

WELCOME TO WESTOWN

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

Westown 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 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

*BID #5 BOARD MEMBERS

MARTY BROOKS

WISCONSIN CENTER DISTRICT

JAKE DEHNE

RWB MILWAUKEE, LUCKY CLOVER IRISH

PUB, 90S2K CAFE

SUSAN ERTEL

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

STAFF



STACIE CALLIES
EXECUTIVE DIRECTOR



MEGAN KUJAWA MARKETING & EVENTS DIRECTOR



ABBEY FALKPROGRAM & MARKETING
COORDINATOR

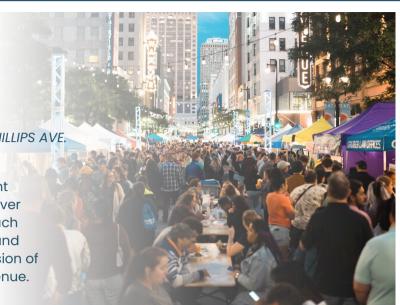


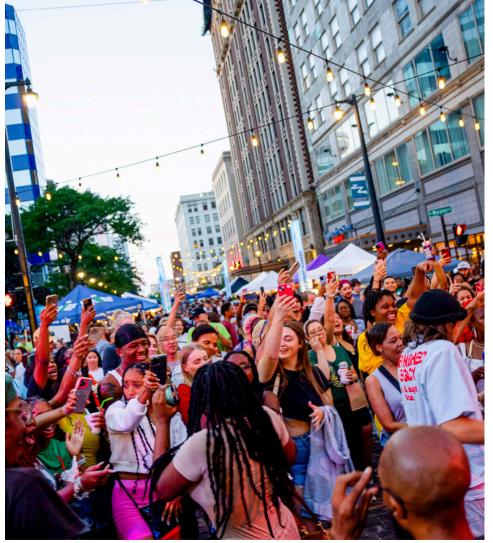
MILWAUKEE NIGHT MARKET

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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.















12TH ANNUAL WESTOWN GOLF OPEN

MONDAY, SEPTEMBER 22 | 10AM IRONWOOD GOLF COURSE

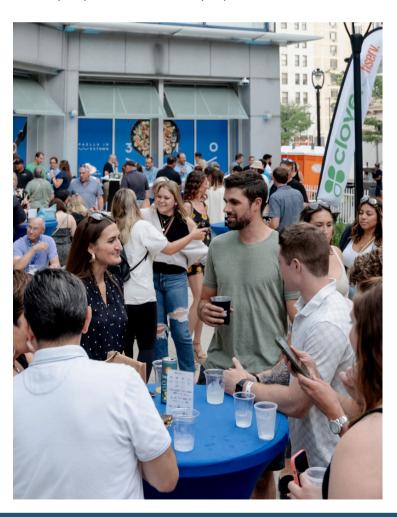
Join the dozens of businesses, residents and general Westown enthusiasts for a day on the links while also raising money to support our mission of creating a more vibrant downtown. Each year, golfers enjoy food, games, raffle prizes and silent auction items while fostering relationships with neighborhood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



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



<u>Category</u> Downtown Resident	Rate \$30	Description Individual(s) living in downtown Milwaukee invested in the development in the Westown neighborhood. Applies to the entire household.
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. Applies to individual businesses. If you own/manage multiple businesses, each requires a separate membership.
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. Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.
Residential Building	\$3/Unit*	Apartment or residential condo association located in the Westown neighborhood. Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.
Commercial Property	\$835	Owners/managers of a commercial property located in the Westown neighborhood. Applies to an individual property. If you own/manage multiple properties, each requires a separate membership.
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.

Memberships are annual; renewal notices are mailed each January.



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

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 SP Plus **KEI Landscape** 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 Third Street Tavern John Burke MIAD Gallery at The Ave 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. Usinger's Famous Sausage Milwaukee Public Library DoubleTree by Hilton Milwaukee Public Museum **VISIT Milwaukee Edelweiss Cruises & Boat Tours David Walker** Milwaukee Symphony Orchestra 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

Laura Nasgowitz

Oak Barrel Public House

Old German Beer Hall

Old National Bank

Hilton Milwaukee City Center

Hyatt Regency Milwaukee

The Journal Commons

Interstate Parking

Wisconsin Policy Forum

Zilber Property Group

Wisconsin Tower Condo Assoc.















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



stacie@westown.org



414.276.6696



westown.org



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