

MILWAUKEE NIGHT MARKET

Milwaukee Night Market, presented by Clover®, kicks off 2025 season this Wednesday

On four nights this summer, see West Wisconsin Avenue transform into Milwaukee's gathering place

MILWAUKEE – Get ready for the [Milwaukee Night Market](#), presented by [Clover®](#), as it returns to West Wisconsin Avenue on Wednesday, June 11. Right in the heart of downtown Milwaukee, experience an open-air market and entertainment venue featuring over 100 local vendors, artists, performers and more.

The 2025 Markets, produced by [Westown Association](#), will be held on June 11, July 16, August 13 and September 10 from 5 to 10 p.m. on West Wisconsin Avenue between 2nd Street and Vel R. Phillips Avenue.

"We're looking forward to another exciting season of bringing thousands of locals and visitors to our Westown neighborhood to experience the Milwaukee Night Market," said Stacie Callies, Executive Director of Westown Association. "Between the variety of vendors and unique performances, there really is something for everyone to enjoy at the event. So be sure to celebrate opening night with us on June 11 and see for yourself!"

"We are excited to partner again with Westown Association as presenting sponsor for the Night Market for the third year running, and the first Night Market of the year is always special," said Bob Hau, Chief Financial Officer of Fiserv. "With Clover, the world's smartest point-of-sale and business management system powering payments, we are supporting entrepreneurs and guests at one of the summer's biggest and most eagerly anticipated annual events right next door to our Fiserv headquarters building in downtown Milwaukee."

A variety of local businesses will participate in the event including artists, restaurateurs and makers of all sorts. A full list of vendor and sponsor booths, along with a map of the event footprint, can be found at mkenightmarket.com/june-vendors.

Located at the main intersection of the Market, attendees will find the [Educators Credit Union](#) Entertainment Zone. This month's lineup features live music from Evan Christian, a variety pop-up performance by Professor Pinkerton, a DJ set from Nico At Nite and more. See the full lineup at mkenightmarket.com/entertainment-june. The 2025 acts were hand-selected by a volunteer curation committee supported by event media partners [Radio Milwaukee](#) and [101.7 The Truth](#).

New this year, attendees can expect additional entertainment at the northeast corner of Vel R. Phillips Plaza. Attendees can sing tunes at the [Bars & Recreation](#) mobile karaoke suite and enjoy a draft beverage from the [Draft & Co.](#) vintage beer truck.

Thanks to [Interstate Parking](#), those coming downtown for the Night Market are encouraged to take advantage of the \$3 parking rate at [The Avenue](#) structure (entrances at 615 N. Plankinton Ave. and 258 W. Michigan St.). Guests should also consider using ride share services or public transit such as [The Hop](#) and [MCTS](#) to travel safely and responsibly.

W. Wisconsin Ave. will close at 10 a.m. for event set-up at 2nd St. and Vel R. Phillips Ave., along with mid-block closures on N. MLK Dr. between Wells St. and W. Wisconsin Ave. and 2nd St. north and south of W. Wisconsin Ave. Streets will reopen after midnight.

Sponsors of the 2025 Milwaukee Night Market include [Miller Lite](#), [Jameson Irish Whiskey](#), [Potawatomi Casino Hotel](#), [GRAEF](#), [Gruber Law Offices](#), [310W](#), [People's State Bank](#) and [VISIT Milwaukee](#). Additional signature sponsors and new partnerships will be announced at a later date. To inquire about 2025 Night Market sponsorship opportunities, contact Stacie Callies at stacie@westown.org. Westown Association is a 501(c)(3) non-profit organization and donations are tax-deductible.

The Milwaukee Night Market provides a unique opportunity to gather on West Wisconsin Avenue, creating an environment for individuals of all ages and backgrounds to experience Milwaukee. You can view highlights from the 2024 Night Market at mkenightmarket.com/media.

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Westown Association is a non-profit business association focused on championing the economic and social development of Milwaukee's central business district west of the Milwaukee River. This is accomplished through special event marketing, business advocacy, growth initiatives and public/private partnerships that improve the quality of life and vitality of the district. For more information, please visit westown.org.

Westown Association acquired the Night Market brand from NEWaukee, a local engagement agency, who had produced the event since 2014. After the Market's cancellation in 2020 due to the COVID-19 pandemic, Westown Association assumed production of the event in 2021.

About Fiserv

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