



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.

ABOUT WESTOWN



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

MISSION

Champion social and economic development of the Westown 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 Westown the dynamic cultural heart of downtown Milwaukee.

BOARD OF DIRECTORS

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

MARTY BROOKS
WISCONSIN CENTER DISTRICT

JAKE DEHNE
RWB MILWAUKEE, LUCKY CLOVER IRISH PUB, 90S2K CAFE

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310W

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

SAMIR SIDDIQUE
WISCONSIN AVENUE PROPERTY

**BID #5 BOARD MEMBERS*

STAFF



STACIE CALLIES
EXECUTIVE DIRECTOR



MEGAN KUJAWA
MARKETING & EVENTS
DIRECTOR



ABBEY FALK
PROGRAM & MARKETING
COORDINATOR

MILWAUKEE NIGHT MARKET

MILWAUKEE NIGHT MARKET

WEDNESDAYS JUNE 11, JULY 16, AUG. 13 & SEPT. 10

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 25,000 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.





57TH SHAMROCK CLUB OF WISCONSIN ST. PATRICK'S DAY PARADE
SATURDAY, MARCH 15 | 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.



12TH ANNUAL WESTOWN GOLF OPEN
MONDAY, SEPTEMBER 22 | 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
- 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

MEMBERSHIP OPPORTUNITIES

Category	Rate	Description
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.

2024 WESTOWN ASSOCIATION MEMBERS

310W	Kahler Slater	Riverfront Lofts
735 West	Mike & Paula Kenney	RiverWalk Lofts
Aloft Milwaukee Downtown	Claude & Sue Krawczyk	RWB Milwaukee
American Society for Quality	Kroll Salkin Corp.	Saz's Hospitality Group
The Avenue	KEI Landscape	SP Plus
Beer Capitol Distributing Co.	Library Hill Apartments	SpringHill Suites
Best Place at Pabst Brewery	Adam Lilley	St. James 1868
Big Brothers Big Sisters MKE	Lucky Clover Irish Pub	St. James Court Historic Apts.
Brewhouse Inn & Suites	Mader's German Restaurant	State Street Pizza Pub
The Buckler	Marquette University	The Trade Hotel
John Burke	MIAD Gallery at The Ave	Third Street Tavern
Calderone Club	Mid-America Real Estate	Ticket King
The Capital Grille	Milwaukee Admirals	Two Birds Event Group
Cawker Condo Association	Milwaukee Brat House	Uncle Buck's on Third
CG Schmidt	Milwaukee County Historical Society	United Performing Arts Fund
Colliers	Milwaukee Downtown, BID #21	Urban Innovations
Crivello, Nichols & Hall S.C.	Milwaukee Public Library	Usinger's Famous Sausage
DoubleTree by Hilton	Milwaukee Public Museum	VISIT Milwaukee
Edelweiss Cruises & Boat Tours	Milwaukee Symphony Orchestra	David Walker
Findorff	MKE Benefits, LLC	WEC Energy Group
Gardner Builders	MMAC	Who's On Third
GRAEF	Mo's Irish Pub	Wisconsin Avenue Property
Guest House of Milwaukee	Cindy Moran	Wisconsin Center District
Gregg & Lisa Hablewitz	Mueller Communications, LLC	Wisconsin Club
Hilton Milwaukee City Center	Laura Nasgowitz	Wisconsin Policy Forum
Hyatt Regency Milwaukee	Oak Barrel Public House	Wisconsin Tower Condo Assoc.
Interstate Parking	Old German Beer Hall	Zilber Property Group
The Journal Commons	Old National Bank	

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, 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:

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


For more information on sponsorship opportunities:

 Stacie Callies, Executive Director

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 westown.org

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