

A vibrant night market scene in Milwaukee, featuring a large crowd of people, string lights, and city buildings in the background. The text is overlaid on a semi-transparent dark rectangle.

# 2023 MILWAUKEE NIGHT MARKET EVENT REPORT

WESTOWN ASSOCIATION



# MILWAUKEE NIGHT MARKET

Presented by:  **clover** from **fiserv.**

## EVENT OVERVIEW

The Milwaukee Night Market is a free, outdoor event showcasing a variety of local vendors, performers and artists. The Milwaukee Night Market transforms the heart of downtown into an exciting fusion of all the city has to offer.

<b>DATES &amp; TIME</b>	June 14, July 19, August 16 & September 13 5 - 10 PM
<b>LOCATION</b>	West Wisconsin Ave. between Vel R. Phillips Ave. & 2nd St. Expanded this year to include 2nd St. between Wells St. & Michigan St.
<b>ATTENDANCE</b>	100,000+ people throughout the season
<b>VENDORS</b>	190 local vendors featured throughout the season (121 vendor spots/Market) <ul style="list-style-type: none"><li>- 56% BIPOC vendors</li><li>- 66% Women-own vendors</li><li>- 5 sponsored BIPOC vendors</li></ul>
<b>ECONOMIC IMPACT</b>	Consumer spending data analyzed by Fiserv shows downtown Milwaukee saw as many as 5.5% more consumer payment transactions* flow to local businesses on Night Market days compared to the same day a year prior. <i>*only card-based forms of payments</i>
<b>ENTERTAINMENT</b>	27 different DJs & performances in the True Skool Entertainment Zone
<b>COLLEGE NIGHT</b>	300 students participated in a College Night scavenger hunt on September 13



# MEDIA OVERVIEW & IMPACT

**15K+**

FOLLOWERS ON @MKENIGHTMARKET'S FACEBOOK, TWITTER & INSTAGRAM - 102% INCREASE FROM LAST YEAR

**722.5K+**

IMPRESSIONS GENERATED BY MKE NIGHT MARKET, WESTOWN & NEWAUKEE SOCIAL MEDIA ACCOUNTS

**174K+**

PAGE VIEWS ON MKENIGHTMARKET.COM BETWEEN FEBRUARY 27, 2023 (PROMOTIONAL LAUNCH) THROUGH SEPTEMBER 15, 2023 (END OF SEASON)

**45+**

LOCAL & REGIONAL MEDIA STORIES BEFORE, DURING & AFTER THE EVENT



## MEDIA PARTNERSHIPS



**229K+**

IMPRESSIONS & PAGE VIEWS FROM ONMILWAUKEE'S SOCIAL MEDIA POSTS & CONTENT ARTICLES PROMOTING THE MKE NIGHT MARKET



**100**

15-SECOND LIVE-READS ON 88NINE & HYFIN PROMOTING THE MKE NIGHT MARKET THROUGHOUT THE SEASON



**112**

30-SECOND COMMERCIALS ON WISN12 THROUGHOUT THE SEASON

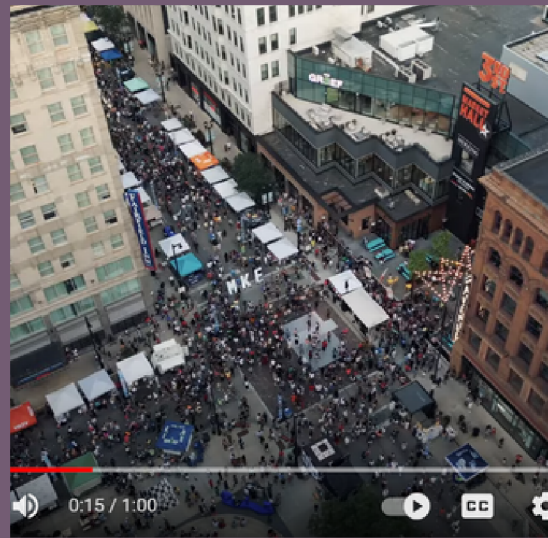


**60**

30-SECOND PROMOTIONAL ANNOUNCEMENTS & LIVE-READS PROMOTING THE NIGHT MARKET ON 620WTMJ, ESPN MILWAUKEE & THE TRUTH. EACH STATION ALSO DID A REMOTE BROADCAST AT THE EVENT.

# PHOTO GALLERY

[VIEW HERE](#)



# VIDEO GALLERY

[VIEW HERE](#)

# NEWS ARTICLES

[VIEW HERE](#)

**Fiserv is new presenting sponsor of downtown Night Market**

A scene from a recent Night Market.  
KENNY YODanis

By Margaret Naczek - Reporter, Milwaukee Business Journal  
Feb 23, 2023

Listen to this article 3 min

Milwaukee's Westtown Association said Fiserv Inc. is now the presenting sponsor of the Milwaukee Night Market being held on what will soon be the doorstep of the company's headquarters.

**Milwaukee Night Market returning to downtown in 2023**

Chelsey Lewis  
Milwaukee Journal Sentinel  
Published 1:26 p.m. CT Feb. 27, 2023

View Comments

8 Photos VIEW FULL GALLERY

**Milwaukee Night Market brings out a large crowd in 2022**  
The Milwaukee Night Market returned with food, drinks, shopping and entertainment.

If you're already looking forward to summer, here's something to put on your calendar: the [Milwaukee Night Market](#) will return to downtown four times this year.

[MKENIGHTMARKET.COM/MEDIA](https://mkenightmarket.com/media)

# 2023 MKE NIGHT MARKET SPONSORS



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Official Beer Sponsor



Official Beer Sponsor



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## CONTRIBUTING SPONSORS



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## EVENT PARTNERS

