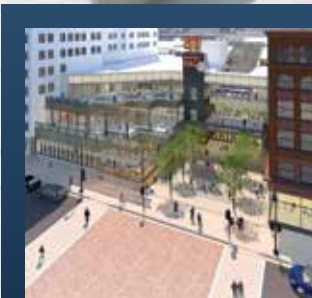


RIPPLE EFFECT

WINTER 2019 | MILWAUKEE DOWNTOWN, BID #21



- Making new connections through projects, programs and infrastructure.



New Year, New Digs

Turning the page on another calendar year, we jumped into 2019 with a splash. Just weeks into the new year, we announced our move to West Wisconsin Avenue. This summer/early fall, we will become the latest tenants of The Avenue – a development that has reimagined the possibilities for the former Shops of Grand Avenue and is bringing its full potential to fruition.

While we plan for 2019 initiatives, the issue of homelessness in our central business district remains a top priority. At the close of last year, we announced that our organization is raising the necessary funds to hire a full-time Downtown Homeless Outreach Coordinator. This individual would provide housing and wraparound services to individuals and families living on the streets, enhance and support county and city initiatives, such as Housing First, and be a first respondent to other homeless-related issues. We're also assisting with the reappointment of a Downtown Community Prosecutor. Both are immense undertakings, but we hope we can count on your support.

Finally, downtown Milwaukee is more connected than ever. With the launch of The Hop presented by Potawatomi Hotel & Casino last November, the city's \$124 million streetcar line is not only connecting people from one destination to the next, it's transforming our city. As more developments break ground and more employees and residents call downtown Milwaukee home, we look forward to expanding upon the route to keep The Hop, and the city, moving forward.

Thanks so much for reading! Hope, happiness and prosperity to you all in the coming year!

Beth Weirick
CEO
Milwaukee Downtown, BID #21
bweirick@milwaukeedowntown.com





MILWAUKEE DOWNTOWN RELOCATES TO THE AVENUE

Milwaukee Downtown, BID #21 is among the latest wave of influencers to claim a West Wisconsin Avenue address. The organization kicked off the year with an announcement that it will move to The Avenue, formerly The Shops of Grand Avenue, come late summer/early fall 2019.

Milwaukee Downtown will occupy a high-profile space on the first floor of the historic Matthews Building, which is one of many buildings that make up The Avenue complex. The space will include 2,200 square feet of street-level office space where the public can access a new Downtown Visitor & Newcomer Information Center, as well as the organization's administrative offices. An additional 2,800 square feet on the lower level will serve as meeting space for Milwaukee Downtown's Public Service Ambassador program.

"The roots of our organization began on West Wisconsin Avenue," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "At the time, it was an important statement and location for Milwaukee Downtown, BID #21 as we launched our clean, safe and friendly programs. The same rings true today. Given the unprecedented development along Wisconsin Avenue, we hope to add vitality to the area and enhance activation."

West Wisconsin Avenue has seen more than \$2.9 billion in public and private projects in recent years and is quickly becoming one of downtown's hottest neighborhoods. In early December, plans to revive The Shops of Grand

Avenue were unveiled by Tony Janowiec of Interstate Development Partners and Josh Krsnack of Hempel Companies. Long seen as an obstacle for the neighborhood, the community has now rallied around the reimagined plans for the former mall.



The first-floor food hall, known as the 3rd Street Market Hall, will feature over 20 tenants with a variety of cuisine from established chefs to up-and-coming food entrepreneurs. Spearheading the 3rd Street Market Hall is restaurateur Omar Shaikh, who traveled coast to coast gathering inspiration for the project. Six vendors for the food hall have already been announced, including Stone Creek Coffee, a new location for the Third Ward's Korean restaurant Char'd, the first permanent location of pop-up shop Donut Monster, Funky Fresh Spring Rolls, Waterford Wine & Spirits and chef Kurt Fogle's Milk Can, which will offer burgers, cheese curds and custard. The 3rd Street Market Hall will also feature a centrally located bar area for happy hour, as well as games like ping pong, bocce ball and giant Jenga, making the hall a natural hub for food, fun and socialization.

"We already have letters of intent for 75 percent of the locations within the space, and they're all chomping at the bit to be a part of what will become Milwaukee's most eclectic and electric scene," Shaikh said in a press release.

The upper floors of The Avenue will feature office space, which includes the new headquarters for GRAEF, a Milwaukee-based national engineering, planning and design firm. GRAEF will bring 170 employees to the new third-floor office space by the end of 2019.

Soon to be available for new residents are the 52 apartment units known as the Plankinton Clover Apartments. These units range from studios to one- and two-bedroom apartments and are dubbed Milwaukee's first "work/live" residence. The space between the food hall and the apartments will be known as "Amenity Alley," which will feature a large conference center, fitness facility, dog wellness area, tenant lounge, private movie theater and bicycle storage, as well as premier parking.

"We're excited to write a new chapter for Milwaukee Downtown, BID #21 on West Wisconsin Avenue," said Joe Ullrich, board chair of Milwaukee Downtown, BID #21. "The synergies in place position us for another two-decade trajectory."

Construction is currently underway for The Avenue's revival and is projected to open to the public in late 2019. For more info, visit avenuemke.com.



WWW.SHERMANPHOENIX.COM



SHERMAN PHOENIX BUILDS HOPE AND PROSPERTIY

Out of the ashes, the doors of the Sherman Phoenix, a multi-tenant market located in the Sherman Park neighborhood, are now open. From a former bank to a fire-damaged structure, the building is now a thriving hub featuring a food hall, wellness center and ample community space for art exhibits, film showings and other cultural events.

This women-led initiative to support businesses owned by people of color has brought a safe and supportive gathering space to the neighborhood. A symbol of hope and prosperity, the Sherman Phoenix is building wealth and resources within the Sherman Park neighborhood. The nearly 30 tenants not only receive entrepreneurial mentorship and coaching, but each has planted roots in a supportive, commercial space perfect for small, growing businesses. Furthering community impact, more than 75 individuals are employed by the current tenant mix.

The food hall has a variety of restaurants, including Buffalo Boss, Confectionately Yours, Funky Fresh Spring Rolls, Lush Popcorn, The Next Level Vegans, Purple Door Ice Cream, Sauce & Spice and Shindig Coffee. Among the cultural and wellness options are 2 Kings Barbershop, Gener8tor/ Fellowship Art, Hello Beautiful, The Lash Factory, Core/Maximizing Potential, None Above, Shampoo'ed, Queen's Closet, Silver Talisman, So Greedy, Theresa Do My Nails, Vibez Creative Arts Space, Embody Yoga, 9th Cloud Therapy, Honeybee Sage Wellness & Apothecary, Amri Counseling, Hands at Home and Studio 69.



"It's a cultural hub, a wellness center and a food hall," said Juli Kaufmann, co-founder of the project along with business partner JoAnn Sabir. "It's a gathering place for all of Milwaukee."

While the Sherman Phoenix is open for business, there is still work to be done. The Sherman Phoenix project team plans to improve nearby parking, add marquee signage and continue fundraising to sustain and grow its mentorship and coaching programs. For more information or to donate, visit shermanphoenix.com.



MARCUS CENTER CELEBRATES 50 YEARS WITH A GOLDEN ANNOUNCEMENT

In preparation for the launch of its 2019/2020 50th anniversary season, the Marcus Center for the Performing Arts has announced a new Campus Master Plan which features updates to the interior of the building and a total reimagining of the campus.

The proposed renovations would be completed in phases with the first phase anticipated to begin in spring 2019. The renovation announcement follows Marcus Hotels & Resorts' plans to reconfigure the adjacent InterContinental Hotel into an independent arts hotel called Saint Kate. With hotel renovations already underway, Saint Kate's opening will align with the Marcus Center's 50th anniversary and completion of the first part of the campus renovation.

The Marcus Center engaged HGA, CG Schmidt Inc. and Schuler Shook Theater Consultants to develop the comprehensive Campus Master Plan. Guided by a deep community engagement process, the plan will improve, update, and impact the entire Center and secure its vitality for the next 50 years.

Interior improvements include a new rounded glassy atrium on the west side of the building facing Water Street, new donor lounge, and complete renovation of Bradley Pavilion, Todd Wehr Theater and Uihlein Hall. Enhancements to all patron amenities, including concession areas, elevators, digital signage and technology, as well as back-of-house spaces will also be addressed. Later phases will include upgraded technology in Wilson Theater at Vogel Hall, Todd Wehr Theater, Peck Pavilion and the entire complex.

The vision for the grounds is anticipated to be implemented in multiple phases over the next three to five years. To date, plans include upgraded lighting, water fountains, added green space, new digital/video screens, an outdoor event space and an outdoor café on the RiverWalk. The Center would also be accessible by boat with a new pier system.



“Over the last 18 months, the Marcus Center has engaged in a strategic planning process with a broad cross-section of the community to develop a vision for the campus that will lead the Center to another 50 years of success. We’re proud to reveal that new vision, which will create an even more open and accessible gathering place for the entire community, while establishing a solid financial foundation for the Center’s future.”

— Paul Mathews,
President and CEO of the Marcus Center
for the Performing Arts





CITY YEAR MAKES AN IMPACT WITH AREA YOUTH

Wisconsin's high school graduation rate is 88 percent. Comparatively, the graduation rate in Milwaukee is just 62 percent. Fortunately, a local organization is working to improve these odds for Milwaukee youth.

Founded in 1988, City Year is an educational nonprofit organization that places young leaders into schools in neighborhoods of concentrated poverty. These near-peer mentors tutor, support and inspire students, ultimately becoming role models and a respected voice to keep students on the path to graduation.

As a nationwide nonprofit, City Year reaches 29 cities and over 300 schools. In Milwaukee alone, City Year deploys 100 AmeriCorps members to serve in 13 schools, spanning elementary to high school.

At the core of their success is the identification and reduction of three early-warning indicators that at-risk youth exhibit prior to dropping out of school – low attendance, poor behavior and course failure in English or math. Through attendance monitoring and engagement, socio-emotional support and assistance in subjects like math and English, City Year is improving students' success rates.

In the Milwaukee schools that collaborate with

City Year, 43 percent of students grades 6-9 improved their scores from a D or worse to a C or better. Additionally, 98 percent of Milwaukee teachers agree that City Year members enriched their students' overall academic performance.

Beyond core studies, City Year Milwaukee AmeriCorps members help students address obstacles outside the classroom. This relationship of trust is built on consistency. When City Year works with a school, they commit to multiple years of service to ensure students "grow up with City Year."

This approach allows students to benefit not only from the program for years and increases graduation rates but also fosters permanent Milwaukee residents.

While 22 percent of AmeriCorps members are from Milwaukee, 66 percent choose to stay.

The young adults who move to Milwaukee for national service and then choose to stay are the type of residents that will enhance the city's growth. Additional funding sources to sustain and grow City Year's training program are continuously explored to further their mission. To make a contribution or learn more about City Year Milwaukee, visit cityyear.org/milwaukee.

If you know a young person ages 18-24 who might be interested in serving Milwaukee students, contact Laura Perez, lperez2@cityyear.org.





MILWAUKEE DOWNTOWN PREPS FOR FOODIE FESTIVITIES

Gather your favorite foodies and enjoy the city's best dining scene. Great food with even better prices can be hard to find, but during Milwaukee Downtown's Taste & Toast and Downtown Dining Week, you can sip and sample freeheartedly.

Taste & Toast, a five-day happy hour event, returns to over 20 downtown restaurants Feb. 25 – March 1. Enjoy specially priced small plates, appetizers and one-of-a-kind beverages, alcoholic and nonalcoholic, from 4 to 7 p.m. at restaurants, bars and lounges in the heart of downtown Milwaukee. By offering smaller plates and lower price points, guests have the opportunity to visit several hot spots in one night without breaking the bank. After happy hour, patrons are invited to share their experience by completing the Taste & Toast survey online for a chance to win \$300 in dining gift certificates from the

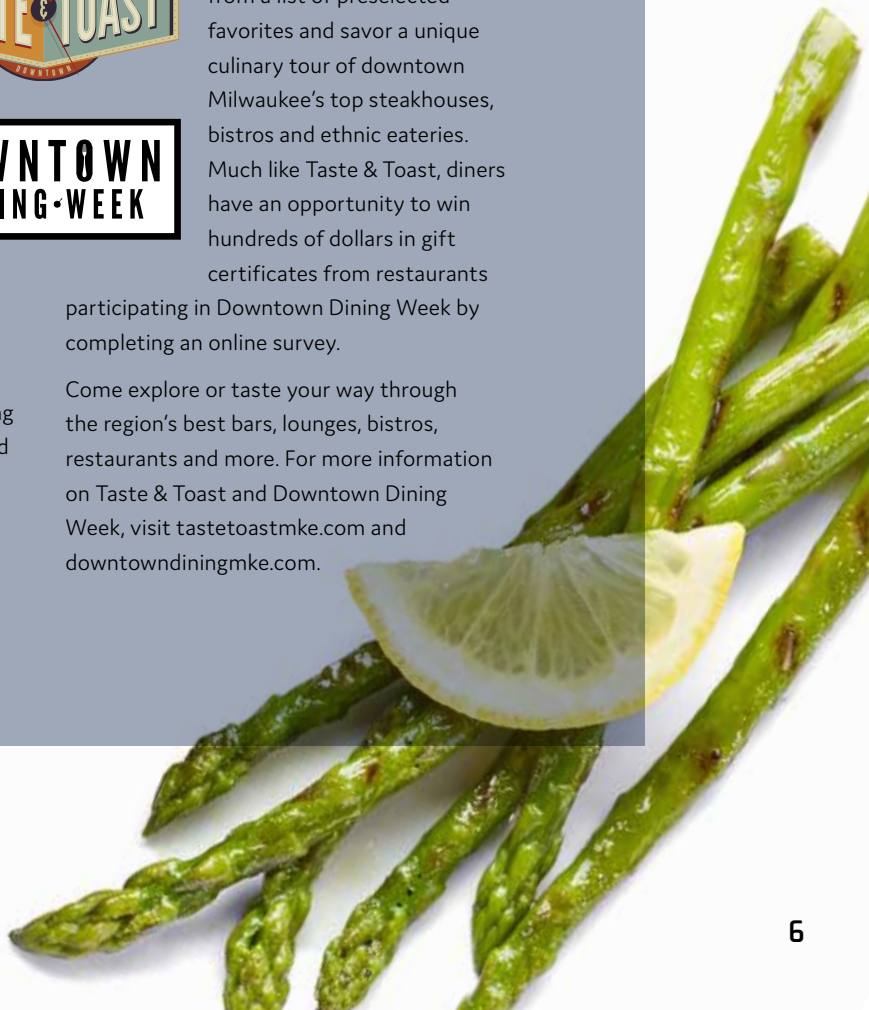
restaurants highlighted throughout the event.

If your inner foodie is hungry for more, mark your calendar for Downtown Dining Week, returning May 30 – June 6. Enjoy three-course meals at \$12.50 for lunch and \$25 or \$35 for

dinner at nearly 40 restaurants. Pick a starter, entrée and dessert from a list of preselected favorites and savor a unique culinary tour of downtown Milwaukee's top steakhouses, bistros and ethnic eateries. Much like Taste & Toast, diners have an opportunity to win hundreds of dollars in gift certificates from restaurants

participating in Downtown Dining Week by completing an online survey.

Come explore or taste your way through the region's best bars, lounges, bistros, restaurants and more. For more information on Taste & Toast and Downtown Dining Week, visit tastetoastmke.com and downtowndiningmke.com.



FUNDING FOR A HOMELESS OUTREACH COORDINATOR UNDERWAY

As part of its Key to Change campaign, Milwaukee Downtown, BID #21 has set a goal of raising \$225,000 to fund a Downtown Homeless Outreach Coordinator for a minimum of three years. Working with Milwaukee County Housing Division, the Downtown Homeless Outreach Coordinator would provide housing and wraparound services to individuals and families living on the streets.

Funding for a Downtown Homeless Outreach Coordinator is one component of the Key to Change campaign. Milwaukee Downtown, BID #21 launched Key to Change in September 2017 to elevate awareness and provide assistance to existing quality of life programs. Through seven retrofitted parking meters, designed to resemble keys, and an online donation platform (keytochangemke.com), the organization has raised more than \$30,000 to date to support Milwaukee County Housing Division's Housing First initiative and funding for a Downtown Homeless Outreach Coordinator.

"The need for a Downtown Homeless Outreach Coordinator becomes more critical during the winter months," said Beth Weirick, CEO of Milwaukee Downtown, BID #21. "It's an emergency situation when we have individuals

and families living on the streets during freezing temperatures. The full-time Downtown Homeless Outreach Coordinator position would enhance and support county and city initiatives, such as Housing First, and be a first respondent to other homeless-related issues."

Housing First is a national model for addressing chronic homelessness that provides housing as the first step toward stabilization. Launched

locally in September 2015 by Milwaukee County Housing Division, homeless individuals are provided permanent housing followed by wraparound services, which range from rehabilitation and counseling to job training and placement. Since launching its Housing First initiative, Milwaukee County Housing Division has successfully placed more than 475 chronically homeless Milwaukeeans into permanent supportive housing. The local



COMMUNITY PROSECUTOR AND

Addressing chronic homelessness and public nuisance behaviors requires a multifaceted approach. Among the solutions for creating a better quality of life for all of downtown's guests and residents is the reappointment of a Downtown Community Prosecutor.

In 2016, the District Attorney assigned a Downtown Community Prosecutor to District 1, but to the dismay of community leaders, the position was eliminated when grant funding expired at the close of 2017. In this short yet productive stint, the Downtown Community Prosecutor demonstrated efficiency and diligence. In short, the position proved to be a missing link.

The Downtown Community Prosecutor was a problem-solver and partner of law enforcement and the community. Rather than arrest our way out of a problem, the role bred collaborations and the successful implementation of Crime Prevention Through

initiative maintains a 96 percent retention rate. Meanwhile, national models demonstrate an 84 percent retention rate.

In addition, Milwaukee County Housing Division housed more than 75 families in Rapid Rehousing. In 2015 when Housing First began, the County placed 338 homeless individuals into housing; meanwhile, 1,415 individuals were counted in the Point in Time homeless survey. Comparatively, in the summer of 2018, the Point in Time survey showed a dramatic decrease to 833 individuals living on the streets. This decline in the city's homeless population is a testament to the success of Housing First and Milwaukee County being on the verge of the largest county in the nation to end chronic homelessness.

"Programs that put an emphasis on housing as a first step toward stabilization are effective, long-term solutions to end homelessness in our community," said James Mathy, housing administrator for Milwaukee County Housing Division. "The success of Housing First and our outreach coordinators' efforts in removing people from the streets have

had a tremendous impact. We look to further this success through our continued partnership with Key to Change and Milwaukee Downtown, BID #21."

Primary responsibilities of the Downtown Homeless Outreach Coordinator would include: (1) identifying and building rapport with homeless individuals living on the streets in downtown Milwaukee; (2) assisting clients in breaking the cycle of homelessness by moving them to permanent housing; and (3) providing individual client support, helping each client to develop a plan to address their barriers, increase their income and maintain permanent housing. In addition, the Downtown Homeless Outreach Coordinator would respond to concerns from police, business owners, residents and downtown visitors.

"Quality of life is a top priority for our downtown stakeholders," said Weirick. "We have a responsibility,



morally and socially, to care for all our neighbors."

Donations to Key to Change can be made through coin deposits at any of the seven meter locations throughout downtown Milwaukee.

Online transactions can also be made at keytochangemke.com. Online donors will receive a tax-deductible receipt and be able to allocate their dollars to one of three programs – funding for a Downtown Homeless Outreach Coordinator, support for the Housing First Endowment Fund or move-in kits for Housing First participants.



HOMELESS OUTREACH COORDINATOR WOULD WORK IN TANDEM

Environmental Design (CPTED) principles to deter crime and public nuisance behaviors and increase public safety.

"It's hard to put into words how valuable that partnership is," said Eric Collins-Dyke, outreach services manager for Milwaukee County Housing Division. "A lot of times we get calls in the downtown area for folks that may or may not be homeless. When we go to them and they're not homeless and it's a legal issue or a criminal issue, it's very difficult for us to discern, so having a community prosecutor to help us with that delineation when someone needs criminal justice intervention is immensely helpful."



Efforts are already underway by Milwaukee Downtown, BID #21 and the Crisis Intervention Team to raise \$300,000, which would reinstate a Downtown Community Prosecutor for a minimum of three years. This role would work in concert with the proposed Downtown Homeless Outreach Coordinator position to round out services. Responsibilities would include identifying the most salient needs and issues and addressing them in an impactful way; developing protocols with the Milwaukee Police Department District 1 Police Commander to document nuisance behaviors; monitoring chronic nuisance offenders and assisting them with resources or, when necessary, issue criminal charges; and continue collaboration and relationship building with various neighborhood associations and businesses.

For additional information or to make a contribution, contact Beth Weirick at bweirick@milwaukeedowntown.com.

GET YOUR AFTERNOON ON A ROLL AT THE DOWNTOWN GO! KART

Milwaukee Downtown, BID #21's latest placemaking initiative, the Downtown GO! Kart, is turning break time into playtime. The rules are simple. Find the Downtown GO! Kart, "check out" one of over 25 classically fun tabletop games and play! Challenge your colleagues, friends or family to a variety of games like Apples to Apples, Scrabble, Chutes and Ladders, Monopoly, chess and checkers.

Located inside the ASQ Center's river skywalk from 11 a.m. to 2 p.m. through April, the Downtown GO! Kart features games for all ages and skill levels. Just ask one of Milwaukee Downtown's friendly Public Service Ambassadors.

When it's time for some fun in the sun, the Downtown GO! Kart will move to the plaza of 310W from May until October. Enjoy the Downtown GO! Kart all year round thanks to our community partners 310W and Plankinton Clover Apartments.



MILWAUKEE DOWNTOWN LAUNCHES NEW WEBSITE

In a digital era, Milwaukee Downtown, BID #21's website, milwaueedowntown.com, has long been a go-to resource for everything downtown. In September, after nearly seven years since its last refresh, the organization launched an entirely new site with fresh content and interactive maps. Developed by Starkmedia, the site seamlessly accommodates the needs of visitors, investors and property owners. From parking tips to available commercial space and an ongoing list of downtown's most unique gems, the site is a digital digest for the latest topics and trends. Check it out if you haven't visited us recently.

And, while you're there, stay connected with us on a monthly basis by subscribing to our e-publications – the e-Ripple Effect, Downtown Hotlist and Real Results.



NEW BID #21 PARTNERSHIPS

Before the close of 2018, Milwaukee Downtown, BID #21 created new alliances with two agencies. Please join us in welcoming our new partners.



MEET BLOCK BY BLOCK

Block by Block, a company that handles downtown management services nationwide, is now managing Milwaukee Downtown's Public Service Ambassador contract. To date, Block by Block has assisted 104 districts across the country in the areas of safety, cleaning, hospitality and outreach services. We're excited to have their expertise at the table. For any issues related to the Public Service Ambassador program, you can continue to reach Steve Basting at sbasting@milwaukeedowntown.com.



MEET WATERSTREET CREATIVE

WaterStreet Creative is a full-service marketing, design and public relations agency. With decades of association and community economic development experience, WaterStreet offers strategic solutions and a wealth of digital resources. They've helped put heads in beds, books on shelves, riders on buses and will now add marketing the hottest destination on the planet to their docket. WaterStreet Creative will implement Milwaukee Downtown's yearlong marketing and public relations plan for all events, branding and retention and recruitment initiatives. For marketing or PR assistance, contact Rachel Farina at rachel@waterstreetcreative.com.

NEW LEADERSHIP FOR DEPARTMENT OF PUBLIC WORKS

Please join Milwaukee Downtown, BID #21 in congratulating Jeff Polenske who was appointed Commissioner of the City of Milwaukee's Department of Public Works late last year. Polenske has been with the Department of Public Works for 28 years and served the last 18 years as City Engineer.

"Being a city engineer for 28 years has given me the opportunity to be in certain situations such as the 2008 and 2010 rain events that led to flooding throughout the city," said Polenske. "We were front and center in dealing with these events and have made significant improvements for future instances of extreme and unexpected weather."



Samir Amin, who oversaw the Transportation Infrastructure division, was named City Engineer. Amin most recently managed the streetcar construction project, but his tenure with the city stretches back to 1989.

Karen Dettmer, formerly the Public Works Coordination Manager for the Department of Works, has been named superintendent of Milwaukee Water Works. Prior to working for the Department of Public Works, Dettmer held various roles with the Department of City Development and Redevelopment Authority.

We wish Jeff, Samir and Karen continued success in their new roles.

WHAT'S FOR DINNER?

DINE DOWNTOWN



THE BREWERY DISTRICT

Best Place

901 W. Juneau Avenue
414.630.1609 | bestplacemilwaukee.com

Glass + Griddle

1130 N. 9th Street
414.988.1551 | glassgriddle.com

Jackson's Blue Ribbon Pub

1203 N. 10th Street
414.276.7271 | jacksonsbrp.com

Milwaukee Brewing Company –

1150 N. 9th Street
414.226.2337 | mkebrewing.com

Pabst Milwaukee Brewery & Taproom

1037 W. Juneau Avenue
414.908.0025 | pabstmkebrewery.com



CATHEDRAL SQUARE DISTRICT

600 EAST Café

600 E. Wisconsin Avenue
844.600.EAST | 600eastcafe.com

Alem Ethiopian Village

307 E. Wisconsin Avenue
414.224.5324
alem-ethiopianvillage.com

Amilinda

315 E. Wisconsin Avenue
414.369.3683 | amilinda.com

Artisan Ramen

530 E. Mason Street
414.888.8800 | artisan-ramen.com

The Astor Bar & Grille

924 E. Juneau Avenue
414.278.8660

Bacchus

925 E. Wells Street
414.765.1166 | bacchusmke.com

Bad Genie

789 N. Jefferson Street
414.810.1670 | badgenie.com

The Belmont Tavern

784 N. Jefferson Street
414.988.6161 | thebelmonttavern.com

Blu – The Pfister Hotel

424 E. Wisconsin Avenue
414.298.3196 | blumilwaukee.com

Bollywood Grill

1038 N. Jackson Street
414.271.8200 | bollywoodgrill.us

Buckley's Restaurant & Bar

801 N. Cass Street
414.277.1111 | buckleymilwaukee.com

Café at The Plaza

1007 N. Cass Street
414.272.0515 | cafeattheplaza.com

Café Calatrava

700 N. Art Museum Drive
414.224.3831 | mam.org

Café at The Pfister

424 E. Wisconsin Avenue
414.390.3878 | thepfisterhotel.com

Carnevor

718 N. Milwaukee Street
414.223.2200 | carnevor.com

Chipotle

600 E. Ogden Avenue
414.223.4710 | chipotle.com

CITY.NET Café

306 E. Wisconsin Avenue
414.336.1723 | citynetjazz.com

Classy Girl Cupcakes

825 N. Jefferson Street
414.270.1877 | classygirlcupcakes.com

County Clare

1234 N. Astor Street
414.272.5273 | countyclare-inn.com

Cousins Subs

324 E. Wisconsin Avenue
414.272.0876 | cousinsubs.com

Cubanitas

728 N. Milwaukee Street
414.225.1760 | getcubanitas.com

Davians 411 Cafe

411 E. Wisconsin Avenue
414.276.3354 | 411.davians.com

Dick's Pizza

730 N. Milwaukee Street
414.272.3425 | dicksmilwaukee.com

Dogg Haus

790 N. Jefferson Street
414.270.3455 | thedogghaus.com
755 N. Water Street
414.226.2664 | thedogghaus.com

Downtown Kitchen

777 E. Wisconsin Avenue
414.287.0303 | downtownkitchenmke.com

East Town Kitchen & Bar

323 E. Wisconsin Avenue
414.847.3162
easttownkitchenandbar.com

Einstein Bros. Bagels

544 E. Ogden Avenue
414.276.9888 | einsteinbros.com

Elsa's on the Park

833 N. Jefferson Street
414.765.0615 | elsas.com

Flannery's Bar & Restaurant

425 E. Wells Street
414.278.8586 | flannerysmilwaukee.com

Freshii

250 E. Wisconsin Avenue
414.921.0819 | freshii.com

Harbor House

550 N. Harbor Drive
414.395.4900 | harborhousemke.com

Indulge

708 N. Milwaukee Street
414.390.9463 | getindulge.com

Jamba Juice

544 E. Ogden Avenue
414.800.7991 | jambajuice.com

Jersey Mike's

544 E. Ogden Avenue
414.539.3253 | jerseylikes.com

Java Corner Cafe

731 N. Jackson Street
414.847.0033

Jimmy John's

1425 N. Jefferson Street
414.347.1234 | jimmyjohns.com

The Knick

1030 E. Juneau Avenue
414.272.0011 | theknickrestaurant.com

Lucid Light Lounge

729 N. Milwaukee Street
414.431.5557 | lucidmke.com

Mason Street Grill

425 E. Mason Street
414.298.3131 | masonstreetgrill.com

Milwaukee Garden Grille

611 N. Broadway
414.271.6611
hiltongardeninmilweekee.downtown.com

Monica's On Astor

1228 N. Astor Street
414.765.9402

My Office

763 N. Milwaukee Street
414.276.9646



Noodles & Company

544 E. Ogden Avenue
414.273.9705 | noodles.com

Oak & Shield Pub

600 E. Ogden Avenue
414.988.9982 | oakandshieldpub.com

Ouzo Cafe

776 N. Milwaukee Street
414.272.6896 | ouzocafe.com

Panera Bread

600 E. Ogden Avenue
414.224.0200 | panerabread.com

Pastiche at the Metro

411 E. Mason Street
414.225.3270 | pastichebistro.com

The Phoenix Cocktail Club

785 N. Jefferson Street
414.539.5918 | thephoenixmke.com

Pita Pit

231 E. Wisconsin Avenue
414.930.0910 | pitapitusa.com

Plum Lounge

780 N. Jefferson Street
414.210.3236 | plumlounge.com

Rare Steakhouse

833 E. Michigan Street
414.273.7273
milwaukee.raresteakandseafood.com

Real Chili

419 E. Wells Street
414.271.4042 | realchilimilwaukee.com

Red June Café

773 N. Jefferson Street
414.800.7906 | redjunemke.com

Sababa Cafe

330 E. Kilbourn Avenue
414.224.9505 | sababamilwaukee.com

Shah Jee's

770 N. Jefferson Street
414.271.5354 | sahjees.net

The Soup House

324 E. Michigan Street
414.277.7687 | souphousemke.com

The Soup Market

111 E. Kilbourn Avenue
414.727.0700 | soupmarket.com

SportClub

750 N. Jefferson Street
414.808.1588 | sportclubmke.com

Stella Van Buren

550 N. Van Buren Street
414.847.5622 | stellavanburen.com

Starbucks

544 E. Ogden Avenue
414.221.9099 | starbucks.com
323 E. Wisconsin Avenue
414.278.5999 | starbucks.com
720 E. Wisconsin Avenue
414.208.7346 | starbucks.com

Subway

506 E. Mason Street
414.273.1677 | subway.com
1200 N. Van Buren Street
414.220.4555 | subway.com

Swingin' Door Exchange

219 E. Michigan Street
414.276.8150
swingindoorexchange.com

Taco Bar MKE

782 N. Jefferson Street

Taylor's

795 N. Jefferson Street
414.271.2855 | taylorsofmilwaukee.com

Third Coast Provisions

724 N. Milwaukee Street
414.323.7434 | thirdcoastprovisions.com

This Is It

418 E. Wells Street
414.278.9192 | thisisitbar.com

Ward's House of Prime

540 E. Mason Street
414.223.0135 | wardshouseofprime.com

Zarletti

741 N. Milwaukee Street
414.225.0000 | zarletti.net

Zoup!

1433 N. Jefferson Street
414.944.7500 | zoup.com



Avenue Bar & Grill

611 W. Wisconsin Avenue
414.271.7327

BB's (Build a Breakfast – Build a Burger)

633 W. Wisconsin Avenue
414.270.1070 | bbmilwaukee.com

Benihana Japanese Steakhouse

850 N. Plankinton Avenue
414.270.0890 | benihana.com

Bistro/Bar 333

333 W. Kilbourn Avenue
414.270.6130

Brew City MKE Bar & Beer Exhibit

275 W. Wisconsin Avenue
414.273.8288 | brewcitymilwaukee.com

The Café – Hilton Milwaukee

509 W. Wisconsin Avenue
414.271.7250 | hiltonmilwaukee.com

The Capital Grille

310 W. Wisconsin Avenue
414.223.0600 | thecapitalgrille.com

DOC's Commerce Smokehouse

754 Vel R. Phillips Avenue
414.935.2029 | docsbbq.net

Domino's Pizza

719 W. Wisconsin Avenue
414.271.8990 | dominos.com

Dunkin' Donuts

622 W. Wisconsin Avenue
414.347.1599 | dunkindonuts.com

Gyro MKE

700 W. Wisconsin Avenue
414.273.4976

Major Goolsby's

340 W. Kilbourn Avenue
414.271.3414 | majorgoolsbys.com

Miller Time Pub & Grill

509 W. Wisconsin Avenue
414.271.2337
millertimepubandgrill.com

Milwaukee ChopHouse

633 N. 5th Street
414.226.2467 | chophouse411.com

Mo's – A Place For Steaks

720 N. Plankinton Avenue
414.272.0720 | mosaplaceforsteaks.com

Mo's Irish Pub

142 W. Wisconsin Avenue
414.272.0721 | mosirishpub.com

Monarch Lounge

Hilton Milwaukee City Center
509 W. Wisconsin Avenue
414.271.7250 | hiltonmilwaukee.com

R Cafe

814 W. Wisconsin Avenue
414.286.2005 | rcafeonline.com

Starbucks

509 W. Wisconsin Avenue
414.390.1804 | starbucks.com

The Stone Creek Coffee Factory

422 N. 5th Street
414.431.2157 | stonecreekcoffee.com

Xankia

222 W. Wells Street
414.817.0241 | banhminhuy.com



OLD WORLD THIRD STREET DISTRICT

1983 Arcade Bar

1110 N. Old World Third Street
262.949.6903 | 1983mke.com

Ale Asylum Riverhouse

1110 N. Old World Third Street
414.269.8700 | riverhousemke.com

Brick 3 Pizza

1107 N. Old World Third Street
414.224.6040 | brick3pizza.com

Brunch

800 N. Plankinton Avenue
414.210.5381 | brunchmke.com

Buck Bradley's Saloon & Eatery

1019 N. Old World Third Street
414.224.8500 | buckbradleys.com

Burgerim

– Coming Soon!

1001 N. Old World Third Street
burgerim.com

Cantina Milwaukee

1110 N. Old World Third Street
414.897.8137 | cantinamilwaukee.com

Calderone Club

842 N. Old World Third Street
414.273.3236 | calderoneclub.net

Carson's

301 W. Juneau Avenue
414.223.3311 | ribs.com

George Webb Restaurant

812 N. Old World Third Street
414.278.0225 | georgewebb.com

The King & I

830 N. Old World Third Street
414.276.4181 | kingandirestaurant.com

The Loaded Slate

1137 N. Old World Third Street
414.273.5700 | theloadedslate.com

Mader's German Restaurant

1041 N. Old World Third Street
414.271.3377 | madersrestaurant.com

Milwaukee Brat House

1013 N. Old World Third Street
414.273.8709
milwaukeebrathouse.com

Oak Barrel Public House

1033 N. Old World Third Street
414.897.8320 | oakbarrelmilwaukee.com

Old German Beer Hall

1009 N. Old World Third Street
414.226.2728 | oldgermanbeerhall.com

Point Burger Express

322 W. State Street
414.488.8315 | pointburgerexpress.com

Potbelly Sandwich Shop

135 W. Wisconsin Avenue
414.226.0014 | potbelly.com

The Pub Club

1103 N. Old World Third Street
414.988.5000
mke.thepubclubmilwaukee.com

Punch Bowl Social – Coming Soon!

320 W. Highland Avenue

Red, White & Blue

1044 N. Old World Third Street
414.226.6044
mke.redwhitebluebar.com

San Giorgio Pizzeria Napoletana

838 N. Old World Third Street
414.276.2876 | sangiorgiopizza.com

Stone Creek Coffee

275 W. Wisconsin Avenue
414.298.9965 | stonecreekcoffee.com

Tavern at Turner Hall

1034 Vel R. Phillips Avenue
414.346.0800 | tavernmke.com

Trio 1023

1023 N. Old World Third Street
414.800.6240 | trio1023.com

Truth Lounge

1111 N. Old World Third Street
414.581.5540

Ugly's Pub

1125 N. Old World Third Street
414.763.3852 | uglysmke.com

Uber Tap Room

1048 N. Old World Third Street
414.755.2424 | ubertaproom.com

w xyz bar – Aloft Milwaukee Downtown

1230 N. Old World Third Street
414.226.0122
aloftmilwaikedowntown.com

Who's on Third

1007 N. Old World Third Street
414.897.8373 | whosonthirdmke.com



SCHLITZ PARK DISTRICT

Birch + Butcher

459 E. Pleasant Street
414.323.7372 | birchandbutcher.com

The Brown Bottle

221 W. Galena Street
414.539.6450 | brownbottlemke.com

Coffee With A Conscience

1555 N. Rivercenter Drive
414.659.5365
coffeewithaconscience.net



For information on Taste & Toast and Downtown Dining Week, visit tastetoastmke.com and downtowndiningmke.com.





WATER STREET DISTRICT

- AJ Bombers**
1247 N. Water Street
414.221.9999 | ajbombers.com
- Alderaan Coffee**
1560 N. Water Street
414.395.9955 | alderaancoffee.com
- The Angry Taco**
753 N. Water Street
414.800.7785 | angrytacomke.com
- Bar Louie**
1114 N. Water Street
414.847.1492 | barlouie.com
- BarNone**
1139 N. Water Street
414.226.6969 | barnonemilwaukee.com
- Brothers Bar & Grill**
1213 N. Water Street
414.224.1690 | brothersbar.com
- BrownStone Social Lounge**
524 N. Water Street
414.210.4824
brownstonesociallounge.com
- Buffalo Wild Wings Grill & Bar**
1123 N. Water Street
414.277.0293 | buffalowildwings.com
- China Gourmet**
117 E. Wells Street
414.272.1688 | china-gourmet.com

- The Coffee Bean**
624 N. Water Street
414.276.2233 | thecoffeebeanmke.com
- Colour Palate**
789 N. Water Street
414.395.3164 | colourpalate.com
- District on Water**
628 N. Water Street
414.252.0145 | districtmke.com
- Duke's on Water**
158 E. Juneau Street
414.274.7204
- Dunkin' Donuts**
111 E. Wisconsin Avenue
414.224.7924 | dunkindonuts.com
- Fire On Water**
518 N. Water Street
414.291.4411
fireonwaterstreet.com
- FORE! Milwaukee**
530 N. Water Street
414.272.FORE | foremilwaukee.com
- Fusion Sushi & Deli**
100 E. Wisconsin Avenue
414.224.6330
- Grassroots Salad Company**
607 N. Water Street
414.249.4464 | ieatgrassroots.com
- Harp Irish Pub**
113 E. Juneau Avenue
414.289.0700 | theharpirishpub.com
- Ian's Pizza**
146 E. Juneau Avenue
414.727.9200 | ianspizza.com
- Jimmy John's**
767 N. Water Street
414.227.1166 | jimmyjohns.com

- McGillycuddy's**
1135 N. Water Street
414.278.8888
mcgillycuddysmilwaukee.com
- Pier 106**
106 W. Wells Street
414.273.7678 pier106seafoodtavern.com
- Pizano's Milwaukee**
1154 N. Water Street
414.277.1777 | pizanoschicago.com
- Pourman's Pub**
1127 N. Water Street
262.207.4179
- Qdoba Mexican Grill**
1150 N. Water Street
414.389.8744 | qdoba.com
- Red Rock Saloon**
1227 N. Water Street
414.431.0467 | redrockmilwaukee.com
- Rock Bottom Restaurant & Brewery**
740 N. Plankinton Avenue
414.276.3030 | rockbottom.com
- Rodizio Grill**
777 N. Water Street
414.431.3106 rodiziogrill.com/milwaukee
- Rogues Gallery**
134 E. Juneau Avenue
414.763.1102 | roguesgallerymke.com
- Rumpus Room**
1030 N. Water Street
414.292.0100 | rumpusroommke.com
- SafeHouse**
779 N. Front Street
414.271.2007 | safe-house.com
- Scooter's Pub**
154 E. Juneau Avenue
414.274.7201

- Starbucks**
920 N. Water Street
414.272.0232 | starbucks.com
- Subway**
710 N. Plankinton Avenue
414.212.8495 | subway.com
- Trinity Three Irish Pubs**
125 E. Juneau Avenue
414.278.7033 | trinitythreeirishpubs.com
- Vagabond**
1122 N. Edison Street
414.223.1122 | vagabondmke.com
- Waterfront Deli**
761 N. Water Street
414.220.9300
milwaukee waterfrontdeli.com
- Water Street Brewery**
1101 N. Water Street
414.272.1195 | waterstreetbrewery.com



MILWAUKEE DOWNTOWN SCORES INTERNATIONAL DOWNTOWN ACHIEVEMENT AWARD

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



"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."

Milwaukee Downtown, BID #21 continues to strive for creating a clean, safe and fun downtown by engaging in efforts, like "The Year of Wisconsin Avenue," to build downtown as the thriving, sustainable, innovative and vibrant heart of the community.



Milwaukee Downtown, BID #21
600 East Wells Street - Milwaukee, WI 53202
414.220.4700 - MilwaukeeDowntown.com



LOVE ENDURES IN MILWAUKEE

Indiana sculpture to be permanently installed outside Milwaukee Art Museum

Sculpture Milwaukee's legacy in downtown Milwaukee is continuing to leave a permanent impact. Robert Indiana's iconic sculpture, *American LOVE*, will be coming to the lakefront as part of the Milwaukee Art Museum's Collection, thanks to the gift of an anonymous donor through the Greater Milwaukee Foundation.

The sculpture was previously on display during Sculpture Milwaukee 2018 in front of Northwestern Mutual Tower & Commons on Wisconsin Avenue. The work will be installed near the Milwaukee Art Museum's East End patio, facing Lake Michigan, when the ground thaws in the spring.

"This piece by Robert Indiana was one of the most popular stops by locals and visitors alike over the summer," said Marilu Knode, director of exhibitions and programs for Sculpture Milwaukee. "We are so glad the piece will remain in Milwaukee at the Museum. Being able to add this work to our community demonstrates the impact that Sculpture Milwaukee can have on the artistic and cultural landscape of the city."

American LOVE is one of three Sculpture Milwaukee works that have been gifted to the community. Tony Cragg's *Mixed Feelings*, 2012, was installed outside City Hall in the spring of 2018, and Michelle Grabner's *Untitled*, 2017, was positioned near the Third Ward's RiverWalk last fall. Additional sculptures from the exhibition have been purchased for private collections. *American LOVE* will join a number of works by Robert Indiana in the Milwaukee Art Museum's Collection, including early color screen prints and lithographs, and an important early wood sculpture.

Sculpture Milwaukee 2019 will return to Wisconsin Avenue this summer. For info, visit sculpturemilwaukee.com.

Robert Indiana © Morgan Art Foundation Artists Rights Society (ARS) New York