



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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**Milwaukee Downtown, BID #21 and near Downtown neighborhoods launch
“MKE It Local” campaign to support locally-owned businesses**
\$10,000 in gift cards to be awarded by yearend to 100 persons

MILWAUKEE (Dec. 21, 2020) – Milwaukee Downtown, BID #21 is spearheading a “MKE It Local” campaign to call attention to restaurants, bars and shops in the central business district and more than 10 surrounding neighborhoods. Featuring two bears opting out of hibernation to join in the city’s frosty fun this winter, the campaign’s graphics encourage Milwaukeeans to escape from their caves, celebrate safely and continue to support local restaurants and retailers.

Near downtown neighborhoods participating in the campaign include Brady Street, The Brewery District, Downer Avenue, Downtown Milwaukee’s East Town, Downtown Milwaukee’s Westtown, East Side, Harbor District, Historic Third Ward and Milwaukee Public Market, King Drive, Menomonee River Valley, Near West Side Partners and Walker’s Point. Directories of bars, restaurants and retailers within these neighborhoods can be found at www.MKEitlocal.com. Information regarding on-site dining, outdoor dining, carryout, curbside pick-up and delivery options for the businesses are included. Video vignettes spotlighting amenities of each neighborhood also give visitors a flavor for each district.

“We recognize that the pandemic has deeply affected the majority of our local businesses,” said Beth Weirick, CEO of Milwaukee Downtown, Business Improvement District #21. “This is what prompted myself and fellow BID leaders to seek out ways in which we could lend our support. Aside from catalyzing economic development initiatives, business improvement districts foster community. Now is the time for us to rally around the businesses that make our neighborhoods vibrant and distinct.”

As part of the MKE It Local campaign, \$10,000 in gift cards from local bars, restaurants and retailers will be given away via a Facebook contest hosted by WISN 12 between Dec. 21 and Dec. 30, 2020 to spur dialogue around the city’s many gems. Each week during the contest, 50 winners will be randomly selected to receive a \$100 gift card from a local business in Milwaukee.

For more information on the MKE it Local campaign and how to support Milwaukee’s locally-owned businesses, visit www.MKEitLocal.com.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the Downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of Downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly Downtown. More info available at www.milwaukeedowntown.com.