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NEWS RELEASE

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Twelve Businesses Selected for Pop-Up MKE *Successful business support program launches second year In three vacant commercial storefronts*

On Monday, September 16th, Pop-Up MKE is sponsoring a launch party to announce the 12 businesses that have been selected for Pop-Up MKE.

Press and the public are invited to attend a ribbon cutting at each site starting with the storefront located at 1860 W. Fond Du Lac Ave. at 4pm, then 2714 N. Martin Luther King Jr. Drive at 5pm and finally 1037 S. Cesar Chavez Drive at 6pm. All three Pop-up MKE storefronts will be open from 4-7pm, and highlighting the products and services that will be available through December at these locations.

Pop-Up MKE, a public and private partnership focused on economic development and entrepreneurship, has selected 7 businesses to kick start the program. This first round will run 45-60 days and then another 5 businesses will take over the spaces. The program will run from mid-September through December.

“The entrepreneurial spirit is strong in Milwaukee, and Pop-Up MKE provides a big step forward for many people to realize their dreams,” Mayor Tom Barrett said. “In a supportive location, these budding business people can introduce their products and generate buzz.”

Entrepreneurs will receive access to reduced rent, business coaching, marketing support, and mini grants that can be utilized for marketing expenses.

The businesses selected for 1037 S. Cesar E. Chavez are:

- LUNA (Latinas Unidas en las Artes) a collective made up of diverse Latinx artists based in Milwaukee, WI.
- Artesenia – artisan pottery from Guanajuato, Mexico.
- FOURTECITY -- apparel brand that mixes pop culture with Milwaukee culture. They also specialize in Digital Media (videography) and provide digital assets to other local businesses.
- Tranquilidad -- Bridging the gap between mental and physical health by establishing healthy habits in exercise, nutrition, and mindset. Using tech to make the implementation process easy for community members. Using a holistic approach to promote health within our communities.

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The businesses selected for 1860 W. Fond du Lac Ave are:

- The Classic Shoppe – a clothing brand dedicated to promoting the idea that our culture is not a trend
- Elevated Healing Massage & Wellness Arts LLC – massage therapy and bodywork techniques for healing and wellness
- Quiescent Moments is a retail candle and home goods line
- Crowned Soles LLC – a women’s shoe store that provides trendy, affordable, and customizable quality footwear. She specializes in bridal parties and other large group orders.

The businesses selected for 2714 N. Martin Luther King Jr. Drive are:

- Beware of Savage LLC – Streetwear brand
- NEXT|HIIT, LLC -- a multi-purpose private fitness company specializing in multiple practices of wellness.
- Angels In Style LLC -- one of a kind custom apparel company
- Gifted Clothing, LLC -- A clothing line the idea that everyone has a God given talent/ability.

Another round of applications will be open in November for those interested in applying.

Pop-Up MKE is coordinated by the City of Milwaukee’s Commercial Corridor team, and the Local Initiatives Support Corporation (LISC) in partnership with the Wisconsin Women’s Business Initiative Corporation (WBBIC), participating Business Improvement Districts, and MKE United. Pop-Up Milwaukee was seeded with funds from Chase Bank.

<https://brewcitymatch.com/pop-upmke>

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