



Milwaukee Downtown, Business Improvement District #21
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Wish List MKE promotes shopping local this holiday season and downtown's available commercial lease spaces

MILWAUKEE, Wis. (November 21, 2017) – In a collaborative effort, Milwaukee Downtown, BID #21 and Retailworks, Inc. have unveiled window displays in vacant storefronts, as part of a new downtown retail campaign called Wish List MKE.

The campaign promotes shopping locally this holiday season, including supporting downtown's collection of brick-and-mortar retailers and Milwaukee's growing economy of online retailers. In addition, organizers hope to lure new retailers into the district by showcasing downtown's available commercial lease spaces in a new way.

“Our intention is to provide Milwaukee's growing scene of online-based retailers with a temporary platform that could later develop into a permanent brick-and-mortar business in our downtown,” said Beth Weirick, CEO of Milwaukee Downtown, BID #21. “The new window displays add vibrancy to the pedestrian experience, and truly will surprise and delight our thousands of holiday shoppers this season.”

The five window displays include:

- Fyxation Bicycle Company, Germania Building, 135 W. Wells Street
- Linda Marcus Design, The Iron Block Building, 205 E. Wisconsin Avenue
- The Mini Classy, The Iron Block Building, 205 E. Wisconsin Avenue
- Milwaukee Holiday Lights Festival Ornament Collection, 759 N. Water Street
- Wander & Co., Colby Abbot Building, 579 N. Water Street

In addition, Milwaukee Downtown is launching a social media promotional campaign in conjunction with the Wisconsin Economic Development Corporation. The statewide campaign will feature small businesses Nov. 29 – Dec. 10, 2017. Watch for Milwaukee's very own Billie the Brownie popping up at 12 storefronts. Post a photo of Billie using #mkeholidaylights and enter to win a downtown holiday shopping spree valued at \$600.

The 12 participating businesses in the social media campaign include:

- Althea’s Fine Lingerie, 777 N. Jefferson Street
- Allen Edmonds, 424 E. Wisconsin Avenue
- Classy Girl Cupcakes, 825 N. Jefferson Street
- Fyxation Bicycle Company Pop-Up Storefront, 135 W. Wells Street
- The Mini Classy Pop-Up Storefront, 205 E. Wisconsin Avenue
- The Sophisticated Man, 322 E. Wisconsin Avenue
- Kesslers Diamonds, 450 E. Mason Street
- Luci’s Boutique, 706 N. Milwaukee Street
- Morning Glory Gallery, 929 N. Water Street
- Planet Bead, 710 N. Milwaukee Street
- Wander & Co. Pop-Up Storefront, 759 N. Milwaukee Street
- Urban Milwaukee, 755 N. Milwaukee Street

“The holiday shopping season is vital to the well-being of Wisconsin’s 68,000 retail and hospitality businesses,” said Eric Ness, SBA’s Wisconsin District Director. “The US Small Business Administration is proud to work with Milwaukee Downtown, BID #21 to make 2017’s season even more successful.”

For more information on Wish List MKE, visit www.wishlistmke.com.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21 is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown. More info is available at www.milwaukeedowntown.com.

About Retailworks, Inc.

Retailworks, Inc. is an award-winning branding, design and display firm headquartered in Milwaukee. The company creates engaging, branded environments and thought-provoking and intentional art and display installations to positively influence the customer experience.