



## INAUGURAL VALLEY WEEK RECAP

[Valley Week](#) was created to celebrate Milwaukee's Menomonee Valley: what is made here, who works here, all there is to do here, and the great jobs and careers here.

From September 23-30, 2017, Menomonee Valley Partners and numerous Valley businesses hosted experiences and events to invite the community to explore and discover the Menomonee Valley. Through 10 events in eight days, Valley Week attracted nature lovers, history enthusiasts, job seekers, and those looking for a unique experience to discover the Valley. More than 600 people attended events, more than 1,000 participated in a Valley Week special promotion, and tens of thousands were reached through promotions and PR activities.

Here's a quick recap:

- **ULTIMATE BEER RUN** – 80 people completed the 3.7K route between City Lights Brewing and Third Space Brewing, cheering each other on along the way and exchanging high fives as they passed one another.
- **TREE PLANTING IN THREE BRIDGES PARK** – 100 trees, donated through Harley-Davidson's *Renew the Ride* program, were planted by more than 60 volunteers who spent a morning planting trees that will provide shade for future generations.
- **MENOMONEE RIVER KAYAK TOUR** – Through the *sold out* kayak tour with Milwaukee Kayak Company, an enthusiastic group of people, most of whom had never been on the Menomonee River, learned about the Valley's history and exciting future from a perspective that few experience.
- **DISCOVER YOUR CAREER EXPO** – Sponsored by We Energies, the Valley Career Expo drew more than 100 people to discover career options available with 15 participating Valley employers.
- **CAMPFIRE STORIES FOR GROWN UPS** – Jeff Crawford of the Forest County Potawatomi, Bill Davidson of the Harley-Davidson Museum, and Robin Olson of Rexnord shared powerful stories over a campfire in Three Bridges Park, a unique experience for the rapt crowd, most of whom had never before been to the park.
- **VALLEY WEEK BUSINESS LUNCHEON** – A *sold out* crowd of Valley employees and partners gathered at Potawatomi Hotel & Casino to celebrate the Menomonee Valley's transformation, the successes of the first Valley Week, and learn more about the vision for the next chapter in the Valley's continually

Thank you to **Plum Media** for complete production of this [video on the Valley's revitalization and the Campfire Stories](#):



View the [Valley Week Recap](#) video:



unfolding story.

- **HAPPY HOUR ON THE RIVER** – Thanks to Riverwalk Boat Tours and Rentals, three evening boat tours attracted more than 100 people to cruise the Menomonee River, seeing the Valley from a new perspective while enjoying a magical sunset.
- **ART WALK ON THE HANK AARON STATE TRAIL** – As part of both Valley Week and the 200 Nights of Freedom commemorating Milwaukee’s civil rights history, people took a guided tour of the public art along the Hank Aaron State Trail beneath the Father Groppi Memorial Bridge.
- **MENOMONEE VALLEY BIKE TOUR** – A *sold out* tour of the Valley, in partnership with Historic Milwaukee, traversed the Valley and explored its rich history via bicycle on the Hank Aaron State Trail.
- **BUS TOUR: BEHIND-, BELOW, AND ABOVE-THE-SCENES** – A fascinated group learned what is made in the Valley as they got exclusive behind-the-scenes tours at Komatsu Mining Corp, Rexnord Industries, and the Potawatomi Biodigester, finishing with a tour of building restoration in process at Cream City Yards. People loved learning that the shovel outside Komatsu holds 500 children, that Falk began as a brewery, and that, much like our bodies digest food, the Biodigester converts food waste to energy.



## PROMOTION

There were more than 30,000 impressions of the event tracked via MVP’s social media and newsletters. Additional impressions were garnered via billboard promotions, including Potawatomi’s on I-94 billboard (150,000 cars/day), the Harley-Davidson Museum’s, and Miller Park’s, as well as various community calendars, NEWaukee and other partner e-blasts, posters, social media shares by more than 20 partners, and press which included:

- **Fox 6’s Real Milwaukee** – ["Explore & Experience the Menomonee Valley, but How?"](#)
- **Milwaukee Business Journal** – [Harley-Davidson stories, s’mores and a campfire help celebrate Menomonee Valley](#)
- **Neighborhood News Service** – [Art Walk along Hank Aaron trail focuses on Open Housing marches of 1967-68](#)

## VALLEY WEEK DEALS

- Twisted Fisherman sold more than 50 Valley Week 3-course meals, with \$5 from each going to MVP
- Badger Truck donated \$2 from each oil change
- Sobelman’s Pub and Grill donated \$1 from each Bloody Mary sold during Valley Week

Thank you to the inaugural **Valley Week Sponsors:**

**Presenting Sponsor:**



**Supporting Sponsors:**



**Valley Partner Sponsors:**

*Aurora Health Care, Bence Build, City Lights Brewing, Harley-Davidson Museum, JF Ahern, Journey House, L&R USA, Materion, Palermo's Pizza, PPS, Sobelman's Pub & Grill, Stamm Technologies, Standard Electric Supply Co., The Sigma Group, Third Space Brewing, Twisted Fisherman, and Wisconsin Bike Fed*