



# South Milwaukee Market Returns Thursdays Starting June 2

*Concert Series, New Stage Are Latest Upgrades for 2011*

SOUTH MILWAUKEE (April 3, 2011) – The South Milwaukee Downtown Market returns for its third season on June 2 ... with a focus on entertainment.

Among the upgrades for 2011 are the addition of a jazz-themed, five-concert series at the market presented by the South Milwaukee Performing Arts Center and construction of a new stage by Eagle Scout Tommy Mitchell.

The market's 20-week summer schedule runs through Oct. 13. It will again be held on Thursdays from 3 to 7 p.m. and located on 11<sup>th</sup> Avenue south of Milwaukee Avenue, across from Bucyrus International near the heart of South Milwaukee's city center.

"We are really excited about the summer of 2011," Market Chairman Bob Pfeiffer said. "The concert series and the stage are nice additions ... and two more examples of how we're bringing our mission to life. We continue to strive to provide a unique shopping experience for our customers, all while breathing new life into our downtown area."

Details on the concert series will be announced in coming weeks.

The Eagle Scout is the third that has benefited the market since it launched in July of 2000. In 2010, Kirk Severson led an effort to build a permanent sign that stands on Milwaukee Avenue, and Scott Wawrzyniak built picnic tables used on the market's grassy seating area.

"This work just shows how the community has rallied around our market," said South Milwaukee City Clerk Jim Shelenske and market co-founder. "These Eagle Scouts did some great work, and Tommy's project I am sure will deliver the same great results. These are lasting contributions to the market, and they are greatly appreciated."

The market's partnership with Bucyrus also continues for 2011. The company will again allow the market to use a portion of its employee parking lot for vendors, and it allowed the market to construct the market sign on the corner of that lot in August. Bucyrus has also hosted two indoor markets at its Heritage Building.

The market also continues to partner with a variety of area nonprofits, providing free vendor space each week. Market vendors have also donated hundreds of pounds of fresh vegetables to Human Concerns, a resource for area poor, since the market launched.

“Being a true community partner is important to us,” said South Milwaukee Ald. Erik Brooks, who co-founded the market with Shelenske. “We look forward to continuing these relationships and adding more as continue to grow – and continue to give back.”

### **Vendors Discount Offered Before May 1**

Vendor interest in the market remains strong, but we are always looking to add more.

Vendors who want to sell at the market can learn more and access at registration form at the market’s website. Rules and other information are also available at the site ([www.smdowntownmarket.org](http://www.smdowntownmarket.org)).

Cost is \$300 for vendors who sign up for the entire season by May 1.

“We remain one of the lowest cost markets around, and we think we provide a great bargain for our vendors,” Pfeiffer said. “We are all volunteers, and we re-invest every penny we get from our vendors into operating and marketing the market. And it shows.”

### **About the South Milwaukee Downtown Market**

Area residents looking for a unique shopping experience travel to downtown South Milwaukee, where they find an eclectic mix of merchants selling fresh fruits and vegetables, baked goods, flowers, art, jewelry and everything in between. They also find a sampling of area restaurants, live entertainment and special events as part of what is a true destination for families, foodies and everyone in between. It’s a simple yet ambitious vision – one that the South Milwaukee Downtown Market has achieved ever since it launched in July of 2009. Located on 11<sup>th</sup> and Milwaukee Avenues near the heart of the South Milwaukee city center, the Downtown Market has quickly grown to become one of the largest in the area with more than 50 regular vendors and hundreds of regular customers. It is operated by a committee of local residents, business owners and city and civic leaders that all have the same goal in mind: find new ways to breathe new life and instill new energy in downtown South Milwaukee.

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#### ***South Milwaukee Downtown Market***

*[www.smdowntownmarket.org](http://www.smdowntownmarket.org) and on Facebook and Twitter*

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