

# *Ripple* Effect

SUMMER 2026 | MILWAUKEE DOWNTOWN, BID #21



WESTIN



## FROM THE CEO - Three Decades of Clean, Safe and Welcoming

It's an exciting time to be leading one of the most vibrant business improvement districts in the country. Next year, Milwaukee Downtown, BID #21 will enter its 30th year of operations. That's three decades of making our central business district cleaner, safer, more welcoming and more economically viable.

As always, we're building on the progress made over the years by embracing the opportunities ahead and evolving, so we grow with intention, creativity and resilience. Our core service programs are what make Downtown Milwaukee clean, safe and welcoming year-round, and they remain the foundation of our organization. Already this year, we've tracked more than 20,000 meet-and-greet interactions with guests and removed over 50,750 gallons of trash.

Marketing Downtown Milwaukee has always been a priority for our organization, but this year it's full throttle. We launched our brand-new website on 414 Day to celebrate the city's vibrancy and authenticity. The site conveys the strong appetite for continued investment in Downtown among business leaders, and it touts the effectiveness of our programs, events and quality-of-life initiatives. That all comes wrapped in an enhanced user experience, to optimize perceptions and grow our loyal following.

In addition to that, over the next several weeks we'll launch two separate marketing campaigns. One is focused on business retention and recruitment, while the other positions Downtown as a clean, safe and welcoming hub for summer activity, and encourages residents, workers and visitors to spend their leisure time here.

From an events standpoint, we look forward to welcoming an influx of guests for our beloved annual summer events. That includes Downtown Dining Week, Heart(beats) of the City powered by MGIC, PNC presents Tunes@Noon, and Downtown Employee Appreciation Week. Plus, new this year, we're adding activations to celebrate the FIFA World Cup 2026.

Additionally, this spring we'll debut one of Downtown's largest murals to date, which is sure to be a tourist destination this summer and beyond. Stay tuned for details on this and other public art activations on the horizon. Meanwhile, we continue to raise the quality of life for the unhoused in our community through our homeless outreach initiatives.

Our mission to enhance Downtown Milwaukee as a premier destination to work, invest, socialize and live has never been more important. Economically, the district is on an upward trajectory with recent and under-construction catalytic investments in all development sectors. Milwaukee Downtown, BID #21 continues to deliver irreplaceable value to commercial property owners through our projects, programs and partnerships, ensuring that Downtown remains a destination of choice for businesses, talent and investment.

With strong leadership, engaged partners and a shared vision, Milwaukee Downtown, BID #21 is poised to build on its 30-year legacy while defining the next chapter for Downtown Milwaukee.



Thank you for your continued support of our mission.

**Matt Dorner**  
CEO  
Milwaukee Downtown, BID #21

## DOWNTOWN AMBASSADORS COVER A TON OF GROUND IN Q1

Milwaukee Downtown's Public Service and Clean Sweep Ambassadors are on a roll, ensuring that Downtown Milwaukee is clean, safe and welcoming. Below is a sampling of first-quarter metrics that demonstrate the return our stakeholders receive by investing in our programs.

### January – March 2026

- » 330 graffiti tags removed
- » 9,289 hospitality connections made
- » 7,884 maps and brochures distributed
- » 20,446 meet-and-greet interactions
- » 88 homeless outreach interventions
- » 50,750+ gallons of trash removed

Thanks to our Public Service Ambassadors, Clean Sweep Ambassadors, Graffiti Removal Team and Landscape Crew for all they do to make Downtown Milwaukee a vibrant destination.



In March, Milwaukee Downtown introduced two pilot trash receptacles designed to improve pedestrian access to waste disposal. These durable units aim to provide convenient, enclosed options to help keep our streets and sidewalks clean and free of litter. Milwaukee Downtown is expanding deployment of these units in high-traffic areas. The units will provide opportunities to brand the district and communicate code of conduct guidelines in our entertainment districts. Stay tuned for more updates soon!

## MILWAUKEE DOWNTOWN'S NEW WEBSITE IS LIVE

On April 14, Milwaukee Downtown launched a new website created by advertising agency Hoffman York. The launch date was chosen to coincide with Milwaukee 414 Day, a celebration of the city we call home. For the occasion, Milwaukee Downtown distributed 250 cookies decorated as The People's Flag of Milwaukee and hosted a 414 Day giveaway. Visitors who checked out the site on launch day could enter to win one of three Milwaukee prize packs.

Features of the new [milwaueedowntown.com](http://milwaueedowntown.com) include:

- » Streamlined navigation with a more intuitive structure, making it easier for users to find key information
- » A content hub for economic development tools and resources, including an interactive investment map highlighting over \$5 billion in proposed, under-construction and completed projects since 2020
- » Available commercial property listings
- » An interactive public art map pinpointing nearly 200 murals, installations and monuments
- » A calendar of landmark lighting initiatives

The website will continue to be a go-to resource for market data, as well as information on the organization's core programs and events. Milwaukee Downtown will focus on driving guests to the site all summer long with a new consumer branding campaign designed to bolster traffic to Downtown events, attractions and businesses. Check it out at [www.milwaueedowntown.com](http://www.milwaueedowntown.com).



## DOWNTOWN'S NEW HOMELESS OUTREACH COORDINATOR

Roman Martinez was named the new Downtown Homeless Outreach Coordinator for Milwaukee County Housing Services at the close of last year. A member of Milwaukee County's Community Outreach team for nearly four years, Roman is a Milwaukee native and Downtown resident. A graduate of UW-Milwaukee for his undergraduate studies and Cardinal Stritch for his Master's in Business, he brings over a decade of experience in identifying and addressing the needs of his clients.

Roman is continuing the momentum generated by the Milwaukee County Housing team in recent years. In his new role, Roman has been providing engagement and support for individuals experiencing housing instability and homelessness. He works in tandem with Terence Lee, Milwaukee Downtown's Homeless Outreach Ambassador, on long-term solutions for individuals who need assistance in the greater Downtown area.

Over the past year, the most significant success of the program has been its ability to maintain a steady, compassionate presence in Downtown Milwaukee and nearby neighborhoods through consistent daytime and overnight outreach.

The pair regularly met with unsheltered neighbors where they were staying, offered basic supplies, and built relationships that helped people feel safe enough to consider shelter and housing options. These efforts supported the project's core objective of reducing the risks and harms associated with unsheltered homelessness.

Another key success was the level of individualized assistance the program provided to participants. Outreach staff offered case management and follow up support that included helping people complete shelter intakes, pursue permanent housing opportunities, and explore connections to services such as mental health care, substance use treatment and veterans' resources.

## MEET ROMAN MARTINEZ

The establishment of a regular inreach presence at the Central Library created another consistent access point where unsheltered neighbors could seek help, reconnect with staff, and receive follow-up in a familiar location.

In the last year, at least 130 individual adults living in the Downtown and near-Downtown areas were served, 629 outreach interactions were completed, 145 care packages were distributed, and 74 homeless service referrals were made. The program also referred 54 individuals to shelter and supported 54 individuals in obtaining or imminently securing permanent housing or long-term placements.

These compelling metrics demonstrate the success of this unique public-private model. The Downtown Homeless Outreach Coordinator position is supported and funded by Milwaukee Downtown, neighboring improvement districts and philanthropic organizations through our Key to Change campaign. The campaign also funds a Community Prosecutor Unit. If you encounter an individual who needs assistance, email [outreach@milwaukeecountywi.gov](mailto:outreach@milwaukeecountywi.gov) or call 414.263.0989. For donation opportunities, visit [www.keytochangemke.com](http://www.keytochangemke.com).

Milwaukee Downtown produces a community resource guide highlighting meal sites, food pantries, shelters and other essential services in the greater Downtown area. If your business or organization would like a quantity of brochures to share with employees, residents or guests, contact Brian Johnson, Public Service Ambassador Director, at [bjohnson@milwaueedowntown.com](mailto:bjohnson@milwaueedowntown.com).



## BUSINESS LEADERS UNITE ON DOWNTOWN RECRUITMENT CAMPAIGN



Last summer, Milwaukee Downtown, BID #21 rallied a host of Downtown business leaders to participate in a testimonial campaign called "Get Down to Business." These top executives extolled the benefits of doing business Downtown, including the area's access to talent, quality of life and connection to community. Their accolades were packaged into ten 30-second radio commercials and a business recruitment video that can be viewed at [www.milwaueedowntown.com](http://www.milwaueedowntown.com).

In addition, Milwaukee Downtown will soon be publishing a comprehensive economic status report. It details an abundance of compelling metrics, including office vacancies, residential data, daily population trends, job concentrations by industry types, commute times, completed, proposed and under-construction investments, and more.

Equipped with this report and Milwaukee Downtown's new website, we are expanding the "Get Down to Business" campaign with additional voices and paid placements outside of the Milwaukee radio market. Listen for us on both the airwaves and streaming channels as we tout Downtown Milwaukee's top competitive advantages.

**"We're grateful for the strong support of our stakeholders and business leaders,"** said Matt Dorner, CEO of Milwaukee Downtown, BID #21. **"We are eager to share all of Downtown Milwaukee's competitive advantages. This is Downtown's time to shine."**



## NEW CAMPAIGN HAS FRESH TAKE ON SUMMER EXPERIENCES

This June, Milwaukee Downtown, BID #21 will launch a new summer branding campaign designed to showcase the essence of the season. The initiative will invite area residents to rediscover Downtown Milwaukee as a vibrant gathering place – one full of energy, diversity and authenticity. Through immersive storytelling and sensory experiences, the campaign will capture the rhythm of the summer. Watch for creative on roadside digital billboards, buses, social media platforms and more.

## SPRING CLEANUP BRINGS COMMUNITY TOGETHER

To celebrate Earth Week, Milwaukee Downtown, BID #21 coordinated a neighborhood-wide Spring Cleanup on Saturday, April 25. A partnership with our Clean Sweep and Public Service Ambassadors, the event brought some extra sparkle to Downtown spaces. More than 25 volunteers helped collect over 1,000 gallons of trash. Many thanks to the businesses that provided freebies and discounts for our volunteers, and a special note of gratitude to everyone who pitched in.



# DOWNTOWN DINING WEEK CELEBRATES 20 YEARS OF GOOD EATING

The 20th annual Downtown Dining Week will delight diners this year from May 28 through June 4. A showcase for Downtown's renowned culinary scene, the week will feature more than 30 restaurants offering prix fixe lunch and dinner specials. Lunch menus will feature two-course and three-course options for \$15 or \$25 each, while dinner menus will include three-course options for \$35, \$45 or \$55 each.

The event continues to introduce new diners to Downtown's eateries. Last year, approximately 43% of diners were experiencing a restaurant for the first time and 51% neither lived nor worked Downtown, demonstrating the event's ability to draw new guests to the district.

As always, menus will be available in advance at [www.downtowndiningmke.com](http://www.downtowndiningmke.com), and reservations are highly encouraged. Diners will also be encouraged to complete a survey after every Downtown Dining Week meal. Each survey will count as one entry into a grand prize drawing in which four diners will each be awarded \$400 in Downtown dining gift cards. Additionally, discounted parking opportunities will be available, courtesy of Interstate Parking. Visit [www.downtowndiningmke.com](http://www.downtowndiningmke.com) to view participating lots, structures and redemption instructions.



"Two decades of good eating is something to be celebrated," said Isabel Ullrich, Marketing, Events and Social Media Director of Milwaukee Downtown, BID #21. "This year's Downtown Dining Week features a diverse lineup of participants – from longtime favorites to fresh arrivals. It has all the ingredients for another delicious week."

## 2026 DOWNTOWN DINING WEEK PARTICIPANTS

- » Avli Milwaukee
- » Bacchus
- » Blue Bat Kitchen & Tequilaria
- » Café at The Pfister
- » The Capital Grille
- » Carson's Prime Steaks & Famous Barbecue
- » Central Standard Crafthouse & Kitchen
- » The Conroy Modern Supper Club
- » DOC's Smokehouse
- » The Edison
- » Electric Lime Taqueria
- » Elsa's on the Park
- » The Explorium Brewpub Third Ward
- » Flourchild Pizza
- » Il Cervo
- » JoSa' on the River
- » The Knick
- » Mader's German Restaurant
- » Merriment Social
- » Milwaukee ChopHouse
- » Oak Barrel Public House
- » Onesto
- » Rodizio Grill
- » Smoke Shack
- » The Social American Tavern
- » The Studio Kitchen & Cocktails
- » Third Coast Provisions
- » Tre Rivali
- » Tupelo Honey Southern Kitchen & Bar
- » Vagabond
- » Ward's House of Prime
- » Who's on Third
- » The Yard at the Iron Horse Hotel



## DOWNTOWN EMPLOYEE APPRECIATION WEEK RETURNS

Milwaukee Downtown, BID #21 is excited to host our 21st annual Downtown Employee Appreciation Week, August 17 through 21. This spirit week for Downtown's workforce will once again feature a variety of daily events, including office challenge games, 1,000-item lunch giveaways, workout sessions, after-work socials and more.



We look forward to introducing new themed events during this year's celebration, as well as some new office challenge games. We hope we can count on your participation in Downtown Employee Appreciation Week 2026. To donate prizes, food or services, or to coordinate an event at your location, contact Isabel Ullrich, Marketing, Events and Social Media Director, at [iullrich@milwaukeedowntown.com](mailto:iullrich@milwaukeedowntown.com). Let's make our Downtown workforce feel appreciated. Event details and daily giveaways will be posted in the coming months at [www.iworkdowntownmke.com](http://www.iworkdowntownmke.com).





## NEW PUBLIC ART INSTALLATIONS EMERGE DOWNTOWN

A growing number of murals, sculptures and interactive installations continue to enliven Downtown Milwaukee's public spaces.

Below is a list of projects that were recently unveiled, as well as a few that will soon be popping up around town.



Credit: Christina Vang

### "Vessels of Milwaukee" by La Bang Studio ▲

La Bang Studio, founded by Christina Vang, installed a 225-foot mural along the Milwaukee Riverwalk in June 2025. It's the fourth piece in the Milwaukee Riverwalk Mural Collection, commissioned by Milwaukee Downtown, BID #21.

### "I Didn't Do It Alone" by Karyn Olivier ▼

This summer, Vel R. Phillips Plaza will become the permanent home of a new art installation. Olivier's work features a bronze version of The Presidential Resolute Desk. It will be flanked by two stone columns with six figurative sculptures that will represent the citizens, activists, and leaders who worked with Phillips for change. An art community convened by the City of Milwaukee selected Philadelphia-based artist Karyn Olivier to design the permanent memorial and is leading the installation, which is slated for August 2026.



Credit: Karyn Olivier Studio

### "From the rest of the world with love" by MTO ▲

French-born street/graffiti artist MTO has expanded his presence in Downtown Milwaukee. In 2019, the artist created a pair of murals in the Historic Third Ward. In April, MTO expanded his mark in the city with an installation of a heart on the south façade of Riverwalk Lofts, overlooking Postman Square.

### New Mural by Mauricio Ramirez

Mauricio Ramirez has been commissioned by the ownership group of the Wintrust Financial Center with support from Milwaukee Downtown, BID #21 to install a new mural on the north-facing façade of 731 N. Jackson Street. At 100 feet tall, it will be Downtown's largest mural to date. Installation will begin in May 2026. A ribbon-cutting ceremony will take place this summer. Watch for more details soon.



### Rainbow Summer ▲

Milwaukee Downtown, BID #21 will partner once again with the Marcus Performing Arts Center on Rainbow Summer. The popular series is scheduled for July 14-19 at the Marcus Center's grounds. The event will feature free live music, a vendors' market, food trucks, family-friendly activities and more. Central to the activation will be a temporary public art installation, which will be announced in early summer 2026.



### The Ornament Trail ▲

Milwaukee Downtown, BID #21 hosted its third edition of The Ornament Trail during the 2025 Milwaukee Holiday Lights Festival. The installation returned with five new ornaments, bringing the collection's total to 20 four-foot round baubles. New ornaments included "Blossom" by Daniel Fleming, "Wrapping Paper" by Byada Meredith, "The Frost Bound Familiar" by Thyla Arden, "Holiday Harley" by CK Reed and "Snow Season" by CERA. The trail extended along Wisconsin Avenue, with several ornaments appearing in nearby corridors.

### "Happy Dog" by Dale Rogers ▼

The new Downtown Milwaukee Dog Park will soon receive a giant-sized "Happy Dog." The corten steel sculpture will be installed at the corner of Plankinton Avenue and Clybourn Street. This initiative is being co-led by Milwaukee Downtown, BID #21 and Historic Third Ward BID #2, which is sure to add another Instagrammable moment at this beloved public space. Rogers is a Massachusetts-based artist. His signature dogs and other animal forms are displayed in communities nationwide.



## DOWNTOWN GEARS UP FOR A SUMMER OF SOCCER

The 23rd FIFA World Cup will descend on 16 host cities throughout the United States, Canada and Mexico this year. The 2026 edition, which runs from June 11 through July 19, will feature 48 teams. The United States last hosted the games more than 30 years ago.

While Kansas City is the closest host city to Milwaukee, we won't be sitting on the sidelines. Milwaukee Downtown is planning several activations in public spaces and will coordinate several soccer-themed promotions. Watch for information about an installation in Turners' Alley, an interactive fan experience in Cathedral Square Park, and a promotion in which patrons' bar tabs will be randomly covered on select game days.

We'll share all the details on our website and on our social media channels. Downtown Milwaukee will provide all the ingredients to help fans immerse themselves in the energy of global soccer this year, so stay tuned!

## CRUISE SEASON BRINGS THOUSANDS TO MILWAUKEE'S PORT

These days, more and more leisure travelers are discovering the perks of freshwater vacations. No wonder so many have been setting sail to the proverbial great place on a Great Lake. This summer will be no exception. Milwaukee will welcome 64 cruise ships carrying approximately 20,000 passengers to our fair shores. This will be a major uptick from 2025, during which we hosted 23 vessel visits and more than 11,000 total passengers.

From Downtown's Pier Wisconsin cruise dock, visitors can immediately access our charming Riverwalk. It connects the European heritage-inspired Old World Third Street



Entertainment District with the Historic Third Ward, which features the lively Milwaukee Public Market and an assortment of unique boutiques. The Port's alternate berth, the South Shore cruise dock, provides visitors with immediate entry to trendy Bay View and the nearby Walker's Point neighborhood.

Milwaukee will service more passenger groups in 2026 than other Great Lake cities, due to a high number of turnaround itineraries. Milwaukee's cruise sector is entering a major growth phase, driven by increasing itineraries, strong turnaround activity, new cruise line partnerships, and strategic infrastructure investments. All of this creates a significant opportunity to expand visitor impact and strengthen our position as a Great Lakes leader. Find more information at [port.milwaukee.gov/cruise](http://port.milwaukee.gov/cruise).



## HOT SUMMER DATES



Looking for a comprehensive guide to Downtown's summertime happenings? Milwaukee Downtown has once again produced a nifty pocket-sized summer events calendar highlighting all the festivals, markets, performances, and even modes of transportation during the event-packed months of June, July, August and September. If your business would like a quantity of printed calendars for guests and/or employees, just email Brian Johnson, Public Service Ambassador Director, at [bjohnson@milwaukeedowntown.com](mailto:bjohnson@milwaukeedowntown.com). The calendar can also be accessed at [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com) or by scanning the QR code to the right.



## SUMMER CONCERTS: EVERYONE'S FAVORITE BEATS AND TUNES ARE BACK

Milwaukee Downtown, BID #21 is once again energizing the lunch hour with two popular summertime music series, each designed to provide a lively break to Downtown employees, their co-workers and our neighbors.

Heart(beats) of the City powered by MGIC will pump up Red Arrow Park between noon and 1:00 pm every Wednesday from June 3 through August 26. Food trucks will sell lunchtime eats beginning at 11:30 am.

PNC presents Tunes@Noon will return to the Courtyard of 411 East Wisconsin Center between noon and 1:00 pm each Thursday from June 4 through August 27. Davians will host bi-weekly outdoor food

pop-ups throughout the summer and a rotating lineup of food trucks will provide food options on the remaining concert dates.

Both series will highlight favorite local and regional acts.

"We're bringing new energy to the noon hour with another season of summer concerts," said Daisy Perez, Placemaking and Program Manager for Milwaukee Downtown, BID #21. "These midday moments give our workforce an opportunity to enjoy some sunshine and connect with our Downtown community, which is a large part of what makes our district so uniquely special."



### Heart(beats) of the City powered by MGIC Red Arrow Park

WED, JUNE 3  
**The Kal Bergendahl Project**

WED, JUNE 10  
**The Zach Pietrini Band**

WED, JUNE 17  
**Charambó Latin Jazz**

WED, JUNE 24  
**7000apart**

WED, JULY 1  
**Crook & Company**

WED, JULY 8  
**Kojo**

WED, JULY 15  
**Wire & Nail**

WED, JULY 22  
**Andrew Gelles Band**

WED, JULY 29  
**MUVGRUV**

WED, AUGUST 5  
**Donna Woodall Group**

WED, AUGUST 12  
**Los Mitoteros**



MON, AUGUST 17  
(DOWNTOWN EMPLOYEE APPRECIATION WEEK KICKOFF)  
**Jenny Thiel Group**

WED, AUGUST 26  
**Judson Brown Band**



### PNC presents Tunes@Noon Courtyard of 411 East Wisconsin Center

THU, JUNE 4  
**The Eddie Butts Band**

THU, JUNE 11  
**Alyssia Dominguez**

THU, JUNE 18  
**Frogwater**

THU, JUNE 25  
**Tommy Odetto**



THU, JULY 2  
**Rob Knapp & The Soul Patrol**

THU, JULY 9  
**Wildered**

THU, JULY 16  
**Jenny Thiel**

THU, JULY 23  
**Patrick Van Bibber**

THU, JULY 30  
**Open Tab Duo**

THU, AUGUST 6  
**Jon Rouse**

THU, AUGUST 13  
**Julia Graves**

THU, AUGUST 20  
**The Kal Bergendahl Project**

THU, AUGUST 27  
**90s Jake Band**

## DOWNTOWN IS WHERE LIVE MUSIC THRIVES

Downtown Milwaukee has long been a mecca for live music. Not only are we home to the "world's largest music festival"; thanks to Summerfest, Downtown also enjoys a host of impeccably restored historic theaters with stellar acoustics. In fact, The Pabst Theater was recently named a top venue by Billboard magazine. In its February 2026 issue, the publication cited the theater as one of the "venues that define the live music experience today."

Also in February 2026, a new music venue debuted in the Deer District. The Landmark Credit Union Live is a brand-new indoor music facility with a 4,500-plus capacity.

Now more than ever, Downtown Milwaukee is equipped to host premier nighttime entertainment offerings ranging from acoustic sets in intimate venues to big name productions in large arenas. Our live music venues paired with our vibrant Milwaukee Theater District make our city a gold standard for live entertainment. Take advantage of the incredible experiences available in our own backyard and catch a show soon.

### A snapshot of where live music lives in Downtown Milwaukee:

#### American Family Insurance Amphitheater

100 N. Harbor Drive  
capacity 23,000

#### Saint Kate – The Arts Hotel, The ARC Theatre

139 E. Kilbourn Avenue  
capacity 125

#### Associated Bank Theater Center, Ellen & Joe Checota Powerhouse Theater

108 E. Wells Street  
capacity 671



#### BMO Pavilion

130 N. Harbor Drive  
capacity 10,000



#### Bradley Symphony Center

212 W. Wisconsin Avenue  
capacity 1,650

#### Broadway Theatre Center, Cabot Theatre

158 N. Broadway  
capacity 358

#### Fiserv Forum

1111 N. Vel R. Phillips Avenue  
capacity 18,000

#### Landmark Credit Union Live

1051 N. Vel R. Phillips Avenue  
capacity 4,500

#### Marcus Performing Arts Center, Uihlein Hall

929 N. Water Street  
capacity 2,125

#### Miller High Life Theatre

500 W. Kilbourn Avenue  
capacity 4,000

#### The Pabst Theater

144 E. Wells Street  
capacity 1,300



#### The Riverside Theater

116 W. Wisconsin Avenue  
capacity 2,480

#### Rotary Amphitheater at Discovery World

500 N. Harbor Drive  
capacity 350

#### Turner Hall Ballroom

1040 N. Vel R. Phillips Avenue  
capacity 987



# MARK YOUR CALENDAR

BID #21 EVENTS ON THE HORIZON

**Downtown Dining Week**  
May 28 – June 4, 2026

**Heart(beats) of the City powered by MGIC**  
Wednesdays, June 3 – August 26, 2026

**PNC presents Tunes@Noon**  
Thursdays, June 4 – August 27, 2026

**Rainbow Summer**  
July 14-19, 2026

**Downtown Employee Appreciation Week**  
August 17-21, 2026

**Halloween Village**  
October 2-31, 2026

**Jack-O-Lantern Jubilee**  
October 24, 2026

**Milwaukee Holiday Lights Festival**  
November 19, 2026 – January 1, 2027



Milwaukee Downtown, BID #21  
301 W. Wisconsin Avenue  
Suite 106  
Milwaukee, WI 53203  
414.220.4700  
MilwaukeeDowntown.com



# WELCOME TO THE NEIGHBORHOOD

**Artist Unlimited  
Tattoo Gallery**  
306 E. Wisconsin Avenue  
414.249.5908

**āya**  
700 E. Kilbourn Avenue  
414.231.9995 | ayamke.com



**Cassid**  
333 N. Water Street  
414.616.1177 | cassismke.com

**The Conroy  
Modern Supper Club**  
725 N. Milwaukee Street  
414.763.7770 | theconroymke.com

**Draft & Co.**  
441 W. Wisconsin Avenue  
414.367.6457  
draftandvessel.com/draft-co



**High Stakes**  
– COMING SOON!  
1030 N. Water Street  
bartolottas.com/high-stakes

**Il Ponte**  
– COMING SOON!  
818 E. Mason Street

**JoSa' on the River**  
106 W. Wells Street  
414.210.4701 | josaontheriver.com



**The Laughing Tap**  
761 N. Jefferson Street  
414.616.1160 | laughingtap.com



**The Marc Hotel**  
640 N. 6th Street  
414.390.1800  
marchotelmilwaukee.com

**Nakama**  
1600 N. Jackson Street  
414.249.5929 | nakamamke.com

**SapSap MKE**  
3rd St. Market Hall -  
275 W. Wisconsin Avenue

**Sinta @ Agency  
Cocktail Lounge**  
817 N. Marshall Street  
414.409.5399 | welcometo.agency

**Soban Korean Eatery**  
776 N. Milwaukee Street  
414.433.9442 | sobanwi.com

**Sooshibay**  
1154 N. Water Street  
414.455.3598 | sooshibaymke.com

**The Spread**  
1137 N. Dr. Martin Luther King Jr. Drive  
thespreadmke.com

**The Studio  
Kitchen & Cocktails**  
Saint Kate – The Arts Hotel  
139 E. Kilbourn Avenue  
414.270.4422 | thestudiomke.com

**Upper Bar**  
111 E. Kilbourn Avenue  
414.522.6115 | upperbarmke.com

**The VIG Milwaukee**  
– COMING SOON!  
909 E. Michigan Street  
vigmk.com

**ZX Sushi**  
823 N. 2nd Street  
414.488.2078 | zxsushi.com

## CALL FOR DOWNTOWN ACHIEVEMENT AWARDS

Milwaukee Downtown, BID #21 is looking to recognize Downtown's resilient leaders. We're requesting your nominations for the 2026 Downtown Achievement Awards, be they businesses, developers, individuals or organizations. Help us honor the trendsetters, game changers and cheerleaders of our central business district.

Milwaukee Downtown's executive committee will review all nominations and determine this year's class of super achievers. Please send yours to Isabel Ullrich, Marketing, Events and Social Media Director, at iullrich@milwaueedowntown.com by Wednesday, September 30, 2026. Then, be sure to mark your calendar. All award winners will receive recognition at Milwaukee Downtown's State of Downtown event, slated for the afternoon of Monday, March 8, 2027.

