



South Milwaukee Downtown Market Ends on High Note *Successful Inaugural Season Ends on Thursday, October 1; To Return in 2010*

SOUTH MILWAUKEE (September 28) – The South Milwaukee Downtown Market comes to an end for 2009 on Thursday, October 1, after 11 successful weeks and with a promise to return for next season.

More than 40 vendors are expected for the event, which runs from 3 to 7 p.m. on 11th Avenue between Milwaukee and Madison avenues.

“It’s been a wonderful run – well beyond our expectations,” market Chairman Bob Pfeiffer said. “We’ve heard nothing but positive reviews from area residents, shoppers and vendors during our first season, and we’ve laid a strong foundation as we look forward to returning for 2010 and beyond.”

The market launched July 23 with one goal in mind: raising awareness and visibility for South Milwaukee’s downtown area. It delivered on that promise as it quickly became one of the largest outdoor markets in the area. Some weeks saw more than 50 vendors selling at the site that once housed a popular farmers’ market in the 1920s and 1930s.

The eclectic vendor mix has also grown with the market.

For instance, the market recently added more prepared foods. Now, shoppers can choose from a number of dinner options, including grilled chicken and corn (supplied by a fellow market merchant) and Mexican favorites like tamales and chimichangas. The market also has become a family affair for a South Milwaukee mother and her two teenage children, who have opened separate booths selling homemade pens, photographs and other items.

“We’ve also added another local bakery, kettle corn and two apple vendors, just to name a few,” Pfeiffer said. “And that’s all in addition to our already strong base of merchants selling produce, baked goods, jewelry and other organic products. We promised to deliver a unique shopping experience, and we’ve done just that.”

The market was originally scheduled to end August 27, but thanks to impressive support from shoppers and vendors alike, it was extended five weeks through October 1.

Pfeiffer said the market will return for a full season in 2010. The South Milwaukee Downtown Market Committee will meet in October to begin determining specifics.

Pfeiffer, director of the South Milwaukee Public Library, leads the eight-member 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.

The committee is planning a variety of upgrades for next year as it continues to look at diversifying its vendor mix while also adding more weekly special events like live entertainment and children's activities.

“Thank you to everyone who helped make our first year a success,” Pfeiffer said. “Now we’re going to make it bigger and better for 2010.”

South Milwaukee Downtown Market

www.smdowntownmarket.org

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