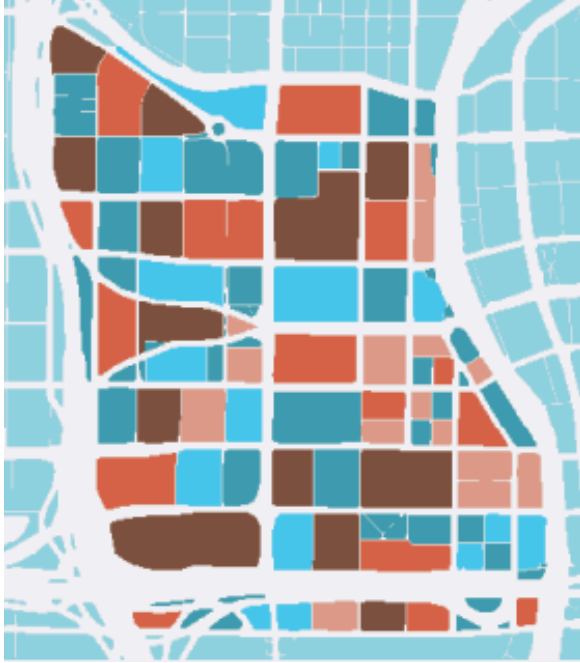




# WELCOME TO WESTTOWN

Nestled in Milwaukee's central business district west of the Milwaukee River is the bustling downtown neighborhood of Westtown. Over the last decade, Westtown has undergone a renaissance and is alive with new commercial developments, a booming residential base and exciting attractions all driving significant economic growth.

Westtown Association is a non-profit business association focused on championing the economic and social development in the neighborhood. As an organization, we work tirelessly to promote, program and enhance our district through special events, business outreach and economic growth initiatives.



*Together we can champion growth, development and diversity, and help drive the discovery of the Westtown neighborhood in downtown Milwaukee.*

## MISSION

Champion social and economic development of the Westtown neighborhood through special events, business resources, advocacy and growth initiatives to improve the quality of life and vitality of the community.

## VISION

Lead increased tax base, residential population, commercial businesses, entertainment options, visitors and revenue for the organization, making Westtown the dynamic cultural heart of downtown Milwaukee.

## BOARD OF DIRECTORS

Westtown's Board of Directors are a dedicated group of key decision makers of major businesses and venues located in the Westtown neighborhood.

### **JEFF SHERMAN - PRESIDENT\***

GOOD KARMA BRANDS

### **COURTNEY MORRIS - VICE-PRESIDENT**

HEMPEL REAL ESTATE

### **BOBBY WILTGEN- TREASURER**

CREAM CITY CONCEPTS

### **KIM GUERRERO - SECRETARY**

COLLIERS

### **MIKE KENNEY - PAST PRESIDENT**

REIMAGINED PARKING

### **MICHELLE HAIDER**

VISIT MILWAUKEE

### **JOHN HENNESSY\***

ST. JAMES COURT APARTMENTS

### **JOAN JOHNSON**

MILWAUKEE PUBLIC LIBRARY

### **NICK KOTSONIS**

CRIVELLO, NICHOLS & HALL S.C.

### **PAT KRESSIN**

GRAEF-USA

### **LISA KURSZEWSKI\***

ZILBER PROPERTY GROUP

### **MELISSA LUKIC\***

HILTON MILWAUKEE CITY CENTER

### **MICHELLE MATTSON\***

WEC ENERGY GROUP

### **MEG MCKENNA**

CG SCHMIDT

### **KELSEY OTERO\***

MARQUETTE UNIVERSITY

### **TRACIE PARENT**

KAHLER SLATER

### **DAN ROSENFELD**

MID-AMERICA REAL ESTATE

### **SAMIR SIDDIQUE**

WISCONSIN AVENUE PROPERTY

*\*BID #5 BOARD MEMBERS*

### **MARTY BROOKS**

WISCONSIN CENTER DISTRICT

### **SUSAN ERTEL**

310W

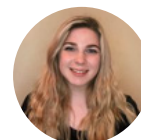
## STAFF



**STACIE CALLIES**  
EXECUTIVE DIRECTOR



**MEGAN KUJAWA**  
MARKETING & EVENTS  
DIRECTOR



**ANNIKA EINERTSON**  
PROGRAM & MARKETING  
ASSISTANT



# MILWAUKEE NIGHT MARKET

## MILWAUKEE NIGHT MARKET

WEDNESDAYS JUNE 26, JULY 24, AUG. 14 & SEPT. 11

WEST WISCONSIN AVE. BETWEEN 2ND ST. & VEL R. PHILLIPS AVE.

The Milwaukee Night Market is a free, outdoor event offering a wide variety of experiences, attracting over 30,000 individuals of all ages and backgrounds each night. With over 100 diverse, local vendors, artists and performers, the Night Market brings an exciting fusion of all the city has to offer right to West Wisconsin Avenue.







**56TH SHAMROCK CLUB OF WISCONSIN ST. PATRICK'S DAY PARADE**  
SATURDAY, MARCH 9 | NOON  
DOWNTOWN MILWAUKEE

Each March, Wisconsin's oldest and largest St. Patrick's Day celebration travels down West Wisconsin Avenue and through the Old World Third Street and Water Street Entertainment Districts. This family-friendly event draws 20,000 spectators to downtown and features over 100 parade units including bagpipers, Irish dancers, floats from community groups and businesses, local dignitaries and more.



**11TH ANNUAL WESTOWN GOLF OPEN**  
MONDAY, SEPTEMBER 23 | 10AM  
IRONWOOD GOLF COURSE

Join the dozens of businesses, residents and general Westown enthusiasts for a day on the links while also raising money to support our mission of creating a more vibrant downtown. Each year, golfers enjoy food, games, raffle prizes and silent auction items while fostering relationships with neighborhood stakeholders.





## MEMBERSHIP BENEFITS

Westown Association is made up of a collective of diverse members who share the common goal of promoting the neighborhood as an attractive and thriving community.

As the unifying entity, Westown Association is instrumental in bringing key stakeholders together and being a catalyst for positive change and growth.

Westown Association is focused on collaborating with various businesses and organizations to support our members in numerous ways including extending a member's promotional reach, providing exclusive networking opportunities and advocating on behalf of our members on important issues impacting the neighborhood. This is all done with the goal of strengthening the position of our members, thus creating a vibrant and flourishing neighborhood where people live, work and play.



## STAKEHOLDER ADVOCACY

- Focus on issues that impact the quality of life, business environment and perception of downtown Milwaukee such as parking, transportation, economic development, licensing, nuisance issues and public safety
- Host informational meetings to educate our stakeholders, giving you the opportunity to learn more about different private developments and public infrastructure projects happening in Westown
- Work closely with various community partners including MPD, DPW, DCD, The Hop and MCTS to communicate details on public safety, street closures, parking restrictions, construction and other information impacting Westown's businesses, residents and property owners

## MARKETING & NETWORKING SUPPORT

- Opportunities to promote your business through Westown's email newsletters, social media channels & events
- Business listing on the membership directory on [westown.org](http://westown.org)
- Invitations to exclusive Westown events including mixers, Westown's Annual Meeting, VIP parties & more to network with downtown's prominent leaders
- Subscription to Westown's monthly eWire & event newsletters to be the first to know about things happening in the neighborhood



## 2024 MEMBERSHIP OPPORTUNITIES

<b>Category</b>	<b>Rate</b>	<b>Description</b>
Downtown Resident	\$30	Individual(s) living in downtown Milwaukee invested in the development in the Westown neighborhood. <i>Applies to the entire household.</i>
Community Organization	\$85	Arts, human services, faith-based institutions & community organizations holding 501(c)3 status or 508(c)1A that are located in downtown Milwaukee.
Westown Business	\$280	Independent businesses located in the Westown neighborhood with retail, restaurant or office space. <i>Applies to individual businesses. If you own/manage multiple businesses, each requires a separate membership.</i>
Downtown Partner	\$300	Businesses located outside of the Westown boundaries, but are invested in the development of the neighborhood.
Parking Operator	\$650	Parking operators managing one or more parking lots/structures in the Westown neighborhood.
Hotel	\$2/Room*	Hotel owners/operators located in the Westown neighborhood. <i>Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.</i>
Residential Building	\$3/Unit*	Apartment or residential condo association located in the Westown neighborhood. <i>Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.</i>
Commercial Property	\$835	Owners/managers of a commercial property located in the Westown neighborhood. <i>Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.</i>
Educational & Governmental Property	\$835	Public/private schools & universities; Properties owned by local, state or federal governmental entities.

**Westown Neighborhood Boundaries:** *The Milwaukee River on the east, Interstate-43 on the west, McKinley Avenue on the north and St. Paul Avenue on the south.*

*\*Maximum rate is capped at \$835 per property.*

*Memberships are annual; renewal notices are mailed each January.*



## 2023 WESTOWN ASSOCIATION MEMBERS

310W	Hampton Inn & Suites	North Wells Capital
3L Real Estate	Hilton Milw. City Center	Oak Barrel Public House
735 West	Howl at the Moon	Old German Beer Hall
740 North	Hyatt Regency Milwaukee	Reliable Water Services
Abacus Architects	Interstate Parking	RWB Milwaukee
Aloft Milw. Downtown	Kahler Slater	Saz's Hospitality Group
ASQ	Keith Kalberer	SP Plus
The Avenue	Claude & Sue Kraczyk	The Spice House
Bartels Management	Kujawa Enterprises, Inc.	SpringHill Suites
Beer Capitol	Library Hill LLC	St. James 1868
Best Place at Pabst	Adam Lilley	St. James Court APTS.
Big Brothers Big Sisters	Maders German Restaurant	Sunset Investors
Boston Lofts	Marquette University	Third Street Tavern
Brewhouse Inn & Suites	Mid-America Real Estate	Ticket King
Buck Bradley's	Midwest Sales & Marketing	The Trade Hotel
The Buckler	Milwaukee Admirals	Uncle Buck's
John Burke	Milwaukee Brat House	Urban Innovations
Calderone Club	Milw. County Historical Society	Usinger's
Cambria Hotel Milw.	Milwaukee Downtown, BID #21	VISIT Milwaukee
The Capital Grille	Milwaukee Public Library	David Walker
Community Advocates	Milwaukee Public Museum	WEC Energy Group/Wispark
Courtyard by Marriott	Milwaukee River Cruise Line	Who's On Third
Crivello Carlson S.C.	MKE Benefits, LLC.	Wisconsin Ave. Property
Cyreia Sandlin	MMAC	Wisconsin Center District
Doubletree Hotel Milw.	Mo's Restaurants	Wisconsin Club
Findorff	Cindy Moran	Wisconsin Policy Forum
Gardner Builders	Thomas Nackers	Wisconsin Tower Condo Assoc.
GRAEF	North Shore Bank	Zilber Property Group
Gregg & Lisa Hablewitz		



# SPONSORSHIP OPPORTUNITIES



## WHY SPONSOR?

Westown Association produces award-winning community events for the neighborhood such as the Milwaukee Night Market and Milwaukee St. Patrick's Day Parade which attract tens of thousands of people to downtown Milwaukee each year. We want you to be part of the excitement. Our sponsorship packages offer plenty of opportunities to showcase your brand to our growing Westown community.

Westown can tailor any sponsorship proposal to successfully meet your business's goals. Depending on the sponsorship level, our benefits typically include but are not limited to:


- Logo or name recognition on brochures, [mkenightmarket.com](http://mkenightmarket.com), [westown.org](http://westown.org), social media posts, email newsletters, event signage and print/digital advertising
- Opportunity for on-site activation to distribute branded items, sample product and engage with the community
- Access to the VIP areas to network with Milwaukee power brokers

## HOW CAN I GET INVOLVED?

Westown Association is looking for partners & sponsors for the following events:

- 56th Shamrock Club of Wisconsin St. Patrick's Day Parade
- Milwaukee Night Market
- 11th Annual Westown Golf Open
- Westown Annual Meeting


For more information on sponsorship opportunities:

 Stacie Callies, Executive Director

 [stacie@westown.org](mailto:stacie@westown.org)

 414.276.6696

 [westown.org](http://westown.org)

 310 W Wisconsin Avenue, Suite 1450E  
Milwaukee, WI 53203