



DOWNTOWN EMPLOYEE APPRECIATION WEEK

AUGUST 17 - 21, 2026

IWORKDOWNTOWNMKE.COM



The perks of working downtown, and we know there are plenty, are about to get even better! Downtown Employee Appreciation Week is back to reward downtown Milwaukee's dedicated workforce with a week of incentives. The fun-filled week features daily giveaways, office challenge games, employee discounts, and much, much more.

SO, ROUND UP YOUR CO-WORKERS AND JOIN US FOR DOWNTOWN EMPLOYEE APPRECIATION WEEK.

OPENING CEREMONY

**MONDAY, AUGUST 17
11:45 AM - 1:00 PM**

RED ARROW PARK

Kick off Downtown Employee Appreciation Week with a ribbon-cutting ceremony, live music, and chances to win loads of prizes. We'll even sweeten the deal by starting free lunch for the first 1,000 employees all week long.

DAILY LUNCH LOCATIONS AND ACTIVITIES:

**MONDAY, AUGUST 17
11:45 AM - 1:00 PM**

RED ARROW PARK

**TUESDAY, AUGUST 18
11:45 AM - 1:00 PM**

CATHEDRAL SQUARE PARK

**WEDNESDAY, AUGUST 19
11:45 AM - 1:00 PM**

SCHLITZ PARK

**THURSDAY, AUGUST 20
11:45 AM - 1:00 PM**

ZEIDLER UNION SQUARE

**FRIDAY, AUGUST 21
11:45 AM - 1:00 PM**

PERE MARQUETTE PARK

OFFICE CHALLENGE GAMES

Presented by



Take a midday break! Office Challenge Games will travel to our daily lunch locations. Prizes are at stake for top competitors.

- **Cubicle Cup** - Score points by landing balls in the pseudo wastebasket.
- **LinkedIn One** - This hole-in-one putting exercise will test employees' skills on the green.
- **Axe-celling at Work** - Employees will take aim as they throw axes at a target.

MILWAUKEE BUCKS BASKETBALL SHOOTOUT

Join the Milwaukee Bucks Entertainment Network in one of the week's most popular challenges. Sink as many baskets as you can in the allotted time and win cool Bucks prizes. Look for the crew at our daily lunch locations.

PLEASE NOTE: All events and giveaways are subject to change. Please visit www.iworkdowntownmke.com for the latest schedule of events and giveaways. Lunchtime giveaways will be distributed on a first-come, first-served basis, one item per employee while supplies last.

THE MORNING JOLT

**MONDAY, AUGUST 17
8:00 AM - 9:30 AM**

**STARBUCKS AT
NORTHWESTERN MUTUAL COMMONS**

**WEDNESDAY, AUGUST 19
8:00 AM - 9:30 AM**

FIDDLEHEADS COFFEE AT BMO TOWER

**THURSDAY, AUGUST 20
8:00 AM - 9:30 AM**

COLECTIVO AT U.S. BANK

**FRIDAY, AUGUST 21
8:00 AM - 9:30 AM**

DRAFT & CO.

Jump-start your morning with a free cup of joe. Downtown cafes will pour a limited number of complimentary coffees for downtown employees. In addition, the first 25 employees to visit each location will receive a Milwaukee Downtown mug.

MOMENT OF MOVEMENT

**TUESDAY, AUGUST 18
7:00 AM - 8:00 AM**

**YOGA AT WISCONSIN ATHLETIC CLUB -
DOWNTOWN BRANCH**

**WEDNESDAY, AUGUST 19
7:00 AM - 8:00 AM**

ZUMBA AT TURNER HALL

**THURSDAY, AUGUST 20
7:00 AM - 8:00 AM**

**BARRE3 AT BAIRD COMMUNITY
COMMONS**

**FRIDAY, AUGUST 21
7:00 AM - 8:00 AM**

**CATHY STADLER YOGA AT MILWAUKEE
COUNTY HISTORICAL SOCIETY**

Take a moment for movement with daily wellness sessions offered by various fitness instructors. View the daily schedule for class details. Advance registration is required for all classes. Register at iworkdowntownmke.com.

I WORK DOWNTOWN PICKLEBALL TOURNAMENT

**MONDAY, AUGUST 17
5:00 PM - 8:00 PM**

RED ARROW PARK

Calling all pickleball enthusiasts! Join us for the inaugural I Work Downtown Pickleball Tournament, in partnership with Prolite, as we transform Red Arrow Park's ice rink into three pickleball courts. Round up your co-workers and register at iworkdowntownmke.com. Courts will be available for open play and warmups from 3pm to 5pm.

WORLD'S LARGEST COFFEE BREAK

**TUESDAY, AUGUST 18
9:00 AM - 10:30 AM**

CATALANO SQUARE

Need some perking up? Local coffee shops are brewing the ultimate boost - free java for our downtown workforce. While there, enjoy treats to nosh on and music to groove to!

I WORK DOWNTOWN HAPPY HOUR + TRIVIA

**TUESDAY, AUGUST 18
4:00 PM - 6:00 PM**

YOUR OFFICE, 763 N. MILWAUKEE STREET

Bring your work besties to Your Office for drink specials and raffle prizes. Team trivia will occur from 5pm to 6pm. Pre-register your company's team at iworkdowntownmke.com. Happy hour open to all.

IT'S ALIVE!

**WEDNESDAY, AUGUST 19
5:00 PM - 9:00 PM**

**MILWAUKEE RIVERWALK NEAR
THE RIVERSIDE THEATER**

Presented by the Milwaukee Theater District, It's Alive! provides free pop-up performances from local musicians, artists, comedians, and street performers in parks, plazas, and public spaces throughout the city through September 3, 2026.

MILWAUKEE NIGHT MARKET

**WEDNESDAY, AUGUST 19
5:00 PM - 9:00 PM**

**WEST WISCONSIN AVENUE
BETWEEN 2ND STREET AND
VEL R. PHILLIPS AVENUE**

Explore vendors, artists, and performers in this free, one-of-a-kind outdoor street festival lining one of Downtown Milwaukee's major thoroughfares. 100 free drink tickets will be distributed at the Milwaukee Downtown info tent. One ticket per employee with proof of downtown employment.

TAKE YOUR DOG TO WORK DAY + YAPPY HOUR

**THURSDAY, AUGUST 20
4:00 PM - 6:00 PM**

DOWNTOWN MILWAUKEE DOG PARK

Dogs in the workplace are proven to lower stress and boost morale! In partnership with Fromm® Family Foods, we're bringing back Take Your Dog to Work Day. Whether your office is already dog-friendly or your company wants to pledge to open their doors to pups just for the day, we'd love to have you join in the fun by registering at iworkdowntownmke.com. When the workday is done, wag on over to the Downtown Milwaukee Dog Park from 4pm to 6pm. Help us celebrate one year of open play with live music, snacks, giveaways, and more!

PNC PRESENTS TUNES@NOON

**THURSDAY, AUGUST 20
12:00 PM - 1:00 PM**

**COURTYARD OF
411 EAST WISCONSIN CENTER**

Take a midday break and enjoy a free concert in the courtyard of 411 East Wisconsin Center. Tunes@Noon will occur every Thursday through August 27, 2026.

CATHEDRAL SQUARE MARKET + JAZZ IN THE PARK

**THURSDAY, AUGUST 20
3:00 PM - 9:00 PM**

CATHEDRAL SQUARE PARK

Browse produce, handmade goods, and more during the Cathedral Square Market from 3pm to 9pm. Jazz in the Park concerts begin at 6pm and run through September 10, 2026.

CLOSING CEREMONY

**FRIDAY, AUGUST 21
11:45 AM - 1:00 PM**

PERE MARQUETTE PARK

Say farewell to Downtown Employee Appreciation Week with games, live music, standing ovations, and free lunch for 1,000.

AFTERLIGHT

**FRIDAY, AUGUST 21
6:30 PM - 11:00 PM**

**MILWAUKEE RIVERWALK FROM
WISCONSIN AVENUE TO ERIE STREET**

Hosted by NEWaukee, explore Milwaukee after dark through a series of immersive installations, playful environments, and spontaneous moments designed to spark curiosity and connection.

SPECIAL OFFERS

RIVERWALK BOAT TOURS & RENTALS

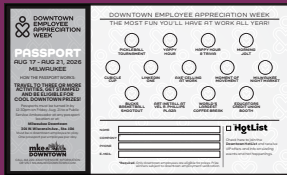
Receive 25% off your weekday self-captained pontoon rental when you use promo code **mkebid21for25** while booking online at riverwalkboats.com, or call the office at 414.283.9999 and mention Milwaukee Downtown, BID #21.

MILWAUKEE COUNTY HISTORICAL SOCIETY

Downtown employees will enjoy free admission on Friday, August 21 with proof of employment in the downtown area.

ALEX'S LEMONADE STAND

Throughout the week, a pop-up station for Alex's Lemonade Stand will appear. The organization funds childhood cancer research and supports families affected by childhood cancer. Stop by to receive a free lemonade packet and consider making a donation to the cause.



STAMP IT!

DOWNTOWN PASSPORT

Get your Downtown Employee Appreciation Week passport stamped at three or more activities and be eligible for fabulous downtown prizes. Print out your passport at iworkdowntownmke.com or pick one up from a Public Service Ambassador at the Milwaukee Downtown info table. Passports must be submitted by 12:30pm on Friday, August 21 to qualify for the drawing.

BOOTH GOODIES

Enjoy goodies and games at lunchtime booths, including Alex's Lemonade Stand, Big Brothers Big Sisters, Gruber Law Offices, The Hop, Milwaukee Brewers, Milwaukee Fire Department, Milwaukee Magazine, Milwaukee Theater District, Sculpture Milwaukee, SEWRPC, Sixteenth Street BID, and others.

POP-UP GIVEAWAYS

Follow us on social media to learn about surprise giveaways and promotions throughout the week.

@MilwaukeeDowntown
 @MilwDowntown
 @MKEDowntown
 @Milwaukee Downtown



PLEASE NOTE:

All events and giveaways are subject to change. Please visit iworkdowntownmke.com for the latest schedule of events and giveaways.

Lunchtime giveaways will be distributed on a first-come, first-served basis, one item per employee while supplies last.

MON | AUG 17

8:00 AM - 9:30 AM THE MORNING JOLT WITH STARBUCKS

STARBUCKS AT NORTHWESTERN MUTUAL COMMONS

Kick off Downtown Employee Appreciation Week with a complimentary coffee from the Starbucks location at Northwestern Mutual Commons, 905 E. Mason St. Milwaukee Downtown mugs will also be given away to the first 25 employees.



11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION: OPENING CEREMONY

RED ARROW PARK

- » Ribbon-cutting ceremony with Mayor Cavalier Johnson and County Executive David Crowley
- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Jenny Thiel
- » Lunch Giveaways sponsored by Hintz Giuffre CPAs:
 - » The Brewery: 1,000 blackened chicken caesar wraps with brewery chips and chive dip
 - » Davians: 1,000 cookies

3:00 PM - 5:00 PM OPEN PLAY PICKLEBALL

RED ARROW PARK

5:00 PM - 8:00 PM I WORK DOWNTOWN PICKLEBALL TOURNAMENT

RED ARROW PARK

Calling all pickleball enthusiasts! Join us for the inaugural I Work Downtown Pickleball Tournament, in partnership with Prolite, as we transform Red Arrow Park's ice rink into three pickleball courts. Round up your co-workers and register at iworkdowntownmke.com.

TUE | AUG 18

7:00 AM - 8:00 AM MOMENT OF MOVEMENT: YOGA

WISCONSIN ATHLETIC CLUB - DOWNTOWN BRANCH

Pre-registration required at iworkdowntownmke.com.



9:00 AM - 10:30 AM WORLD'S LARGEST COFFEE BREAK

CATALANO SQUARE

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

CATHEDRAL SQUARE PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Jon Hintz Duo
- » Lunch Giveaways:
 - » Ian's Pizza: 1,000 slices of pizza
 - » 600 EAST Café: 1,000 iced drinks
 - » KEI: 1,000 oranges
 - » Milwaukee Downtown: 1,000 bags of chips
 - » Milwaukee Police Department: ice cream truck



4:00 PM - 6:00 PM I WORK DOWNTOWN HAPPY HOUR & TRIVIA

YOUR OFFICE, 763 N. MILWAUKEE STREET

Round up your co-workers and register at iworkdowntownmke.com. Team trivia runs 5pm to 6pm. Happy hour open to all.

WED | AUG 19

7:00 AM - 8:00 AM MOMENT OF MOVEMENT: ZUMBA

TURNER HALL

Pre-registration required at iworkdowntownmke.com.

8:00 AM - 9:30 AM THE MORNING JOLT WITH FIDDLEHEADS COFFEE

FIDDLEHEADS COFFEE AT BMO TOWER

The first 150 employees will receive a free cup of coffee and 50% off any other drink. Milwaukee Downtown mugs will also be given away to the first 25 employees.



11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

SCHLITZ PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Sarah Teale
- » Lunch Giveaways:
 - » Dawg City: 1,000 hot dogs
 - » Milwaukee Downtown: 1,000 bags of chips
 - » Milwaukee Downtown: 1,000 cookies

5:00 PM - 9:00 PM IT'S ALIVE!

MILWAUKEE RIVERWALK NEAR THE RIVERSIDE THEATER

5pm - 7pm: Carmen and Kostia
7pm - 9pm: Max Niemann

5:00 PM - 9:00 PM MILWAUKEE NIGHT MARKET

WEST WISCONSIN AVENUE BETWEEN 2ND STREET AND VEL R. PHILLIPS AVENUE

100 free drink tickets will be distributed at the Milwaukee Downtown info tent. One ticket per employee with proof of downtown employment.

THU | AUG 20

7:00 AM - 8:00 AM MOMENT OF MOVEMENT: BARRE3

BAIRD COMMUNITY COMMONS

Registration required at iworkdowntownmke.com.

8:00 AM - 9:30 AM THE MORNING JOLT WITH COLECTIVO

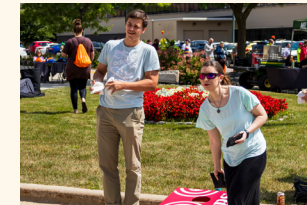
COLECTIVO AT U.S. BANK

The first 150 employees will receive a free cup of coffee. Milwaukee Downtown mugs will also be given away to the first 25 employees.

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

ZEIDLER UNION SQUARE

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Carmyn
- » Lunch Giveaways:
 - » Cubanitas: 800 mini Cubano sandwiches
 - » DoubleTree by Hilton Milwaukee Downtown: 500 cookies
 - » Milwaukee Downtown: 1,000 bags of chips



12:00 PM - 1:00 PM PNC PRESENTS TUNES@NOON: THE KAL BERGDAHL PROJECT

COURTYARD OF 411 EAST WISCONSIN CENTER

3:00 PM - 5:00 PM CATHEDRAL SQUARE MARKET

CATHEDRAL SQUARE PARK

4:00 PM - 6:00 PM YAPPY HOUR

DOWNTOWN MILWAUKEE DOG PARK

Bring your pooch to play and socialize with other four-legged friends. Enjoy live music by the Sonya & Geoff Duo and giveaways from Fromm® Family Foods.

6:00 PM - 9:00 PM JAZZ IN THE PARK: PLATINUM

CATHEDRAL SQUARE PARK

FRI | AUG 21

7:00 AM - 8:00 AM MOMENT OF MOVEMENT: YOGA WITH CATHY STADLER

PERE MARQUETTE PARK

Pre-registration required at iworkdowntownmke.com.

8:00 AM - 9:30 AM THE MORNING JOLT WITH DRAFT & CO.

DRAFT & CO.

Kick-start your Friday with a free cup of joe from Draft & Co. The first 150 employees will receive a complimentary cold brew. Milwaukee Downtown mugs will also be given away to the first 25 employees. While there, check out the newly installed sculpture "I Didn't Do It Alone" by Karyn Oliver. 100 free ice creams will be distributed during the official unveiling ceremony at 11am.

11:45 AM - 1:00 PM DAILY DOWNTOWN EMPLOYEE CELEBRATION

PERE MARQUETTE PARK

- » Office Challenge Games sponsored by Educators Credit Union
- » Bucks Basketball Shootout
- » Musician: Jake Warnne
- » Lunch Giveaways:
 - » Downtown Kitchen: 1,000 deli sliders, house chips, and cookies
 - » Milwaukee County Historical Society: ice cream social
 - » Milwaukee County Historical Society: free admission



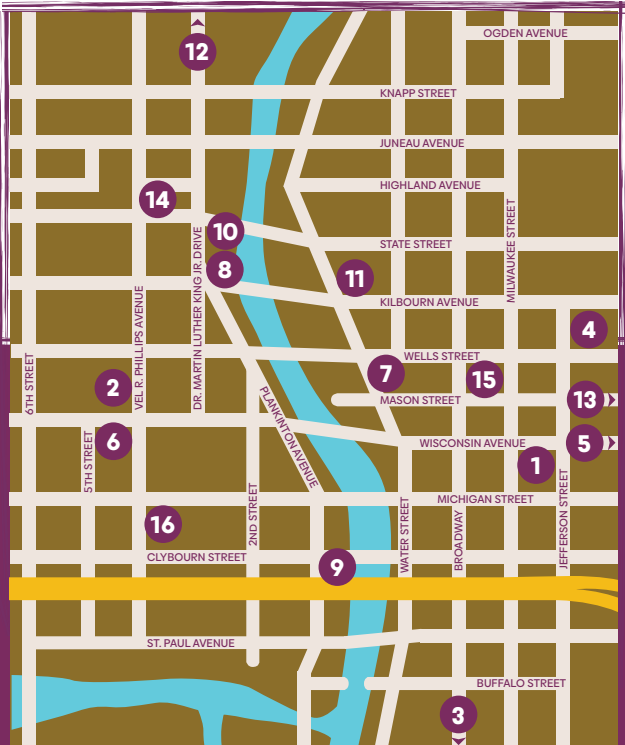
6:30 PM - 11:00 PM AFTERLIGHT

MILWAUKEE RIVERWALK

Hosted by NEWaukee, explore Milwaukee after dark through a series of immersive installations, playful environments, and spontaneous moments designed to spark curiosity and connection.

MAP OF ACTIVITIES

- 1. 411 East Wisconsin Center**
411 E. Wisconsin Avenue
- 2. Baird Community Commons**
Vel R. Phillips Avenue between Wisconsin Avenue and Wells Street
- 3. Catalano Square**
147 N. Broadway
- 4. Cathedral Square Park**
520 E. Wells Street
- 5. Colectivo at U.S. Bank**
777 E. Wisconsin Avenue
- 6. Draft & Co.**
441 W. Wisconsin Avenue
- 7. Fiddleheads Coffee**
790 N. Water Street
- 8. Milwaukee County Historical Society**
910 N. Dr. Martin Luther King Jr. Drive
- 9. Downtown Milwaukee Dog Park**
103 W. Clybourn Street
- 10. Pere Marquette Park**
900 N. Plankinton Avenue
- 11. Red Arrow Park**
920 N. Water Street
- 12. Schlitz Park: Brewhouse Square**
1543 N. 2nd Street
- 13. Starbucks - Northwestern Mutual Commons**
905 E. Mason Street
- 14. Turner Hall**
1034 N. Vel R. Phillips Avenue
- 15. Your Office**
763 N. Milwaukee Street
- 16. Zeidler Union Square**
301 W. Michigan Street



CROWD RELEASE NOTE

Please be aware that by participating in Downtown Employee Appreciation Week, you consent to your voice, name and/or likeness being used, without compensation, in films and/or photography for future event promotion, and you release Milwaukee Downtown, BID #21, its successors, assigns and licensees from any liability whatsoever of any nature.

Milwaukee Downtown, BID #21 | 414.220.4700
iworkdowntownmke.com

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— SIGNATURE SPONSOR —



COMMUNITY SPONSORS



DAILY LUNCH SPONSORS



BEVERAGE SPONSORS



COMMUNITY PARTNERS



DAILY LUNCH CONTRIBUTORS

600 EAST Café | Dawg City | Milwaukee County Historical Society
Milwaukee Police Department

COMMUNITY SUPPORTERS

Big Brothers Big Sisters | CB Apothecary | Cousins Subs
East Town Association | Expansive | Explorium Brewpub
Gruber Law Offices | Hillary Counseling | Historic Milwaukee
Historic Third Ward Association | The Hop | Hupy and Abraham
Metro Eye | Milwaukee Brewers | Milwaukee Fire Department
Milwaukee Magazine | Milwaukee Repertory Theater
Milwaukee Theater District | Mumbies | Neroli Salon & Spa | NEWaukee
Next Act Theatre | Ogden | Riverwalk Boat Tours & Rentals
Sculpture Milwaukee | SEWRPC | Sixteenth Street BID

MILWAUKEE DOWNTOWN, BID #21

301 W. Wisconsin Avenue, Ste. 106 | iworkdowntownmke.com | 414.220.4700