

EASTTOWN ASSOCIATION

Between the River & the Lake

East Town Association has been the active voice for the central business district of Downtown Milwaukee for over fifty years. Join us today!



Fifty years of striving for perfection! Join East Town Association now.

In the early 1960's a group of business owners in the Eastern portion of downtown Milwaukee decided that their voice would be stronger as a collective unit. They were looking for fellowship, advocacy, communication, and a connection to the neighborhood. The East Town Association was formed with all of these goals in mind. Over 50 years later, the Association is still thriving and we have a lot of accomplishments to boast about.

Through our annual events such as Bastille Days, Jazz in the Park, and the East Town Market,

we are able to create that very neighborhood connection that our founders sought years ago. Our events build a strong community, and we use them to showcase our great members to the residents and visitors of Downtown Milwaukee.

Proceeds from these events and membership dues, allow us to market the East Town neighborhood as a clean, safe destination with a variety of specialty shopping, dining and entertainment options. Proceeds also support partner initiatives,

such as the Downtown Trolley and the Holiday Lights Festival!

Our monthly networking events welcome member residents and companies to form connections with one another, fostering the same fellowship which led to the creation of our organization.

As an East Town member, you will be able to market your business, be informed about networking opportunities and city events, invited to VIP parties, and you can know that you are furthering our mission and working toward the steady



French wine and jazzy chords in the neighborhood you call home.



Major Events

Jazz in the Park – This 13-week, free-admission event is the Milwaukee area's premier live music series. This exciting Milwaukee tradition has an average of 6,000 attendees each night, and sponsorship support like no other event in Milwaukee. Jazz in the Park has established itself as a must attend tradition of summer in Milwaukee!

Bastille Days Festival – Bastille Days is widely regarded as the largest French-themed festival in the United States. 2012 will be the 31st consecutive year of Bastille Days showcasing exciting live musical and theatrical performances, the finest cuisine and wines in the area, and creating a party atmosphere in the historical streets of downtown Milwaukee- attracting an average of 200,000 people per year!

East Town Market – Every Saturday from June through early October, Cathedral Square Park is alive with a symphony of fresh, Wisconsin-grown produce and Wisconsin-made quality, handcrafted items from local artisans and crafters. A variety of musical entertainment and free yoga classes creates a relaxing market atmosphere for everyone. The East Town Market also features **Heat it UP! Milwaukee's Bloody Mary & Chili Challenge** on October 6, 2012.

Discovery World Market – Beginning in December and running through May, the East Town Association hosts a 20-vendor market in the promenade of Milwaukee's Discovery World every second Saturday. All items featured are handmade or locally grown.

Milwaukee Firkin Craft Beer Festival – What is Milwaukee without beer? This Saturday evening event celebrates our brewing heritage with a taste of microbrews from 20 Milwaukee breweries as well as many guest breweries from outside of Milwaukee. Attendees receive a Firkin Fest pint glass and unlimited samplings of all the brews.

East Town Coffee Connections- Members and non-members alike are welcomed to participate in the Coffee Connections Panel Speaker Series. Panels take place January-May and are a collaboration between The Business Journal, Marcus Hotels, OnMilwaukee.Com & 88Nine Radio Milwaukee.

Monthly Networking Events – Members of the East Town Association gather once each month for a night of appetizers, drinks, and networking. These FREE events are hosted at East Town member restaurants and venues, and are a great way to meet professionals in Downtown Milwaukee.

Member Benefits

In addition to providing meaningful support to your neighborhood, there are many benefits of becoming an East Town Association member!

Member-only benefits include:

- ✓ Opportunity to advertise in the bi-weekly E-Newsletter
- ✓ Opportunity to advertise in the Annual East Town Guide
- ✓ Opportunity to place materials at the East Town Booth at various seasonal events
- ✓ Opportunity to have a booth at the East Town Market once a season to host demonstrations or distribute product samples
- ✓ Opportunity to include promotional items/gifts in resident welcome baskets
- ✓ Opportunity to promote your business through our social media outlets
- ✓ Opportunity to sell gift certificates or distribute product samples at the annual East Town Holiday Market at a member discounted rate
- ✓ Invitations to VIP Events at Jazz in the Park and Bastille Days
- ✓ Invitations to all East Town Networking Events, including *East Town Connections* and our *Coffee Connections* Spring Speaker Series
- ✓ Opportunity to promote your business to East Town residents through mailings or e-mails
- ✓ Opportunity to volunteer at various events throughout the season and get to know your community
- ✓ Opportunity to host East Town events, showcasing your business to our members
- ✓ Access to information in a timely manner
- ✓ Ability to have a voice as a resident or business owner in downtown Milwaukee!



The Annual *Storming of the Bastille* draws over 5,000 runners and walkers to downtown Milwaukee for the most popular 5k in the area! The run/walk always takes place on the Thursday evening of the festival.



East Town Members enjoy a VIP event at Jazz in the Park and Bastille Days each season!

2012 East Town Board Members

- President - Kevin G. Behl, Madison Medical Affiliates
- Vice President ~ Brian S. Kaas, Foley & Lardner
- Treasurer ~ Chad Paris, Deloitte & Touche
- Secretary ~ William H. Bonifas, CB Richard Ellis
- Ann Granitz, M&I Bank
- Kristin Layeux, US Bank
- Lynne J. Oehlke, St. Catherine Residence
- Steve Smith, Flannery's Bar & Restaurant / McGillycuddy's Bar & Grill
- Tim Smith, InterContinental Milwaukee
- Tracey Thomas, Residential Representative
- Rachel Wezek, Ellingsen Brady Advertising
- Ex Officio ~ JoAnne Anton, U.S. Senator Herb Kohl's Office
- Ex Officio ~ Cecilia Gilbert, City of Milwaukee, Department of Public Works

East Town Members

100 East Wisconsin Ave Jnt Venture
 AAA
 Adecco
 All Saints Cathedral
 Aloft Milwaukee Downtown Hotel
 Arnold's Environmental Services, Inc
 Associated Bank
 Babes Ice Cream
 Bacchus - A Bartolotta Restaurant
 Bad Genie Rock Lounge
 Bar Louie
 Beer Capitol
 Bellwether Funding, LLC
 Bene-Chex
 Big Brothers Big Sisters of Metro Milwaukee
 Blackthorn Pub & Grill
 Blatz Condo Association
 Body Awareness Center
 Boutique B'Lou
 Buckley's Kiskeam Inn
 Cappriotti's Sandwich Shop
 Carnevor
 Cathedral of St. John the Evangelist
 CB Richard Ellis (CBRE)
 Charro
 Club Charlie's
 Colby Abbot Building
 Coldwell Banker
 Columbia St. Mary's Office Center
 Concoctions, Inc
 Cousins Subs Inc.
 Cowboy Kettle Korn
 CSS Audio
 Cubanitas
 Danceworks, Inc
 Deloitte & Touche LLP
 Digital Edge Copy and Print Center
 Discovery World
 Distil
 East Town Travel
 Ebenezer Child Care Centers, Inc.
 Ellingsen Brady Advertising
 Elsa's on the Park
 Emory & Co. LLC
 Enterprise Credit Union
 Episcopal Diocese
 Everest College
 Executive Edge Salon
 Festival Productions Inc.
 Fire on Water
 First Unitarian Society of Milwaukee
 Flannery's
 Florentine Opera Company
 Foley & Lardner LLP
 George Watts & Son, Inc.
 Godfrey & Kahn
 Gold's Gym
 Grace Lutheran Church
 Grand Avenue Club, Inc.
 Grohmann Museum
 Gruber Law Offices, LLC
 Haute Taco
 Heartland Advisors
 Historic Milwaukee, Inc.
 Historic Third Ward Association
 Hotel Metro
 Immanuel Presbyterian Church
 Imperial Parking, Inc.
 Indochine tu Gallery
 Indulge Wine Bar
 InterContinental Milwaukee
 Interstate Parking
 Jewish Family Services
 Jim Phillips, LLC
 Joey Buona's Pizzeria Grille
 John Hawk's Pub
 Kaplan University
 Karl Ratzsch, Inc.
 Karl's Event Rental
 Kilbourn Tower Condominium Association
 Kloiber Jewelers
 Knight-Barry Title, Inc.
 KWK Electric, Inc.
 Laacke and Joys
 Landscape Concepts Management
 Laura's Gourmet Popcorn
 Leslie Hindman Auctioneers
 Louise's
 Luci Boutique
 M&I Bank
 Madison Medical Affiliates
 Mandel Group
 Manpower
 Marcus Center f/Performing Arts
 Mastantuono Law Office, S.C.
 McGillycuddy's
 MGIC Investment Corporation
 Mikey's
 MillerCoors
 Milwaukee Art Museum
 Milwaukee Athletic Club
 Milwaukee County Parks
 Milwaukee Downtown BID #21
 Milwaukee Film
 Milwaukee Printing Press
 Milwaukee Pulse LLC
 Milwaukee Repertory Theater
 Milwaukee Riverwalk District
 Milwaukee School of Engineering
 Milwaukee Symphony Orchestra
 MMAC
 Mykonos Gyro & Café
 Nei-Turner Media Group
 New Land Enterprises, LLP
 Northwestern Mutual
 Old St. Mary Church
 Open Road Events
 Osteria del Mondo
 Ouzo Café
 Pabst Theater Foundation
 Paul Weise Real Estate Corp.
 Paychex
 Payroll Data Services, Inc
 Plaza East Inc.
 PNC Bank
 Q-Doba/ Roaring Fork
 Real Chili
 Reit Mgt & Research LLC
 RitzHolman CPAs
 Robertson-Ryan & Associates, Inc.
 Roger Stevens Menswear
 Roundy's, Inc.
 Rudy's
 Sabor Brazillian Churrascaria
 Saint Catherine Residence
 Saint Joan Antida High School
 Saint Paul's Episcopal Church

2012 East Town Members Continued ...

- Saketumi
- Scan Group, Inc
- Shops of Grand Ave (New Arcade LLC)
- Shoreline Real Estate
- Sound Decision Productions
- Stone's Throw Winery
- Summerfield United Methodist Church
- SWIM Team, Inc.
- System Parking, Inc.
- Taylors
- The Business Journal
- The Capital Grille
- The Entertainment Company
- The Hiller Company
- The Knick
- The Knick Salon & Spa
- The London Cleaners
- The Pasta Tree
- The Pfister Hotel
- The Rauser Agency, Inc.
- The Sophisticated Man
- The Sponsor Placement Company
- Thompson National Properties
- Time Warner Cable
- Towne Realty, Inc.
- U.S. Senator Herb Kohl
- Umami Moto
- University Club of Milwaukee
- Urban Trends Salon
- US Bank
- Valuation Research Corporation
- Village Church
- Visit Milwaukee
- Vollrath & Associates
- WAMI (Wisc. Area Music Industry)
- War Memorial Center
- Ward's House of Prime
- We Energies
- Wells Fargo Bank
- Westtown Association
- Whiskey Bar
- Whole Foods Market - Milwaukee
- Whyte Hirschboeck Dudek S.C.
- Windfall Theatre
- Wisconsin Athletic Club, Downtown
- Wisconsin Conservatory of Music
- Wisconsin Scottish Rite Masonic Center
- WMSE 91.7
- Womans Club of Wisconsin
- WUWM 89.7FM - Milwaukee Public Radio
- Yankee Hill Apartments
- YMCA of Metro Milwaukee
- Zeppos & Associates

Membership Info:

Today there are **200 business members and approximately 100 individual members.**

Membership fees are based on the number of employees, from \$250 to \$850 annually. Individual memberships are only \$50 & VIP Individual memberships are \$110!

Contact Peter Adams for membership information and an application.

**414.271.1416
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Come explore the vibrant life of East Town.

