allow us to be a mobile, four-season destination."

– STEVE BASTING,
DIRECTOR - PUBLIC SERVICE
AMBASSADOR PROGRAM

To schedule The MOTOR at an upcoming event, contact Steve Basting, director of the Public Service Ambassador Program, at sbasting@milwaikedowntown.com.



Milwaukee Downtown reviews progress as The MOTOR goes from the drawing board to fabrication and construction.



I Love the Nightlife – Explore Downtown Milwaukee’s Entertainment Districts

Working with the Responsible Hospitality Institute, Milwaukee Downtown, BID #21 is updating its nighttime strategy to ensure downtown’s entertainment districts remain safe, vibrant and economically prosperous places to socialize, live and work. As part of its 2018 refresh strategy, Milwaukee Downtown will be branding its entertainment zones through social media and a new website. In addition, the organization is exploring extended Public Service Ambassador patrols into the evening hours.

Below is a list of veteran and coming-soon destinations curated as of June 15, 2018. Don’t see your establishment on the list? Drop us a line at info@milwaukeedowntown.com.



THE BREWERY DISTRICT

Best Place

901 W. Juneau Avenue
414.630.1609 | bestplacemilwaukee.com

Glass + Griddle

– *Coming Soon!*
1130 N. 9th Street

Jackson’s Blue Ribbon Pub

1203 N. 10th Street
414.276.7271 | jacksonsbrp.com

Milwaukee Brewing Company

– *Coming Soon!*
1150 N. 9th Street
414.226.2337 | mkebrewing.com

Pabst Milwaukee Brewery & Taproom
1037 W. Juneau Avenue
414.908.0025 | pabstmkebrewery.com



CATHEDRAL SQUARE DISTRICT

42 Lounge

600 E. Ogden Avenue
414.988.9982 | 42lounge.com

600 EAST Café

600 E. Wisconsin Avenue
844.600.EAST | 600eastcafe.com

Alem Ethiopian Village

307 E. Wisconsin Avenue
414.224.5324
alem-ethiopianvillage.com

Amilinda

315 E. Wisconsin Avenue
414.369.3683 | amilinda.com

The Astor Bar & Grille

924 E. Juneau Avenue
414.278.8660

Bacchus

925 E. Wells Street
414.765.1166 | bacchusmke.com

Bad Genie

789 N. Jefferson Street
414.810.1670 | badgenie.com

The Belmont Tavern

784 N. Jefferson Street
414.988.6161 | thebelmonttavern.com

Blu – The Pfister Hotel

424 E. Wisconsin Avenue
414.298.3196 | blumilwaukee.com

Bollywood Grill

1038 N. Jackson Street
414.271.8200 | bollywoodgrill.us

Buckley’s Restaurant & Bar

801 N. Cass Street
414.277.1111 | buckleymilwaukee.com

Café at The Plaza

1007 N. Cass Street
414.272.0515 | cafeattheplaza.com

Café Calatrava

700 N. Art Museum Drive
414.224.3831 | mam.org

Café at The Pfister

424 E. Wisconsin Avenue
414.390.3878 | thepfisterhotel.com

Carnevora

718 N. Milwaukee Street
414.223.2200 | carnevora.com

Chic Underground Lounge

770 N. Jefferson Street
414.882.7708
chicundergroundlounge.com

Chipotle

600 E. Ogden Avenue
414.223.4710 | chipotle.com

CITY.NET Café

306 E. Wisconsin Avenue
414.336.1723 | citynetjazz.com

Classy Girl Cupcakes

825 N. Jefferson Street
414.270.1877 | classygirlcupcakes.com

Coast

931 E. Wisconsin Avenue
414.727.5555 | coastrestaurant.com

County Clare

1234 N. Astor Street
414.272.5273 | countyclare-inn.com

Cousins Subs

324 E. Wisconsin Avenue
414.272.0876 | cousinsubs.com

Cubanitas

728 N. Milwaukee Street
414.225.1760 | getcubanitas.com

Davians 411 Cafe

411 E. Wisconsin Avenue
414.276.3354 | 411.davians.com

Dick's Pizza

730 N. Milwaukee Street
414.272.3425 | dicksmilwaukee.com

Dino's Taverna

777 N. Jefferson Street
414.221.1777

Distil

722 N. Milwaukee Street
414.220.9411 | distilmilwaukee.com

Dogg Haus

790 N. Jefferson Street
414.270.3455 | thedogghaus.com
755 N. Water Street
414.226.2664 | thedogghaus.com

Downtown Kitchen

777 E. Wisconsin Avenue
414.287.0303
downtownkitchenmke.com

Einstein Bros. Bagels

544 E. Ogden Avenue
414.276.9888 | einsteinbros.com

Elsa's on the Park

833 N. Jefferson Street
414.765.0615 | elsas.com

Flannery's Bar & Restaurant

425 E. Wells Street
414.278.8586 | flannerysmilwaukee.com

Harbor House

550 N. Harbor Drive
414.395.4900 | harborhousemke.com

Indulge

708 N. Milwaukee Street
414.390.9463 | getindulge.com

Jamba Juice

544 E. Ogden Avenue
414.800.7991 | jambajuice.com

Jersey Mike's

544 E. Ogden Avenue
414.539.3253 | jerseylikes.com

Java Corner Cafe

731 N. Jackson Street
414.847.0033

Jimmy John's

1425 N. Jefferson Street
414.347.1234 | jimmyjohns.com

The Knick

1030 E. Juneau Avenue
414.272.0011 | theknickrestaurant.com

Louise's

801 N. Jefferson Street
414.273.4224 | louisewisconsin.com

Lucid Light Lounge

729 N. Milwaukee Street
414.431.5557 | lucidmke.com

Mason Street Grill

425 E. Mason Street
414.298.3131 | masonstreetgrill.com

Mi-key's

811 N. Jefferson Street
414.273.5397 | mikeysmilwaukee.com

Millioke

323 E. Wisconsin Avenue
414.847.3162 | milliokerestaurant.com

Milwaukee Garden Grille

611 N. Broadway
414.271.6611
hiltongardeninmilwaukee.downtown.com

Monica's On Astor

1228 N. Astor Street
414.765.9402

My Office

763 N. Milwaukee Street
414.276.9646

Mykonos Gyro & Cafe

1014 N. Van Buren Street
414.224.6400 | mykonosmilwaukee.com

Noodles & Company

544 E. Ogden Avenue
414.273.9705 | noodles.com

Oak & Shield Pub

600 E. Ogden Avenue
414.988.9982 | oakandshieldpub.com

Ouzo Cafe

776 N. Milwaukee Street
414.272.6896 | ouzocafe.com

**Panera Bread**

600 E. Ogden Avenue
414.224.0200 | panerabread.com

Pastiche at the Metro

411 E. Mason Street
414.225.3270 | pastichebistro.com

The Phoenix Cocktail Club

785 N. Jefferson Street
414.539.5918 | thephoenixmke.com

Pita Pit

231 E. Wisconsin Avenue
414.930.0910 | pitapitusa.com

Plum Lounge

780 N. Jefferson Street
414.210.3236 | plumlounge.com

Rare Steakhouse

833 E. Michigan Street
414.273.7273
milwaukee.raresteakandseafood.com

Real Chili

419 E. Wells Street
414.271.4042 | realchilimilwaukee.com

Red June Café

773 N. Jefferson Street
414.800.7906 | redjunemke.com

Sababa Cafe

330 E. Kilbourn Avenue
414.224.9505 | sababamilwaukee.com

Sake Tumi

714 N. Milwaukee Street
414.224.7253 | sake-milwaukee.com

Shah Jee's

770 N. Jefferson Street
414.271.5354 | sahjees.net

The Soup House

324 E. Michigan Street
414.277.7687 | souphousemke.com

The Soup Market

111 E. Kilbourn Avenue
414.727.0700 | soupmarket.com

SportClub

750 N. Jefferson Street
414.808.1588 | sportclubmke.com

Stella Van Buren

550 N. Van Buren Street
414.847.5622 | stellavanburen.com

Starbucks

544 E. Ogden Avenue
414.221.9099 | starbucks.com
323 E. Wisconsin Avenue
414.278.5999 | starbucks.com
720 E. Wisconsin Avenue
414.208.7346 | starbucks.com

Subway

506 E. Mason Street
414.273.1677 | subway.com
1200 N. Van Buren Street
414.220.4555 | subway.com

Swingin' Door Exchange

219 E. Michigan Street
414.276.8150
swingindoorexchange.com

**Taco Bar MKE
– Coming Soon!**

782 N. Jefferson Street

Taylor's

795 N. Jefferson Street
414.271.2855 | taylormilwaukee.com

Third Coast Provisions

724 N. Milwaukee Street
414.323.7434 | thirdcoastprovisions.com

This Is It

418 E. Wells Street
414.278.9192 | thisisitbar.com

Ward's House of Prime

540 E. Mason Street
414.223.0135 | wardshouseofprime.com

Whiskey Bar

788 N. Jackson Street
414.312.8566
whiskeybarmilwaukee.com

Zarletti

741 N. Milwaukee Street
414.225.0000 | zarletti.net

Zoup!

1433 N. Jefferson Street
414.944.7500 | zoup.com



CONVENTION CENTER DISTRICT

Avenue Bar & Grill

611 W. Wisconsin Avenue
414.271.7327

BB's (Build a Breakfast – Build a Burger)

633 W. Wisconsin Avenue
414.270.1070 | bbmilwaukee.com

Benihana Japanese Steakhouse

850 N. Plankinton Avenue
414.270.0890 | benihana.com

Bistro/Bar 333

333 W. Kilbourn Avenue
414.270.6130

Brew City MKE Bar & Beer Exhibit

275 W. Wisconsin Avenue
414.273.8288 | brewcitymilwaukee.com

The Café – Hilton Milwaukee

509 W. Wisconsin Avenue
414.271.7250 | hiltonmilwaukee.com

The Capital Grille

310 W. Wisconsin Avenue
414.223.0600 | thecapitalgrille.com

DOC's Commerce Smokehouse

754 N. 4th Street
414.935.2029 | docsbbq.net

Domino's Pizza

719 W. Wisconsin Avenue
414.271.8990 | dominos.com

Dunkin' Donuts

622 W. Wisconsin Avenue
414.347.1599 | dunkindonuts.com

Gyro MKE

– Coming Soon!

700 W. Wisconsin Avenue

Kiku

202 W. Wisconsin Avenue
414.270.1988 | kikumilwaukee.com

Major Goolsby's

340 W. Kilbourn Avenue
414.271.3414 | majorgoolsbys.com

Michigan Grill

633 W. Michigan Street
414.272.8410

Miller Time Pub & Grill

509 W. Wisconsin Avenue
414.271.2337
millertimepubandgrill.com

Milwaukee ChopHouse

633 N. 5th Street
414.226.2467 | chophouse411.com

Mo's – A Place For Steaks

720 N. Plankinton Avenue
414.272.0720 | mosaplaceforsteaks.com

Mo's Irish Pub

142 W. Wisconsin Avenue
414.272.0721 | mosirishpub.com

Monarch Lounge

Hilton Milwaukee City Center
509 W. Wisconsin Avenue
414.271.7250 | hiltonmilwaukee.com

R Cafe

814 W. Wisconsin Avenue
414.286.2005 | rcafeonline.com

Starbucks

509 W. Wisconsin Avenue
414.390.1804 | starbucks.com

The Stone Creek Coffee Factory

422 N. 5th Street
414.431.2157 | stonecreekcoffee.com

Xankia

222 W. Wells Street
414.817.0241 | banhminhuy.com



OLD WORLD THIRD STREET DISTRICT

1983 Arcade Bar

1110 N. Old World Third Street
262.949.6903 | 1983mke.com

Ale Asylum Riverhouse

1110 N. Old World Third Street
414.269.8700 | riverhousemke.com

The Brass Alley

1023 N. Old World Third Street
414.800.6240 | thebrassalley.com

Brick 3 Pizza

1107 N. Old World Third Street
414.224.6040 | brick3pizza.com

Brunch

800 N. Plankinton Avenue
414.210.5381 | brunchmke.com

Buck Bradley's Saloon & Eatery

1019 N. Old World Third Street
414.224.8500 | buckbradleys.com

Burgerim

– Coming Soon!

1001 N. Old World Third Street
burgerim.com

Cantina Milwaukee

1110 N. Old World Third Street
414.897.8137 | cantinamilwaukee.com

Calderone Club

842 N. Old World Third Street
414.273.3236 | calderoneclub.net

Carson's

301 W. Juneau Avenue
414.223.3311 | ribs.com

Comedy Café

1033 N. Old World Third Street
414.271.5653
milwaukeecomedycfe.com

Evolution Gastro Pong

1023 N. Old World Third Street
414.831.7746 | evolutionmke.com

George Webb Restaurant

812 N. Old World Third Street
414.278.0225 | georgewebb.com

The King & I

830 N. Old World Third Street
414.276.4181 | kingandirestaurant.com

The Loaded Slate

1137 N. Old World Third Street
414.273.5700 | theloadedslate.com

Mader's German Restaurant

1041 N. Old World Third Street
414.271.3377 | madersrestaurant.com

Milwaukee Brat House

1013 N. Old World Third Street
414.273.8709
milwaukeebrathouse.com

Oak Barrel Public House

1033 N. Old World Third Street
414.897.8320 | oakbarrelmilwaukee.com

Old German Beer Hall

1009 N. Old World Third Street
414.226.2728 | oldgermanbeerhall.com

Point Burger Express

322 W. State Street
414.488.8315 | pointburgerexpress.com

Potbelly Sandwich Shop

135 W. Wisconsin Avenue
414.226.0014 | potbelly.com

The Pub Club

1103 N. Old World Third Street
414.988.5000
mke.thepubclubmilwaukee.com

Red, White & Blue

1044 N. Old World Third Street
414.226.6044
mke.redwhitebluebar.com

San Giorgio Pizzeria Napoletana

838 N. Old World Third Street
414.276.2876 | sangiorgiopizza.com

The Shops of Grand Avenue

275 W. Wisconsin Avenue
414.224.0655 | grandavenueshops.com

Choose from Heidi's Smoothies & Bubble Tea Drinks, La Delicatessen, Laura's Gourmet Popcorn, Panda Express, Peddler Jim's Produce, Qdoba, Rocky Rococo Pizza, Subway, Tomato Destination and Wild Flour Bakery

Stone Creek Coffee

275 W. Wisconsin Avenue
414.298.9965 | stonecreekcoffee.com

Truth Lounge

1111 N. Old World Third Street
414.581.5540

Ugly's Pub

1125 N. Old World Third Street
414.763.3852 | uglismske.com

Uber Tap Room

1048 N. Old World Third Street
414.755.2424 | ubertaproom.com

The View – Evolution

1023 N. Old World Third Street
414.831.7746 | theviewevolution.com

w xyz bar – Aloft Milwaukee Downtown

1230 N. Old World Third Street
414.226.0122
aloftmilwaikedowntown.com

Who's on Third

1007 N. Old World Third Street
414.897.8373 | whosonthirdmke.com





SCHLITZ PARK DISTRICT

Birch + Butcher

459 E. Pleasant Street
414.323.7372 | birchandbutcher.com

The Brown Bottle

221 W. Galena Street
414.539.6450 | brownbottlemke.com

Coffee With A Conscience

1555 N. Rivercenter Drive
414.659.5365
coffeewithaconscience.net



WATER STREET DISTRICT

AJ Bombers

1247 N. Water Street
414.221.9999 | ajbombers.com

Alderaan Coffee

1560 N. Water Street
414.395.9955 | aldaeraancoffee.com

Bar Louie

1114 N. Water Street
414.847.1492 | barlouie.com

BarNone

1139 N. Water Street
414.226.6969 | barnonemilwaukee.com

Brothers Bar & Grill

1213 N. Water Street
414.224.1690 | brothersbar.com

BrownStone Social Lounge

524 N. Water Street
414.210.4824
brownstonesociallounge.com

Buffalo Wild Wings Grill & Bar

1123 N. Water Street
414.277.0293 | buffalowildwings.com

China Gourmet

117 E. Wells Street
414.272.1688 | china-gourmet.com

CLEAR

139 E. Kilbourn Avenue
414.291.4793 | clearbarandlounge.com

The Coffee Bean

624 N. Water Street
414.276.2233 | thecoffeebeanmke.com

Colour Palate

789 N. Water Street
414.395.3164 | colourpalate.com

Duke's on Water

158 E. Juneau Street
414.274.7204

Dunkin' Donuts

111 E. Wisconsin Avenue
414.224.7924 | dunkindonuts.com

Fire On Water

518 N. Water Street
414.291.4411
fireonwaterstreet.com

FORE! Milwaukee

530 N. Water Street
414.272.FORE | foremilwaukee.com

Grassroots Salad Company

607 N. Water Street
414.249.4464 | eatgrassroots.com

Harp Irish Pub

113 E. Juneau Avenue
414.289.0700 | theharpirishpub.com

Ian's Pizza

146 E. Juneau Avenue
414.727.9200 | ianspizza.com

Jimmy John's

767 N. Water Street
414.227.1166 | jimmyjohns.com

Kil@wat

139 E. Kilbourn Avenue
414.291.4793 | kilawatcuisine.com

McGillycuddy's

1135 N. Water Street
414.278.8888
mcgillycuddysmilwaukee.com

Pier 106

106 W. Wells Street
414.273.7678
pier106seafoodtavern.com

Pizano's Pizza & Pasta

1150 N. Water Street
414.278.8888
pizanoschicago.com

Pourman's Pub

1127 N. Water Street
262.207.4179

Qdoba Mexican Grill

1150 N. Water Street
414.389.8744 | qdoba.com

Red Rock Saloon

1227 N. Water Street
414.431.0467 | redrockmilwaukee.com

Rock Bottom Restaurant & Brewery

740 N. Plankinton Avenue
414.276.3030 | rockbottom.com

Rodizio Grill

777 N. Water Street
414.431.3106
rodiziogrill.com/milwaukee

Rogues Gallery

134 E. Juneau Avenue
414.763.1102 | roguesgallerymke.com

Rosie's on Water

1111 N. Water Street
414.274.7213 | rosiesonwater.com

Rumpus Room

1030 N. Water Street
414.292.0100 | rumpusroommke.com

SafeHouse

779 N. Front Street
414.271.2007 | safe-house.com

Scooter's Pub

154 E. Juneau Avenue
414.274.7201

Starbucks

920 N. Water Street
414.272.0232 | starbucks.com

Subway

710 N. Plankinton Avenue
414.212.8495 | subway.com

Trinity Three Irish Pubs

125 E. Juneau Avenue
414.278.7033 | trinitythreeirishpubs.com

Vagabond

1122 N. Edison Street
414.223.1122 | vagabondmke.com

Waterfront Deli

761 N. Water Street
414.220.9300
milwaukeewaterfrontdeli.com

Water Street Brewery

1101 N. Water Street
414.272.1195 | waterstreetbrewery.com

Downtown Employee Appreciation Week Returns July 23 – 27

Join community leaders and over 83,490 fellow downtown Milwaukee employees at the 13th annual Downtown Employee Appreciation Week, July 23 – 27. The weeklong celebration rewards the hard work and camaraderie of downtown employees with free lunches, happy hour events, outdoor games, fitness activities, team trivia and much more.

“Downtown Employee Appreciation Week is a fun opportunity to thank our incredible workforce and encourage camaraderie,” said Beth Weirick, CEO of Milwaukee Downtown, BID #21. “As downtown Milwaukee continues to flourish, it’s events like Downtown Employee Appreciation Week that exemplify our enthusiasm and foster a sense of community.”

Additional info on event registration, daily giveaways and employee discounts is available at www.milwaukeedowntown.com/iworkdowntown. If you’re a downtown company interested in sponsoring an event or a 1,000-item lunchtime giveaway, contact Erica Chang at echang@milwaukeedowntown.com.



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

