Nestled in the central business district west of the Milwaukee River you will find the bustling downtown Milwaukee neighborhood of Westown. With many attractions including Historic Old World Third Street, The Brewery District, the Milwaukee Riverwalk, professional sporting events, major cultural institutions and more, you’ll surely find no shortage of dining, entertainment and hotels.

Westown Association is a non-profit business association focused on championing the economic and social development in the Westown neighborhood. As an organization, we work hard to promote, program and enhance our neighborhood through special events, business outreach and economic development initiatives that help build a thriving downtown community.
On behalf of the staff and board of Westown Association, BID #5, thank you for your ongoing support of our mission, especially during an unprecedented year.

2020 was meant to be “the year of Westown,” with high expectations surrounding the Democratic National Convention, grand openings of flagship properties, exciting events and their promising impacts for neighborhood stakeholders. However, all that excitement was brought to a halt in early March due to the COVID-19 pandemic.

As Westown Association adapted to the new reality, we continued to advocate for our members and businesses from a safe distance. We quickly developed a digital campaign supporting neighborhood businesses, kept stakeholders informed on economic resources and the evolving health information impacting the City of Milwaukee, and played an active role in supporting operators’ plans to expand outdoor dining.

While navigating the pandemic, Westown also embarked on a strategic planning process, resulting in a three-year plan for the organization to help define its role in downtown Milwaukee through the following goals: 1.) increase revenue by 20-25% each year, 2.) grow staff by two full-time employees, 3.) champion two new economic development projects, 4.) create two new revenue generating events in fall and winter, 5.) develop a process for full supporting pedestrian/built environment projects and 6.) establish Westown as a preferred destination for diversity.

While there are still uncertainties moving into the new year, Westown Association remains committed to serving our members as we collectively navigate downtown’s rebound and we promise to promote Westown as a safe neighborhood to visit thanks to our responsible operators. We will work closely with the City of Milwaukee and Milwaukee Health Department, advocating for the safe return of community events and the Active Streets program in 2021. After having to cancel the St. Patrick’s Day Parade, Westown Farmers’ Market and River Rhythms in 2020, we cannot wait to bring old and new programming back to the neighborhood.

As our stakeholders, you can expect us to work collaboratively with you to ensure that progress continues in our downtown neighborhood. Please join the more than 130 passionate members that make a difference by investing in the important work of Westown Association.

Sincerely,

Stacie Callies
Executive Director
WESTOWN 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.

WESTOWN 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.

ERICA-NICOLE HARRIS - PRESIDENT*
WISPARK

JEFF SHERMAN - VICE PRESIDENT*
WISCONSIN CLUB

COURTNEY MORRIS - VICE PRESIDENT
THE AVENUE

BOBBY WILTGEN - TREASURER
WHO’S ON THIRD

KIM GUERRERO - SECRETARY
310W

MICHAEL KENNEY - PAST PRESIDENT
TAPCO/WESTOWN RESIDENT

MARTY BROOKS
WISCONSIN CENTER DISTRICT

DJ CARTLEDGE
WISCONSIN EXPO

ANDY CORDES*
HOTEL METRO

JOHN HENNESSY*
ST. JAMES COURT APARTMENTS

JOAN JOHNSON
MILWAUKEE PUBLIC LIBRARY

NICK KOTSONIS
CRIVELLO CARLSON, S.C.

PAT KRESSIN
GRAEF-USA

LISA KURSZEWSKI*
ZILBER PROPERTY GROUP

GEORGE MEYER
KAHLER SLATER ARCHITECTS

BILL SCHOLL*
MARQUETTE UNIVERSITY

MEGAN SUARDINI
VISIT MILWAUKEE

NICK KOTSONIS
CRIVELLO CARLSON, S.C.

JIM VAILLANCOURT
MIDAMERICA GROUP

JEFF WELK*
DOUBLETREE BY HILTON

*BID #5 BOARD MEMBERS
Westown Association partners with the Shamrock Club of Wisconsin each March to bring Wisconsin’s largest and oldest St. Patrick’s Day celebration to the streets of downtown Milwaukee. Each year, this annual celebration of Irish culture attracts up to 50,000 spectators and features over 100 unique units of bagpipers, Irish dancers, floats from businesses and community groups, marching bands and local dignitaries. The mile and a half parade route steps off on West Wisconsin Avenue at Old World Third Street, winding its way through the entertainment districts ending on Water Street and Highland.

Due to COVID-19 safety restrictions, we’re moving the parade to September making it downtown’s first ever “Half-way to St. Patrick’s Day” celebration!

The Westown Farmers’ Market located at Zeidler Union Square is downtown Milwaukee’s oldest and largest, open-air market. Each Wednesday during the 21-week season, the market features over 50 vendors selling Wisconsin-grown produce, locally crafted art, prepared food and lunch items. Market patrons can also expect to be entertained by live music and special programming scheduled throughout the season. The Westown Farmers’ Market has become the premiere destination for downtown professionals, residents and families to spend their Wednesday afternoons.

Stay tuned for updates on the 2021 season!
Westown’s free, outdoor concert series at Pere Marquette Park is Milwaukee’s top destination for music lovers on Wednesday nights in the summer. Each week, downtown Milwaukee’s most scenic park on the Milwaukee River hosts some of the finest local musical talent, as well as some national and international acts. River Rhythms prides itself on being Milwaukee’s most diverse concert series and showcases multiple musical genres from blues to reggae, country to Celtic and much more.

Stay tuned for updates on the 2021 season!

Each year at Western Lakes Golf Club, dozens of businesses, residents and general Westown enthusiasts enjoy a day on the links networking and fostering relationships. The Westown Golf Open has become a staple event, not only for bringing people together for a day of fun, but also for raising money to support our mission of creating a more vibrant downtown. With the incredible support of the golfers, sponsors, donors and volunteers, we surpassed our goal of raising $32,000. We appreciate everyone who was able to contribute to the 2020 WGO, especially during a trying year and hope you can join us in 2021!
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 representing members to the City of Milwaukee. 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.

Members of Westown will enjoy benefits such as:

- invitations to exclusive Westown events throughout the year including quarterly networking & membership mixers, Westown’s Annual Meeting, St. Patrick’s Day Parade & River Rhythms VIP events and more
- subscription to the organization’s email newsletters & special event email blasts
- opportunities to promote your business in Westown newsletters & social media pages
- personal business page on westown.org
- ability to use Westown staff as an advocacy & outreach mechanism to the City of Milwaukee, Milwaukee county & Milwaukee Police Department on issues impacting your business
WESTOWN ASSOCIATION 2021 MEMBERSHIP FORM

Thank you for being a member of Westown Association!
Please send your completed application & membership dues to the address below.

COMPANY NAME       PHONE       FAX

BUSINESS ADDRESS     CITY       STATE       ZIP

WEBSITE       FACEBOOK/TWITTER/INSTAGRAM HANDLES

The contacts you provide will receive Westown correspondences such as our newsletters, event updates and invitations. Have additional contacts who should receive our information? Feel free to provide their information on the back of this form.

MAIN CONTACT       TITLE

EMAIL       DIRECT PHONE

SECONDARY CONTACT       TITLE

EMAIL       DIRECT PHONE

Want to be more involved in the neighborhood? Let us know which of the following committees you are interested in joining:

☐ Revenue/Fund Development Committee
☐ Capacity/HR Committee
☐ Economic Development Committee
☐ Events Committee
☐ Environment Committee
☐ Diversity Committee

CONTACT(S) NAME & EMAIL:

I have my check enclosed for the appropriate amount:

☐ $795 - BID & Westown Property Owner
☐ $265 - Business
☐ $80 - Non-Profit
☐ $27 - Resident

*Please make checks payable to Westown Association & send to the address below.
Call Megan at (414) 276-6696 to pay via credit card, or pay via Paypal at www.westown.org/membership/become-a-member/
WESTOWN ASSOCIATION MEMBERS

310W
Aloft Milwaukee Downtown
American Malting Barley Association
American Society for Quality
The Avenue
Bartels Management Services, Inc.
BB’s
Beer Capitol
Berengaria Development
Best Place at the Historic Pabst Brewery
Big Brothers Big Sisters of Metro Milwaukee
Boston Lofts
Brewhouse Inn & Suites
The Buckler
Calderone Club
Cambria Hotel Milwaukee Downtown
The Capital Grille
Capuchin Community Services
Crivello Carlson, S.C.
DoubleTree Hotel Milwaukee Downtown
Edelweiss Milwaukee River Cruise Line
Findorff
Gardner Builders
GRAEF
Guest House of Milwaukee
Equian
Hard Surface Solutions
Hilton Milwaukee City Center
Hyatt Regency Milwaukee
Imperial Parking
International Institute of Wisconsin
Interstate Parking
Kahler Slater
KEI - Kujawa Enterprises, Inc.
Library Hill LLC
The Loaded Slate
Mader’s
Marquette University
MidAmerica Real Estate - Wisconsin
Milwaukee Admirals
Milwaukee Brat House
Milwaukee Bucks
Milwaukee Center for Independence, Inc.
Milwaukee County Historical Society
Milwaukee Downtown, BID #21
Milwaukee Public Library - Central
Milwaukee Public Museum
Milwaukee River Cruise Line
MKE Benefits, LLC
MMAC
Mo’s Irish Pub
Mueller Communications, Inc.
North Wells Capital
Oak Barrel Public House
Old German Beer Hall
Old World Third Street Association
Pepper Construction Co.
Plankinton Lofts
Reliable Water Services
Riverfront Lofts Condominium Association
Rock Bottom Restaurant & Brewery
RWB Milwaukee
Saz’s Hospitality Group
SP+
The Spice House
SpringHill Suites by Marriott Milwaukee Downtown
St. James Court Historic Apartments
Third Street Tavern
Usinger’s Famous Sausage
Uncle Buck’s on Third
VISIT Milwaukee
Who’s on Third
Wisconsin Avenue Property
Wisconsin Center District
Wisconsin Cheese Mart
Wisconsin Club
Wisconsin Policy Forum
Wisconsin Tower Condominium Association
WISPARk
Zilber Property Group
Why sponsor?

Event sponsorship is a critical component necessary for Westown to produce top-notch programming that attracts thousands of people to downtown Milwaukee each year. While some companies are looking to maintain good community relations through sponsorship, others might be looking to establish their brand or feel a sense of civic pride by supporting a particular event or organization.

We invite you to explore all of the benefits that come with event sponsorship. We have opportunities to activate your brand at one or multiple events, and at many different contribution levels. Please contact us to develop a sponsorship package that meets the specific needs of your business.

How can I get involved?

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

- 54th Shamrock Club of Wisconsin St. Patrick’s Day Parade
- Westown Farmers’ Market
- River Rhythms
- 8th Annual Westown Golf Open

Westown can tailor any sponsorship proposal to successfully meet your business’s goals and are happy to work out a package for involvement in all of our events or concentrate on just one.

For more information on sponsorship opportunities, please contact:

Stacie Callies, Executive Director
stacie@westown.org
(414) 276-6696
westown.org

We look forward to partnering with you on these exciting events!