



South Milwaukee Downtown Market Debuts July 23

Milwaukee Avenue Farmers' Market Planned for Thursday Nights

SOUTH MILWAUKEE – An eclectic mix of merchants selling everything from fresh fruits and vegetables to art and jewelry. Fun for foodies and families.

Welcome to the South Milwaukee Downtown Market.

The market debuts Thursday, July 23, at the corner of 11th and Milwaukee avenues in South Milwaukee's city center. It is open from 3:30 to 7:30 p.m. that night – which coincides with the popular Evening on the Avenue celebration by the South Milwaukee Chamber of Commerce – and every Thursday night through at least August 27.

The goal is to provide area residents a unique shopping experience – while increasing awareness and enthusiasm around South Milwaukee and its downtown area.

“We believe strongly in the potential of downtown South Milwaukee, and this market is a real example of that commitment,” said Bob Pfeiffer, chairman of the South Milwaukee Downtown Market Committee. “This market will help more than just the bottom lines of the vendors that take part. It will lift our city center.”

Pfeiffer said interest from vendors has been strong, and there are still openings available for farmers, local businesses, home-based entrepreneurs and others interested in selling their goods at the event. Cost is \$10 per stall per week, or \$50 for all six weeks.

Interested vendors should visit the market website at www.smdowntownmarket.org to obtain an application. They can also contact Pfeiffer for more information.

“We're grateful for the merchants who have committed to the market,” Pfeiffer said. “It's a great mix of vendors for a first-year market. From fresh produce to dinner options to crafts, our customers will be impressed with what's available.”

Customer and vendors will also be impressed with the central location ... and its history. Eleventh Avenue south of Milwaukee Avenue – adjacent to the iconic South Milwaukee train station and across the street from the main entrance to Bucyrus International – was the site of a popular farmers' market several decades ago.

Pfeiffer, director of the South Milwaukee Public Library, leads the South Milwaukee Downtown Market Committee, a volunteer group of area business owners, elected officials and other city leaders committed to bringing the market to life and make it a success. Ald. Jim Shelenske crafted the market idea this spring and worked with fellow Ald. Erik Brooks to form the committee and get the concept off the ground.

“We are all volunteers, with one goal in mind – to make this market a success,” Pfeiffer said. “Of course, we can always use more help, but the commitment of this dedicated group of people has been impressive. We’re all excited to get going.”

South Milwaukee Downtown Market

www.smdowntownmarket.org

Bob Pfeiffer, Market Chairman

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