



South Milwaukee Downtown Market Extended to October

With More Than 40 Merchants, Event Already One of Area's Largest

SOUTH MILWAUKEE (August 12) – Thanks to impressive support from shoppers and vendors alike, the South Milwaukee Downtown Market has been extended five weeks, organizers of the event announced.

The market will now take place every Thursday afternoon and evening through October 1 on 11th Avenue between Milwaukee and Madison avenues.

Hours will also change slightly due to waning daylight. The market will continue to be held from 3:30 to 7:30 p.m. through Thursday, August 27, its original ending date.

Starting on September 3 and through October 1, the hours will be 3 to 7 p.m.

“Shoppers and vendors have spoken loud and clear – they love the market and want to see it extended into the fall,” South Milwaukee Downtown Market Chairman Bob Pfeiffer said. “The market has truly exceeded our expectations. Just four weeks after we launched, we’re already one of the area’s largest, and we continue to grow.”

The market launched July 23 with one goal in mind: raising awareness and visibility for South Milwaukee’s downtown area. It is delivering on that promise.

Twenty vendors took part in week one. Twenty-five sold their goods in week two. That grew to 35 in week three, and more than 40 have signed up in week four, with merchants selling everything from blueberries to baked goods, goat milk candles to art glass, flowers to funnel cakes.

“Our vendor mix has been great to see,” Pfeiffer said. “We are a farmers market, but we’re so much more. We have a wonderful mix of produce and floral vendors, as well as local craftsmen and other home-based entrepreneurs.

“We truly have something for everyone, and that’s our goal – to offer area residents a unique shopping experience in the heart of downtown South Milwaukee.”

The presence of several popular downtown South Milwaukee businesses – including Wild Flour Bakery, Parkway Floral, Studio One Art Glass and P.J.’s Variety Store – at the market has also boosted interest and helped showcase some of what the city’s business district has to offer.

“It has been a great debut – a real success for downtown South Milwaukee,” Pfeiffer said. “Now the challenge is to keep that momentum going. We’re confident we can do that.”

The 11th Avenue location is adjacent to the iconic South Milwaukee train station and across the street from the main entrance to Bucyrus International, and it was the site of a popular farmers' market decades ago. Pfeiffer said the site allows for the addition of more vendors, 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, among the lowest-cost markets in the area. Interested vendors should visit the market website at www.smdowntownmarket.org to obtain an application. They can also contact Pfeiffer (414-768-8195) for more information.

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.

“This group of volunteers is committed to seeing this market succeed this year and beyond, and we're certainly well on our way,” Pfeiffer said.

South Milwaukee Downtown Market
www.smdowntownmarket.org
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