

# THE RIPPLE EFFECT

Good Afternoon Milwaukee Downtowners!

*Brrr...!!!* It pretty much sums up the last several weeks. Yet it hasn't stopped downtown from staying hot with things to do.

Valentine's Day is just around the corner. If you're looking for sweet ideas, we've rounded up some lovely options.

Also, learn about the next wave of retail rally seminars designed to inspire and boost local retail. Plus, get the scoop on Boston Store's lease extension.

Thanks for reading!

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## Heart Downtown - Lovely Ways to Celebrate Valentine's Day

Whether you're in a relationship, single or have kids in tow, downtown offers many sweet ways to celebrate Valentine's Day. From ice skating and fine dining to sizzling drink specials and beautiful music, let downtown be your picturesque backdrop for the occasion. [Click here](#) to see the round-up of sweet things.



## Retail Rally Education Series

Milwaukee Downtown, Wisconsin Women's Business Initiative Corporation, Local First Milwaukee Retail Works and VISIT Milwaukee are again partnering to offer a series of retail rallies to educate local retailers.

Retail Rally Milwaukee Part I will be held Monday, Feb. 24 from 7:30 a.m. to 12 p.m. at the Schlitz Park Auditorium Room. Topics of the morning will include "Customer Service at its Best," "Boosting Brick & Mortar Sales with an Online Store," and a "Retail Panel Discussion & Dialogue."

Please call 414-263-5450 to register. Businesses located within Milwaukee Downtown's boundaries are eligible for discounted registration when they call

and mention Milwaukee Downtown. Pre-registration is required. For more information on the series, [click here](#).



## ● Boston Store Announces Lease Extension at Grand Avenue

Last month, The Bon-Ton Stores Inc. announced it reached an agreement with the City of Milwaukee to extend the lease for its Boston Store location in The Shops of Grand Avenue, contingent upon the City providing financial contributions from its downtown Tax Increment Financing district. This extended store lease term would coincide with the extended lease term for the Company's corporate offices located above the Boston Store with both leases expiring at January 31, 2018. These financial arrangements require public review and City Council approval, which should be completed by April 2, 2014. In the absence of this financial support, the Boston Store lease will expire at January 31, 2015.



"This agreement says a lot about both the history and the future of this part of Wisconsin Avenue," Rocky Marcoux, the City's Commissioner of Development said. "It maintains a long-standing and valued retailer at this location, and it sends a message to other developers and investors that this neighborhood offers great opportunity moving forward."



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