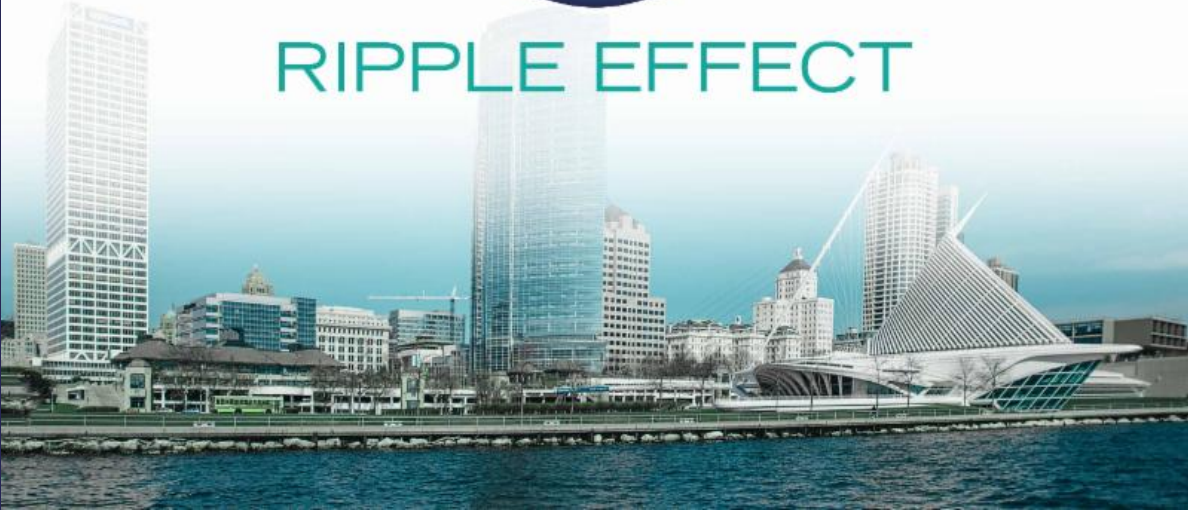




RIPPLE EFFECT



Hello, Milwaukee Downtown-ers!

It's an exciting time to be downtown, as well as just about anywhere in Milwaukee. The Brewers came just one game away from reaching the World Series--a special thanks to all of the donors who helped sponsor the pennants and skywalk signage along Wisconsin Avenue to cheer on our Crew--and the Bucks kicked off their first season at the beautiful new Fiserv Forum with a big win. We're hoping many more will come.



The Hop, Milwaukee's long-awaited, much-anticipated streetcar officially launches tomorrow at noon with a weekend long "Grand Hop-ening" event. This new transportation system will prove to be a monumental part of our vibrant, growing downtown.

After picking up an Award of Excellence from the International Downtown Association last week, we returned to host a ribbon-cutting ceremony for *Migration*--the new mural at Jefferson Street Pedestrian Tunnel. This vital corridor connects thousands of pedestrians from the Historic Third Ward to the central business district and vice versa daily. We invite you to learn more about the nationally-acclaimed artists who were commissioned by

the Downtown Placemaking Task Force to complete this transformative project.

Speaking of celebrations, our 20th annual Milwaukee Holiday Lights Festival Kick-Off Extravaganza is set for Thursday, November 15 at Pere Marquette Park. Mark your calendar for this merry Milwaukee tradition!

Thanks for reading!



Beth Weirick
CEO

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GET READY TO HOP ON THE HOP



After years of anticipation, The Hop, Milwaukee's new streetcar, will open to the public on Friday, Nov. 2 with a weekend-long Grand Hop-ening celebration. The event kicks off at noon in the heart of downtown at Cathedral Square Park. Mayor Tom Barrett, representatives from presenting sponsor Potawatomi Hotel & Casino and many more notable Milwaukeeans will be in attendance to welcome The Hop as an important addition to our city's infrastructure with live music in the park until 2 p.m.

Saturday is all about showing love to the many shops, restaurants and other awesome establishments along the streetcar route. Select downtown businesses will offer specials and deals, with the chance to win prizes while you ride and explore through the Hop, Shop and Win contest.

Finally, Sunday is kids and families day. From 11 a.m. to 2 p.m., there will be a number of family-friendly activities happening at stations along the streetcar route, showing it's never too early to teach your little ones how to ride The Hop.

The streetcar has already been a benefit to Milwaukee, with the City of Milwaukee announcing in October that property values within a quarter-mile of the route have climbed 28% since 2015, double the amount of citywide growth. We look forward to seeing The Hop's future success.



To learn more about the Grand Hop-ening or to get schedules and stops, visit www.thehopmke.com. Remember, rides on The Hop are free for the first year, thanks to Potawatomi Hotel & Casino.



MILWAUKEE HOLIDAY LIGHTS FESTIVAL TURNS 20



Two decades have passed since we hosted our first Milwaukee Holiday Lights Festival. Downtown, and the city as a whole, was a much different place back then, and we are happy that our little holiday celebration has grown with the city we call home.

The Milwaukee Holiday Lights Festival Kick-Off Extravaganza returns to Pere Marquette Park on Thursday, Nov. 15 at 6:30 p.m. Pre-show entertainment begins at 5:30

p.m. To celebrate 20 years, we're delivering a magical lineup full of holiday cheer. Catch performances by Platinum, Prismatic Flame, Milwaukee Youth Symphony Orchestra, Jenny Thiel, Young Dance Academy, and cast members from Milwaukee Repertory Theater's "A Christmas Carol" and Black Arts MKE's "Black Nativity" presented by Bronzeville Arts Ensemble. Fireworks and a visit from Santa will top off the night. Plus, after the show, take in downtown's newly lit scenes with free Jingle Bus rides presented by Meijer and powered by Coach USA.

For those who want to make a night of it, the 105th City Christmas Tree will be lit at City Hall shortly before the festival. The city's program is slated for 5 p.m. and will conclude just before 5:30 p.m. Who says you can't do it all?

For those who can't make the party, WISN 12 will air a live broadcast of the Milwaukee Holiday Lights Festival Kick-Off Extravaganza from 6:30 to 7 p.m. For more info on the kick off to the holiday, visit www.milwaukeeholidaylights.com.



MILWAUKEE DOWNTOWN RECEIVES INTERNATIONAL RECOGNITION FOR WISCONSIN AVENUE PROJECTS

During its 64th Annual Conference and Tradeshow in San Antonio, Texas, the International Downtown Association recognized Milwaukee Downtown with the Downtown Achievement Award of Excellence for its work and initiatives related to "The Year of Wisconsin Avenue" programming.

The Award of Excellence acknowledges an excellent response to an industry challenge and exceeds the jury criteria. "The Year of



Wisconsin Avenue" project was among 17 qualified entries in the category of Public Space. This category features capital improvements that have enhanced the urban design, transportation methods, physical function, or economic viability of downtown and the community. Projects under "The Year of Wisconsin Avenue" umbrella included Sculpture Milwaukee, the utility box mural project, an Otocast audio tour and Key to Change.

"Milwaukee Downtown's project received the IDA Award of Excellence for uniquely implementing best practice in urban place management," said David Downey, IDA President and CEO. "The Year of Wisconsin Avenue' project is a shining example of excellent urban place management delivering real value to the city and an exemplary response to a community challenge."



MIGRATION FINDS A HOME AT JEFFERSON STREET PEDESTRIAN TUNNEL



Following the success of Arts on Wisconsin Avenue, the Downtown Placemaking Task Force celebrated another step in beautifying our public spaces with the completion of *Migration*, the Jefferson Street Pedestrian Tunnel mural, on Monday, Oct. 29.

After a nationwide search, the task force commissioned Philadelphia-based artists Katie Batten and CERA to collaborate on the mural. Both artists have Milwaukee roots, graduating from Milwaukee Institute of Art & Design in 2012. *Migration* celebrates the thousands of pedestrians who traverse

between the two neighborhoods daily, but also the larger exchange of ideas and innovation taking place in Milwaukee all year round.

Images were sourced from Milwaukee's natural and constructed landscapes. Passages of Cream City brick and local architectural structures are collaged alongside city landmarks, such as the Milwaukee Art Museum, Gas Light Building, Milwaukee Public Market and Hoan Bridge. Oversized images of Wisconsin's local and migratory birds were also incorporated, a nod to the local ecology and a metaphor for the passage between the central business district and the Historic Third Ward neighborhoods.

Support for Migration comes from Milwaukee Downtown, BID #21, Johnson Controls, the City of Milwaukee's Community Improvement Project Grant, Department of Transportation, Summerfest, HKS Holdings, LLC, Hawkeye Hotels/JR Hospitality, Buffalo Van Buren Partners and Hospitality Democracy.



JINGLE BUS SERVICE ONE OF MANY MERRY MEASURES

Looking for an easy, no-fuss way to view downtown's 500,000 glittering lights? How



about the three decorated parks transformed into winter wonderlands, or the magical sights along Wisconsin Avenue, Jefferson Street and Old World Third Street? The best way to see the Cream City winter wonderland is aboard the Jingle Bus presented by Meijer and powered by Coach USA. The service will operate Thursdays through Sundays, 6 p.m. to 8:20 p.m., November 16 - December 30 from Plankinton Clover Apartments (161 W. Wisconsin Ave.), following the Nov. 15th

kick-off.

Take a 40-minute tour narrated by one of Milwaukee Downtown's knowledgeable Public Service Ambassadors. Rides are only \$2 per person (cash only), and discounted parking is available in the attached structure for just \$3.

During the tour, you can see downtown attractions such as "Community Spirit Park" at Cathedral Square Park, "Santa's Lighted Lodge" at Zeidler Union Square and "Candy Cane Cove" at Pere Marquette.

The Jingle Bus is also a great option for friends and family, allowing you to experience the whimsical sights of downtown Milwaukee winters with the people you care about most. We can also do private tours for your corporate team, client appreciation event or alumni event. For groups of 20 or more or private tours, just let us know beforehand by emailing info@milwaukeedowntown.com or calling 414.220.4700 ext. 3. More info on the service is available at www.milwaukeeholidaylights.com.



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