



## **Community Rallies Behind South Milwaukee Market** *Significant Upgrades, More Vendors Planned as South Milwaukee Downtown Market Returns on Thursdays Starting June 3*

SOUTH MILWAUKEE (May 18, 2010) – The city, Bucyrus International and two area Eagle scouts are among those stepping up to make sure the South Milwaukee Downtown Market returns bigger and better in 2010.

Vendors also continue to show a strong commitment to the fledgling market, with more than 50 of them signing up for week one.

The outdoor street market begins June 3 and will be held every Thursday afternoon and evening through October 14 on 11<sup>th</sup> Avenue south of Milwaukee Avenue near the heart of South Milwaukee's city center. Hours are 3 to 7:30 p.m. in June, July and August and 3 to 7 p.m. in September and October.

The market returns after a successful debut in 2009 and with some upgrades courtesy of a number of area residents and organizations. Among them:

- **South Milwaukee Eagle Scouts** Kirk Severson and Scott Wawrzyniak are working to bring permanent signage and picnic tables to the site of the market as part of community service projects. The tables will be in place on opening day, helping the market create an expanded seating area for patrons to sit, relax and perhaps enjoy dinner from one of the growing number of prepared food vendors at the market. The permanent signage will be added during the season.
- **Bucyrus International** is allowing use of its 11<sup>th</sup> Avenue parking lot to aid in an expansion of the market and create more flexibility for organizers and vendors.
- The **South Milwaukee Community Development Authority** has funded the addition of electricity to the site, an amenity that vendors have been asking for.
- The **South Milwaukee Department of Public Works** has resurfaced parts of 11<sup>th</sup> Avenue to create a better shopping experience for customers.
- The **South Milwaukee Performing Arts Center** is planning a summer concert series at the market, and **South Milwaukee High School** music students will also be performing throughout the summer.

The Downtown Market is also showing its commitment to the community by granting a free vendor stall every week to area churches and other nonprofit groups like the South Milwaukee Historical Society and South Milwaukee Chamber of Commerce.

“It’s great to see the community rally behind the market,” South Milwaukee Downtown Market Chairman Bob Pfeiffer said. “We have a great event here, and people want to be a part of it. It’s truly become a celebration of all our city has to offer.”

Vendors have also responded eagerly to the return of the market. More than 50 have already committed to event, and the market now has a waiting list. Customers will see many familiar vendors from the 2009 market and some great new ones, including those selling farm-raised meats, cheeses, eggs, honey and homemade crepes.

There will also be an increased emphasis on prepared food vendors at the 2010 market, as organizers want to make the Downtown Market a true “night out” for area residents.

“We know we are only as strong as our vendors, and thankfully there continues to be strong interest in the South Milwaukee Downtown Market,” Pfeiffer said. “Our lineup of vendors for 2010 is outstanding. The response has been amazing.”

The Downtown Market debuted last July and quickly grew to become one of the largest markets in the area, attracting dozens of vendors and hundreds of patrons each week to downtown South Milwaukee for a truly unique shopping experience.

A focus was put on attracting downtown South Milwaukee businesses, and a number took part, including Studio One Art Glass, Wild Flour Bakery, Nona’s Café, Parkway Floral and P.J.’s Variety Store. Many South Milwaukee businesses are expected back in 2010.

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