

Shorewood BID events



Stop by these Oakland Ave. shops to see the latest in Spring offerings while enjoying sips & bites!

April 19th, 5-8pm

Oxford Glass - 4322 N. Oakland Ave.
Full service stained glass studio.

Olson House - 4326 N. Oakland Ave.
Nordic & local home decor, furniture, gifts, interior design & more.

Just Goods - 4451 N. Oakland Ave.
Fair-trade, eco-conscious and locally-produced items.

The Workroom - 4508 N Oakland Ave.
Interior design firm and lifestyle brick + mortar.

SHOP - 4524 N. Oakland Ave.
Classic & contemporary women's clothing & accessories.

Performance Running Outfitters - 4533 N. Oakland Ave.
Specialty running store for all levels of runners, walkers and fitness enthusiasts.



Oakland Ave Spring Shop Walk

Come out on **April 19th, 5:00 p.m. to 8:00 p.m.** and explore Shorewood's businesses. See what's new and meet the owners.

Start at **The Olson House** and continue to **Oxford Studios** next door, to **Just Goods**, **The Workroom**, **Shop** and end at **Performance Running**.

Enjoy complimentary hors d'oeuvres & beverages as you move about.

[Find out more!](#)

This Summer is going to be a busy one in the Village! On **June 2**, we have our first ever Summer Saturday! The space in Wood Square (just South of MOD Pizza) will once again get activated with vendors and activities for everyone! Come and join us during the day and kick off the Summer right in Shorewood! [For sponsorship opportunities, click here](#)

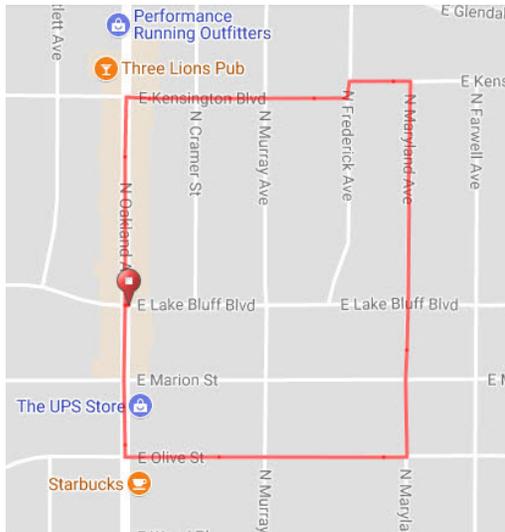
Summer
Saturdays
**@WOOD
SQUARE**

Thursday, June 28th
11:30 - 8:30 P.M.

The 15th Annual Shorewood Criterium is coming soon. It is one of the best known cycling events by the Tour of America's Dairyland, where over 500



SHOREWOOD CRITERIUM CYCLING CLASSIC



cyclists from around the country and abroad compete. It is a massive neighborhood event complete with entertainment, family fun and kid activities

We've made some exciting changes this year by adding two races, beginning the day at 11:30 a.m., and shortening the race route to accommodate the racers.

[For sponsorship opportunities, click here!](#)

Race route bounded by Oakland Av, Kensington Bl, Maryland Av and Olive St

Shorewood BID News

BECOME a SPONSOR

Be a partner of our events

An exciting year in store for Shorewood's business district. You'll see some old and definitely some new events. (Check out Shorewood Shenanigans event success below). We're adding Feast on Oakland street festival, and more.

Help Shorewood make each event successful and be a sponsor. We put together a complete list of all opportunities, so check it out. And, **we now accept online payments** - can't get any easier.

[Click Here](#) to take you to our website.

Or [Click Here](#) for a form that includes a payment link.

Saying Goodbye to Rainbow Jersey after 45 years



On May 12th, 1973, Rainbow Jersey Bicycles was born after Jerry Pearce and his father Virgil, decided to invest \$5,000 to make a small 400 square foot space on Hampshire and

Downer on Milwaukee's East side into a bike retail shop.

Community service and activity has always been part of the RJB mission, which has led to making Milwaukee a better place to ride bikes. Jerry was involved in the initial UPAF Ride for the Arts. He also participated with the Milwaukee Bicycle Task force set up by then-Mayor John Norquist; the bike lanes in Milwaukee are a part of the effort put forth by this group. RJB was an enthusiastic participant in the inaugural Bike to Work Day in Milwaukee (now Bike to Work Week). More recently RJB has supported two youth programs with the Shorewood Recreation Department- the First Ride and a Bike Rodeo.

While working retail for the past 45 years has certainly had its up and downs, and changed significantly in recent years, Jerry has decided it's time to retire. Happiest retirement to you, Jerry!

A Great Turnout at Shorewood Shenanigans!

March 17th



Shorewood's first organized St. Paddy's Day Business Improvement District event was a great success and a big thanks to the community for coming out and supporting the businesses. The eight participating bars and restaurants appreciated your support and the weather could not have been better. Check out event pictures on the [BID Facebook](#) and if you took any that day, we'd love to see them, #ShorewoodShenanigans.



North Shore Nails - 5 Years

4011 N. Oakland

Swanky Seconds - 6 Years

2223 E. Capitol

PNC Bank - 7 Years

4231 N. Oakland

Congrats everyone!

Have an anniversary coming up? Email [Ericka](#) or [Sarah](#) and let us know!

Shorewood Business Specials & Events

**Shorewood Reads
Station Eleven**
Now through April 15

**Oakland Ave.
Spring Shop Walk**
April 19, 5pm - 8pm



Head to your Shorewood **Colectivo**, **Coffee & Bagels**, **Stone Creek Coffee**, or **North Shore Boulangerie** and you might find a copy of *Station Eleven* by Emily St. John Mandel – the Shorewood Reads 2018 book.

Customers who pick up a book at one of these businesses can read it, then bring it to the Shorewood Public Library to be entered in a drawing to win a gift card to the business where they got the book. Shorewood Library and the Shorewood Reads Committee are excited for this opportunity to partner with Shorewood businesses! North Shore Boulangerie is even offering five café-only copies for reading while you lunch.

[Click here for more info!](#)



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Join SHOP, The Workroom, Performance Running, Just Goods, Olson House and Oxford Glass for special treats and extended hours!

Awe Fundraiser

April 7, 12pm - 5p



Local Shorewood artist, **Ken Vonderberg** will be sketching 20 minute portraits on location at Olson House to benefit A.W.E. (Artists Working in Education), who provide youth in Milwaukee with arts enrichment programs that advance learning, enhance human potential, and cultivate community.

Interested in a time slot for a sketch?

Contact teresa@olsonhouse.com or [414-210-2892](tel:414-210-2892) to reserve a time.

Structural Element Milwaukee Grand Opening

April 5th, 6pm - 8pm



You Are Invited!

Please join us to celebrate our Grand Opening!

Come out for the evening to meet the (se)[®] Team, learn about what we have to offer you, and connect with your community. Enjoy light refreshments, discounts and drawings for free (se)[®] Services.

Share the excitement! Bring a friend!



Earth Day Seed Bomb Workshop

Friday, April 20 at 10:30 AM - 1:30 PM

With Earth Day around the corner, we're spending a little time showing our commitment to caring for Mother Earth. Join us as we host a drop-in workshop.

We're making wildflower seed bombs! In this fun (yet messy) project, your child can create their own seed bomb to bring home. Created with local seeds, you'll be able to plant this at home and watch it grow as our weather continues to warm.

This workshop is included with admission. Parent assistance is required.

[Click to find out more!](#)

Milwaukee

\$10 off men's haircuts
or \$20 off hair color.
new guests only. Expires 4/30/18. Not to
be combined with other offers.

establishmentproductions.com
4503 N. Oakland Ave., Shorewood
414.963.4300

LUXE
SALON & SPAS

20% Off of
styling products

vagaro.com/luxethesalon35/about
2219 E Capitol Dr, Shorewood,
414.332.5893

Community Calendar

April 6 - Shorewood Conservation Committee 2018 Environmental Film Festival; Bag It

7:00 PM @ Shorewood Village Center

April 19 - Oakland Avenue Spring Shop Walk

5:00 - 8:00 PM @ 4322 N. Oakland Ave - 4524 N. Oakland Ave.

Do you have BID news you want us to talk about?

Please email [Ericka](#) or [Sarah](#) and let us know!

Are you an in home business in Shorewood?

The BID serves the Shorewood business community and we would like for all Shorewood businesses to be a part of it!

Please contact [Ericka](#) for more info!