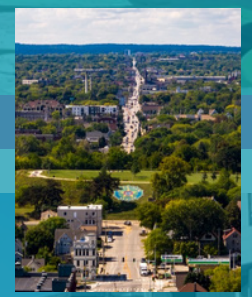


East Side BID Newsletter

Festive Season Begins on the East Side



Letter from the Executive Director



Hi East Siders,

As the leaves change and the year winds down, I've been reflecting on what a truly memorable season it's been on Milwaukee's East Side. September marked my one-year anniversary as Executive Director of the East Side BID, and I couldn't be more proud of what we've accomplished together over these past twelve months.

This fall brought so many great moments, from Doors Open Mural Fest, where we celebrated the artists and historic buildings that make our neighborhood so vibrant, to the final Black Cat Alley After Dark of the year, which filled the alley with music, light, and community energy one more time before the chill set in. We also kept the good vibes going with Ivanhoe Plaza markets and even a community bike ride with Mayor Johnson, showcasing the East Side's creativity, connection, and spirit at every turn.

As we move into the holiday season, I'm excited to see our streets sparkle once again, not just with lights and décor, but with the energy of people shopping local, gathering with friends, and supporting the small businesses that make this district so special. I hope to see you out and about this season, celebrating all the East Side has to offer. I'm wishing you a wonderful holiday season ahead!

See you out there,
Ryan Laessig
Executive Director, East Side BID

Building a coalition to create Milwaukee's most vibrant neighborhood.

East Side Business Improvement District

P.O. Box 510197 Milwaukee, WI 53203 | director@theeastside.org



The East Side BID



Celebrating One Year of Leadership: Ryan Laessig's First Year with the East Side BID

Congratulations to our Executive Director, Ryan Laessig, on an incredible first year leading the East Side Business Improvement District! From his first introduction in fall 2024 to now, Ryan has brought fresh energy, community focus, and creative vision to the vibrant arts hub of the East Side.

Here's a look at the milestones and momentum from Ryan's first full year at the helm:

A Year of Public Art

Ryan has played a key role in growing the East Side as a destination for public art lovers:

- He coordinated adding 8 new murals to Black Cat Alley.
- Oversaw the creation of "Veridian Kaleidoscope," a large-scale ground mural in Ivanhoe Plaza painted by Alain Poma and Ryan himself.
- Brought new barrier artwork to Ivanhoe Plaza by artist Cutesy Macabre, adding more color and creativity to the public space.
- Created and supported multiple art-focused events, including Black Cat Alley After Dark, East Side Gallery Night, and Doors Open Mural Fest.

The East Side BID

Ivanhoe Plaza Becomes a Community Hub

This small but mighty plaza has flourished under Ryan's leadership:

- Hosted multiple community events like art and small business markets, DJ sets and live concerts, and supported community partners in hosting creative, inclusive programming in the space such as a collaborative rock painting party.
- Helped fully transform the plaza into a welcoming space for connection, creativity, and calm.
- Strengthened the BID's investment in placemaking and public space activation.
- Led a workshop at the International Public Markets Conference titled "Pop-Up Markets & Pedestrian Spaces in Milwaukee's East Side Neighborhood" highlighting how the East Side BID is transforming its commercial corridors through creative public use, including Black Cat Alley and Ivanhoe Plaza.

Events That Bring People Together

Ryan helped build on long-standing traditions and introduce fresh experiences:

- He created Black Cat Alley After Dark, drawing new audiences with a free silent disco and live art.
- Led planning for Summer Soulstice Music Festival 2025, the largest event on the East Side calendar.
- Introduced new events like: East Side Madness, East Side Gallery Night, Rolling Bike Party, Doors Open Mural Fest

Supported local partners and creatives in co-hosting unique neighborhood experiences such as MKE Film Fest, GEMS ONLY Summer Jam, Cream Fresh Fest vintage market, and UWM x Say Werd Panther Pride vintage market.



The East Side BID



Building Momentum Behind the Scenes

Beyond events and murals, Ryan has made big progress in long-term planning:

- He helped advance the BID Expansion proposal, ensuring continued investment in the neighborhood.
- Grew community engagement through increased sponsorship opportunities and expanded newsletter content.
- Continued to champion a neighborhood that is safe, vibrant, and inclusive.

What's Next?

As we head into fall and look ahead to 2026, Ryan and the BID team are continuing to build on this momentum. From Small Business Saturday to the Holiday Open House, there's still plenty more to experience and celebrate on the East Side. Stay connected, support local, and keep showing up for your neighborhood.

Way to go, Ryan. Here's to a fantastic year!

Business and Economic Development

NEW BUSINESSES

Please join us in welcoming these new businesses to the East Side!



MIL CLOTHING COMPANY

Founded in 2019, [The Mil Clothing Company](#) brings Milwaukee pride to life through thoughtfully designed, high-quality apparel. Their versatile pieces blend functionality, style, and local culture, all while staying committed to sustainability and community impact through ethical sourcing and local initiatives. Stop by their East Side location at 2000 N Farwell Ave to shop styles that celebrate the spirit of the city.



STUDIO B & CO.

Now open on Milwaukee's East Side, [Studio B & Co.](#) is a family-owned community art space dedicated to inspiring creativity, connection, and belonging. The studio offers open art supplies, communal workspaces, and specialty areas like a toddler-friendly Rainbow Room, a no-rules Make a Mess Room, and an adult art zone – creating a welcoming space for all ages and abilities to explore, play, and create.

With memberships, drop-in options, and clubs, Studio B & Co. keeps art accessible to everyone. Whether you're a parent, artist, or neighbor looking to connect, this new East Side spot invites you to get creative and be part of a growing community.



COMING SOON

LOWWSTOCK VINTAGE

Get ready to browse treasure-filled racks: [Lowwstock Vintage](#) is on the way to Milwaukee's East Side! Opening soon at 2109 N. Prospect Ave in the historic Bertelson's Building, this new vintage clothing and resale shop will offer a curated collection of standout pieces that blend timeless style with sustainability. From everyday essentials to rare finds, Lowwstock Vintage will celebrate creativity, individuality, and eco-conscious fashion. Stay tuned for their grand opening date and get ready to shop sustainably in style.



NADI PLATES

This fall, [Nadi Plates](#), a family-run Italian food truck and catering business, will open its first brick-and-mortar restaurant in the former Crossroads Collective space. The new establishment will feature Italian small plates, a European-style espresso bar, and a full bar with cocktails and wine, all with a focus on plant-based and gluten-free options.



SMOKIN' JACKS BBQ

[Smokin' Jack's BBQ](#) is coming to the East Side! Owner Jack Holt has signed a lease for the former Izzy Hops space at 2311 N. Murray Ave, where he plans to open a full-service BBQ restaurant by late November or early December. Expect smoked meats like spare ribs, beef ribs, and smoked chicken halves, plus sides, desserts, and a cocktail/bar program similar to Izzy Hops. And that's not all! Holt is also planning a second concept in the former L'Incontro building (right next door) slated for spring 2026, with a Mexican-fusion menu that complements his BBQ roots.



CELEBRATIONS

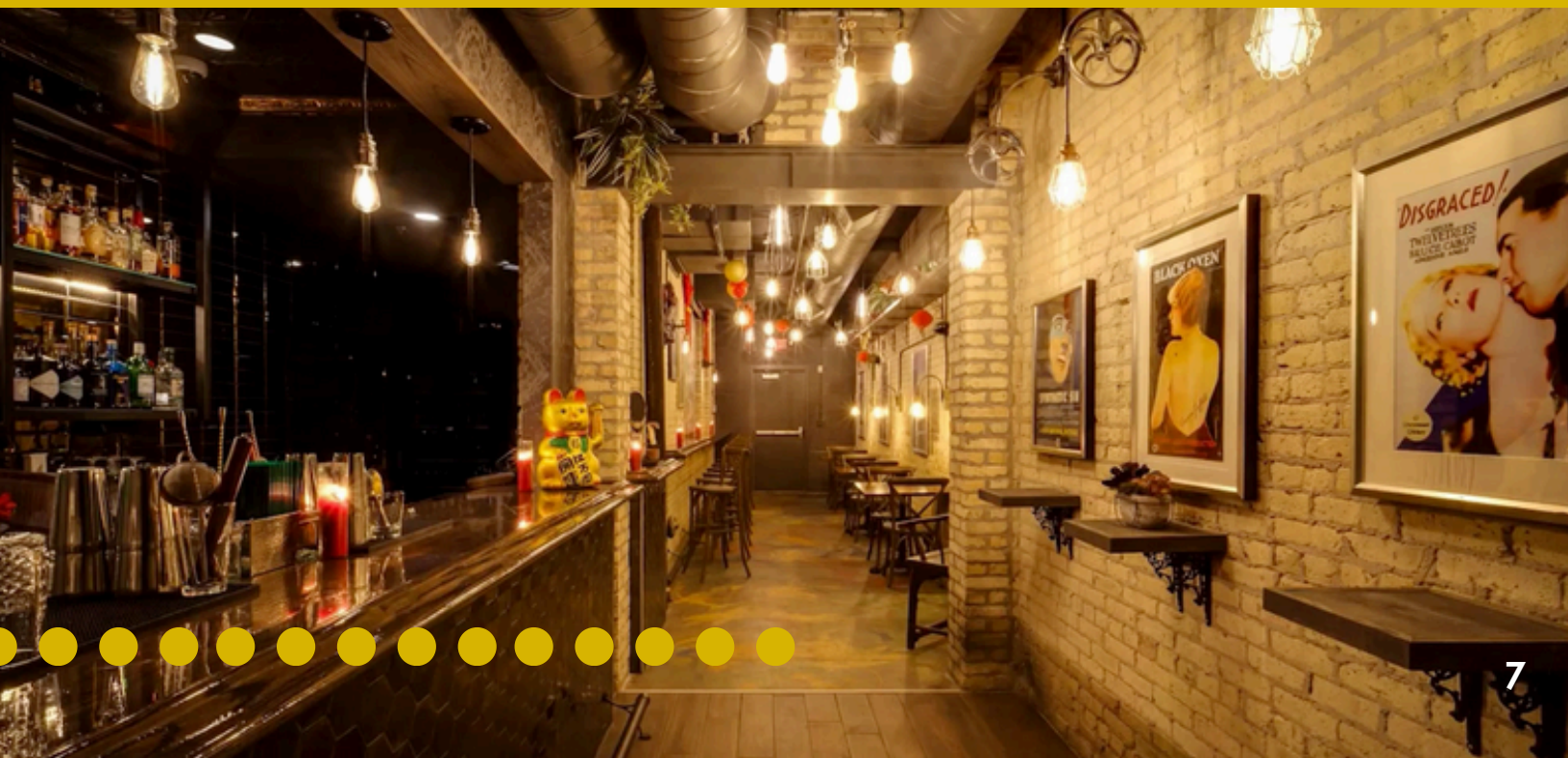
The secret's out...

SHANGHAI SPEAKEASY NAMED #1 BEST SPEAKEASY IN THE U.S.

Shanghai Speakeasy Named #1 in the Nation

They say secrets never stay hidden for long – and this one just made national news. Shanghai MKE, the hidden cocktail bar tucked inside Black Cat Alley, has been named the #1 Speakeasy in the United States by USA Today's 10Best Readers' Choice Awards.

Opened in 2019 by New Land Enterprises, Shanghai has built its reputation on craft cocktails, moody atmosphere, and an air of mystery. What began as a whisper in the alley is now a full-fledged toast to Milwaukee's nightlife scene – and proof that some secrets are too good not to share.



BID FAREWELLS

TRIPLE TAPROOM & KITCHEN

After years of serving up great food, drinks, and community moments on the East Side, Triple Taproom & Kitchen has closed its doors. We're grateful for the memories shared, the laughter over pints, and the dedication the team brought to our neighborhood. You will be missed, and we wish the entire Triple Taproom family all the best in their next chapters.

EAST SIDE PILATES

East Side Pilates has also closed, leaving behind a legacy of wellness, movement, and support for countless community members. Thank you to everyone who guided, inspired, and strengthened our East Side community through this space. Your contributions will be remembered fondly.

IZZY HOPS

After years of serving up great food, craft beer, and community fun, Izzy Hops has officially closed its doors on the East Side. From lively trivia and bingo nights to local comedy shows and an ever-rotating beer list, Izzy Hops created a welcoming space where friends and neighbors could connect. We're grateful for the memories made within those walls and wish owner and BID Secretary, Michael Vitucci, all the best in his well-earned retirement.





East Side Gift Guide

GIVE THE GIFT OF LOCAL!

As the holiday season approaches, we're excited to share our gift guide, featuring a curated selection of unique gifts from our amazing local businesses in the East Side BID.

This year, we encourage you to shop small and support our vibrant community by exploring special deals and distinctive offerings from talented artisans and shop owners right here in Milwaukee.

Let's make this holiday season memorable by giving the gift of local!



YogaSix Milwaukee Class Pack Sale



Visit yogasix.com/milwaukee to purchase!

Give the gift of movement and mindfulness! YogaSix is offering a deal to buy 10 classes, get 6 classes free for just \$249. It's the perfect way to kickstart a wellness routine this winter. This limited-time holiday package is available Nov. 14 - Dec. 2 and credits are valid for 6 months.



20% off Wiskullsin Clothing



Rep Milwaukee pride in style! Enjoy 20% off at Wiskullsin all Black Friday through Cyber Monday with code BFCM20. From bold graphic tees to cozy crewnecks, it's the perfect time to stock up on locally-designed apparel.

Gift some edge! Score 20% off site-wide at United Skulls of America from Black Friday through Cyber Monday using code BFCM20. Shop state-inspired skull tees for some hardcore hometown pride.



20% off United Skulls of America

40% off Kind Oasis

Spread calm this season! Enjoy 40% off and a free gift with purchase at Kind Oasis from Nov. 21 – Dec. 1. Stock up on gummies, salves, and wellness treats, perfect for gifting (or relaxing after holiday shopping!).





25% off Fusion Poke Drinks

Fuel your holiday shopping! Enjoy 25% off all boba tea & smoothies, plus BOGO 50% off sushi on Fridays, all season long. Fresh flavors, cozy vibes, and a little sweet treat never hurt!

Buy 2 Drinks, Get 2 Free at Vier North

Treat your holiday crew! Buy 2 drinks, get 1 free at Vier North through Dec. 30. Ideal for festive outings, cozy winter nights, and holiday cheers on the East Side.



Bicycle Benefits Helmet Stickers

A perfect stocking stuffer for cyclists and eco-commuters! Bicycle Benefits helmet stickers encourage riding and unlock deals at locations around the city. It's a fun and practical gift for anyone looking to bike more in 2026. Available all season long.

Wayfinder MKE Gift Card Deal



Give the gift of good food and great drinks! For every gift card you buy this season, get a bonus. When you buy \$50, you get \$10 free and when you buy \$100, you get \$20 free! Gift cards are redeemable at Wayfinder MKE, Explorium Distilled, and The Explorium Brewpub. Plus, grab a pack of beer to go and get a free pour while you shop!

Perfect for the craft beer lover! Score an 8-pack of Milwaukee County Stout Black Friday releases for \$70 (10% savings), including bourbon-barrel variants, limited seasonal specialties, and more. Available Black Friday through Christmas Eve.

Explorium Black Friday & Holiday Beer Releases

Give someone a warm meal in the cold months ahead! Purchase a \$20+ McDonald's gift card in-person and receive a FREE large sandwich coupon. Must mention the East Side Gift Guide at purchase. Offer is valid through Jan. 2026, and the sandwich coupon is valid through 3/31/26.



Free Sandwich from McDonald's

Milwaukee Mix & Cobalt Glassworks Handmade Holiday Gift Market

Find one-of-a-kind, handmade gifts at this local holiday makers market on Sunday, Dec. 21 from 11 AM–3 PM. Shop art, jewelry, glassworks, and unique treasures crafted right here in Milwaukee. It's free to attend!

A gift guide poster for Pomona Cider Co. The top left features the company logo: a stylized 'P' with 'MILWAUKEE' above it and 'POMONA CIDER CO.' below it. The poster is divided into several sections, each with a title and a list of products with prices. The sections are: 'THE PERFECT PEAR PACKAGE' (\$65), 'DOOR COUNTY CHERRY BUNDLE' (\$56), 'POMONA FAN PACK' (\$73), 'ISLAND ORCHARD' (\$67), 'VINEGAR GIFT SET' (\$86), 'BY THE BOTTLE', and 'GIFT CARDS'. At the bottom, it says 'CHECK OUT OUR SMALL BUSINESS SATURDAY MAKERS MARKET ON NOVEMBER 29TH 12PM-5PM FOR MORE GREAT GIFTS!' and provides the website 'WWW.POMONACIDERCO.COM' and phone number '414-347-1515'. The background of the poster shows various bottles of cider and glasses.

GIFT GUIDE

THE PERFECT PEAR PACKAGE
BOTTLES OF OUR CLASSIC PEAR CIDER, PEAR RESERVE, CIDRE DE POIRE, AND THE NEW ISLAND ORCHARD PEAR CIDER VINEGAR \$65

DOOR COUNTY CHERRY BUNDLE
BOTTLES OF OUR CLASSIC CHERRY CIDER, SOUR CHERRY, CIDRE DE POIRE, AND THE NEW ISLAND ORCHARD APPLE CHERRY CIDER VINEGAR \$56

POMONA FAN PACK
BOTTLES OF OUR CLASSIC BRUT, PEAR, CHERRY, LAVENDER, 2 BRANDED GLASSES AND A BOTTLE BAG \$73

ISLAND ORCHARD
A SPECIAL SELECTION OF ISLAND ORCHARDS RESERVE CIDER BRUT RESERVE, BRUT IN A BARREL, KINGSTON BLACK \$67

VINEGAR GIFT SET
THE FULL SET OF THE BRAND NEW ISLAND ORCHARD CIDER VINEGARS!
FLAVORS INCLUDE NORTHERN SPY CIDER, CIDER MAPLE, APPLE CHERRY CIDER, PEAR CIDER, BARREL AGED CIDER \$86

BY THE BOTTLE
SINGLE BOTTLES BEGIN AT \$14
GET 4 OR MORE GET 10% OFF AND A FREE BOTTLE BAG
GET 12 OR MORE GET 20% OFF AND A FREE BOTTLE BAG

GIFT CARDS
PURCHASE A \$100 GIFT CARD AND GET A \$25 GIFT CARD ON US!

CHECK OUT OUR SMALL BUSINESS SATURDAY MAKERS MARKET ON NOVEMBER 29TH 12PM-5PM FOR MORE GREAT GIFTS!

WWW.POMONACIDERCO.COM | 414-347-1515 | 2163 NORTH FARWELL AVENUE MILWAUKEE WI 53202

Pomona Cider Co. Gift Packs and Gift Card Bonuses

Give the gift of small-batch cider this season! Pomona Cider Co is offering specialty craft cider bottles, curated gift packs, and a holiday gift card deal – buy a \$100 gift card and get a \$25 bonus! Plus, enjoy special BOGO deals during their Small Business Saturday Makers Market and Holiday Market events. Offers available through December 2025, and event BOGO deals available in-person only.



East Side Happenings

The East Side is buzzing with activity, and we're excited to share everything happening in our neighborhood! From BID-hosted events to special happenings from our local businesses, there's always something to see, do, and enjoy. In this section, you'll find upcoming events, recent event highlights, and even ways to get involved as a sponsor.

Whether you're looking for community connection, live entertainment, or just a fun night out, the East Side has it all – and we can't wait to see you there!

Upcoming BID-hosted events - Page 15-16

Upcoming events in the East Side - Page 17-18

Recent event highlights - Page 19-20

Ways to get involved as a sponsor - Page 21

Stay up-to-date with the latest BID happenings!

Visit theeastside.org/events/happenings for the latest events and updates.

East Side BID 2025 Events Calendar



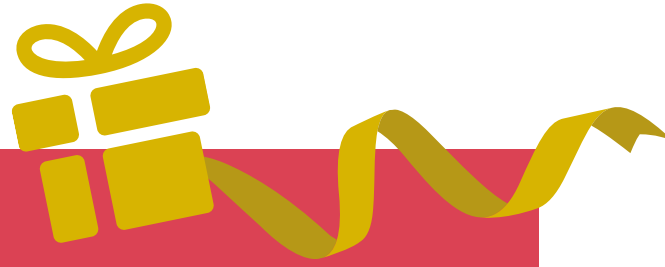
This Small Business Saturday, the East Side invites you to explore, indulge, and enjoy everything our vibrant neighborhood has to offer. Whether you're getting a jump on holiday gifting or simply spending a cozy November Saturday supporting your favorite local spots, there's no better place to be than right here on the East Side.

Make a day of it:

- Grab a meal at one of our local restaurants, cafés, or breweries
- Kick off the holidays with a movie, bowling night, live show, axe throwing, or mini-golf at one of our entertainment venues
- Get your holiday shopping started at our unique retailers, boutiques, and art galleries
- Renew or purchase a membership at our fitness studios or museums – or gift one to a friend
- Attend a neighborhood maker's market and shop handcrafted goods
- Plan a Friendsgiving gathering at a local venue, then stroll the neighborhood for Small Biz Saturday finds
- Treat yourself to self-care and seasonal glow-ups at East Side salons and spas

From gifts that feel personal and meaningful to meals that bring people together, your support makes a difference. **Thank you for shopping local and supporting our East Side businesses.**

East Side BID 2025 Events Calendar



Holiday Open House

DECEMBER 13-14, 2025

Tis the season to shop small and spread cheer! This holiday season, celebrate Shop Local Weekend by exploring Milwaukee's East Side for thoughtful gifts, cozy vibes, and festive finds. From charming boutiques and unique treasures to seasonal menus and warm neighborhood spots, our local businesses are here to help you make the holidays merry and meaningful. Come support your favorite shops, and maybe discover a few new ones along the way!



Stay up-to-date with the latest BID happenings!

Visit theeastside.org/events/happenings for the latest events and updates.

UPCOMING EVENTS

Here's a quick look at some upcoming events on the East Side...

East Cider Live Comedy Show

Friday, November 14 at 7:30 PM | Pomona Cider Company
(2163 N Farwell Ave)

Yarn Club

Wednesday, November 19 at 6:00 PM | Studio B & Co.
(2478 N Murray Ave)

Latin Jazz with Carlos Adames Group

Friday, November 28 at 7:00 PM | The Estate
(2423 N Murray Ave)

Puzzle Tourney

Tuesday, December 2 at 6:30 PM | Pomona Cider Company
(2163 N Farwell Ave)

Milwaukee Police Department Crime and Safety Meeting

Thursday, December 11 at 5:00 PM | St Mark's Episcopal
Church (2618 N Hackett Ave)

Milwaukee Mix & Cobalt Glassworks Holiday Market

Sunday, December 21 from 11 AM–3 PM | Milwaukee Mix
(2414 N Farwell Ave)

Keep up with all the latest happenings at
theeastside.org/events/happenings

UPCOMING EVENTS

12/11

Milwaukee Police Department Crime and Safety Meeting

Thursday, December 11 at 5:00 PM
St Mark's Episcopal Church (2618 N Hackett Ave)

The next Milwaukee Police Department Crime and Safety Meeting will take place on Thursday, December 11th at 5pm in St Mark's Episcopal Church (2618 N Hackett Ave).

These meetings are open to all and are hosted by the Milwaukee Police Department. The District One Captain and Community Liaison Police Officers will be there. It's a great chance to meet PD personnel, ask questions, and share any concerns.

All season
long through
1/1/2026

Season's Screenings

Winter 2025
The Oriental Theatre

This holiday season, immerse yourself in a cinematic wonderland with Milwaukee Film's second annual seasonal film lineup showcasing timeless classics and modern favorites. From more traditional, heartwarming classics like White Christmas and It's a Wonderful Life to irreverent late night selections like Krampus and Christmas Evil to romances like When Harry Met Sally and family favorites like Beethoven and Dr. Seuss' How the Grinch Stole Christmas, there's emotions and holiday cheer aplenty for whatever your soul may need.

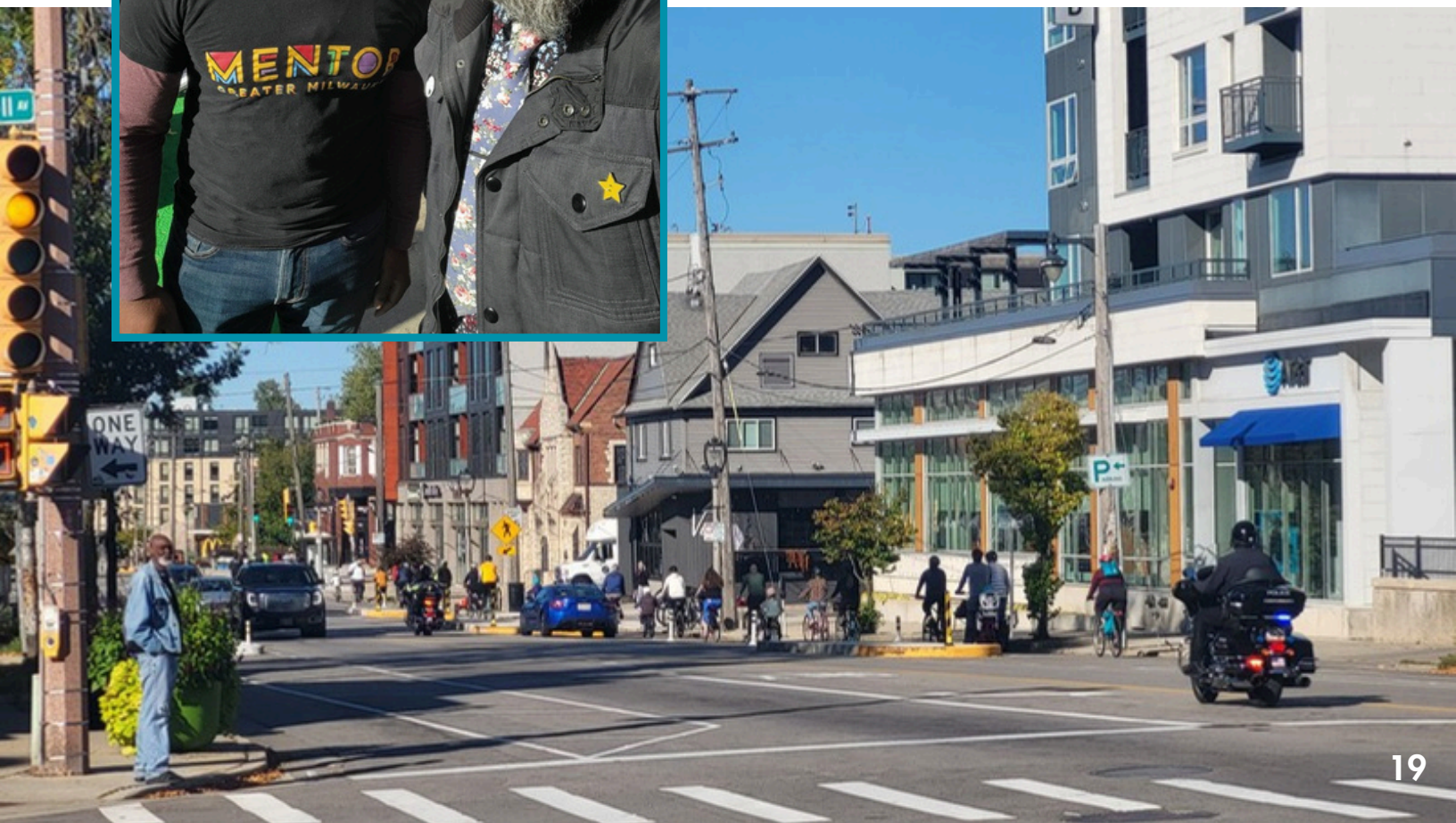


Neighborhood bike ride with Mayor Cavalier Johnson

The East Side community joined Mayor Cavalier Johnson for a crisp fall morning ride during the first-ever Mayor's Bike Ride on October 11. Starting and ending in Ivanhoe Plaza, neighbors came together for a relaxed loop through the surrounding streets, celebrating community connection and active transportation.



Before the ride, East Side BID Executive Director Ryan Laessig shared updates on Ivanhoe Plaza improvements, new murals, and other exciting neighborhood projects. The event captured the spirit of the East Side: welcoming, vibrant, and always on the move!



EVENT SPOTLIGHTS



Doors Open Mural Fest Brings Art to Life

Doors Open Mural Fest transformed the East Side into a vibrant canvas of creativity! Visitors explored 9+ new murals in and around Black Cat Alley, including striking works like Brent Schoonover & Hannah Tews' Wild Bill, David Najib Kasir's The Subtraction of Children, and Adam Melster's And Now You're Here. Murals also popped up throughout the neighborhood—from Ivanhoe Plaza's Veridian Kaleidoscope to tributes at The Next Bar and Maryland Avenue Montessori.

Beyond public art, festival-goers toured historic East Side landmarks, including The Oriental Theatre, Paloma Wilder Studio, East Side Family Chiropractic, Charles Allis Art Museum, and the North Point Water Tower. Local businesses like Wayfinder, Pomona Cider Co., Von Trier, and Izzy Hops offered specials, pop-ups, and tasty treats to complete the weekend experience. The festival was a celebration of creativity, community, and everything that makes the East Side a truly colorful place to explore.

SPONSORSHIP OPPORTUNITIES

Promote Your Business & Support the East Side

Looking for meaningful ways to connect with the Milwaukee community and boost your brand visibility? The East Side BID offers exciting **sponsorship opportunities** throughout the year.

Whether you're a local business, larger brand, or community-minded organization, sponsoring an East Side BID event helps **support vibrant, inclusive programming** while putting your name in front of **thousands of residents and visitors**.

We are now accepting sponsors for 2026 BID events! You can expect the return of many of our popular events from this year, Summer Soulstice as always, and possibly some exciting new additions. Keep an eye out for the full 2026 events calendar, coming early next year.

Sponsorships help fund public art, community gatherings, and creative placemaking while **giving your brand valuable exposure** through event signage, promotions, digital marketing, and more. We'd love to work with you to find the perfect fit.

Interested in getting involved? Reach out to East Side BID Executive Director, Ryan Laessig, at director@theeastside.org to learn more.

Let's build something amazing together on the East Side!

black
cat
alley

A Season of Color, Light, & Community

After Dark ✨

The East Side was buzzing with spooky fun for the final Black Cat Alley After Dark of the year! Guests enjoyed live music from Orlando Peña in Ivanhoe Plaza courtesy of The Argo, browsed local art, and soaked up the vibrant energy of Milwaukee's iconic outdoor gallery.

Costumed revelers joined the East Side BID Costume Contest at Vintage, while families enjoyed kid-friendly cookie decorating, trick-or-treating, and festive fun at Beans & Barley. Attendees also explored spooky specialty cocktails at Wayfinder, permanent jewelry with Bolt Babes, and a student art gallery from St. Marcus School, supporting school supplies for local students.

From art and music to treats and thrills, the East Side truly came alive with Halloween magic.



Jeremy Novy's Koi: Restored and Refreshed!

Thanks to the Milwaukee Arts Board and artist Jeremy Novy, our iconic koi are back and swimming strong.

Jeremy Novy stopped by in October to restore his beloved ground murals, and we're so glad to see them shine again.



Support Black Cat Alley This Giving Tuesday!

This Giving Tuesday, we're reaching out to YOU—our community of art lovers, neighbors, and supporters—to help ensure Black Cat Alley remains a vibrant, creative space for everyone. 🌟

Since 2016, Black Cat Alley has transformed an ordinary alley into one of Milwaukee's most celebrated outdoor art galleries. But it's only through the generosity of people like you that we've been able to grow and thrive. Today, we're asking for your support to continue this journey.

Your donation helps make a visible difference in the Alley:

\$100 – provides garden supplies and winterizing materials to protect the space year-round

\$1,000 – supports ongoing landscaping and maintenance to keep the Alley beautiful and welcoming

\$4,000 – fully funds a new artist mural, supporting local talent and fresh creativity

\$10,000 – helps fund our next large-scale North Ave mural planned for 2026

If you've ever used Black Cat Alley as a backdrop for a photoshoot, attended one of our community events, or simply enjoyed the artwork in peace, now is the perfect time to give back.

Donations of all sizes make a big impact. Help us continue to celebrate creativity, support local artists, and keep this special place thriving for years to come. 🌟

[Donate today by going to blackcatmke.com/support](https://blackcatmke.com/support)

Thank you for helping us build a stronger, more colorful community!

IVANHOE PLAZA

Ivanhoe Plaza has come alive with a wide variety of community events and markets, bringing neighbors together to connect in the heart of the East Side. If you're interested in hosting your own event in the Plaza, reach out to Ryan Laessig at director@theeastside.org.



In August, Ivanhoe Plaza was part of an immortal-level celebration as the Twilight Bar Crawl took over the East Side. Hosted by La Gente Art, the fandom-fueled event featured Twilight-themed activities across five local bars—Izzy Hops, Von Trier, Pomona Cider Co., Vier North, and Triple Taproom—and wrapped up with a special screening of the first Twilight movie.

Photos by [@lagentearth](https://www.instagram.com/lagentearth)

Ivanhoe Plaza came alive this fall with a series of vibrant community markets celebrating local makers, students, and small businesses. The Panther Pride Market with SayWerd welcomed new and returning UWM students to explore the neighborhood through vintage finds, local bites, and interactive shopping fun. Later in the season, Cream Fresh Fest returned for two outdoor markets hosted by JUNGLE GEMS, filling the plaza with vintage treasures, creative vendors, live music, and cozy fall energy. Each event showcased the East Side's creative spirit and strengthened its connection to the community.



IVANHOE PLAZA

Thank You to The Argo for a Season of Music in Ivanhoe Plaza

From midsummer evenings to crisp fall nights, The Argo filled Ivanhoe Plaza with incredible live music, community energy, and unforgettable performances. Their free concert series brought everything from soulful singer-songwriters and honky-tonk rockers to pop-punk powerhouses, turning the plaza into a true neighborhood stage all season long.

We're so grateful for their partnership and for the joy they brought to the East Side in 2025. As The Argo prepares to open their brand-new venue this fall at the historic Fox Bay Theater just north of downtown Milwaukee, we wish them continued success and can't wait to follow the music wherever it goes next.



**Follow along with us to be the
first to learn about new
updates and events.**

theeastside.org

