



# Glow Boldly

WAUWATOSA, WI

MEDIA KIT






# DISCOVER WAUWATOSA

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# WHY WAUWATOSA

A walkable destination comprised of five dynamic districts, Wauwatosa contains countless corners of magic throughout our charming city. Enjoy larger-than-life murals created by artists from near and far, plenty of shops from small businesses to our very own Mayfair Mall and Mayfair Collection, luscious outdoor parks and paths, and mouth-watering eats galore.

We're also pretty proud to be neighbors with Milwaukee — it means we're conveniently less than a five-minute drive from the Milwaukee County Zoo, less than ten minutes from American Family Field, home of the Milwaukee Brewers, and only fifteen from Milwaukee Art Museum. A visit to Wauwatosa means enjoying the comfort and charm of a small town, with convenient access to urban attractions.



# by the numbers



MILWAUKEE'S BACKYARD

**DISTRICTS:**

5

**HOTEL ROOMS:**

1,211

**NEIGHBORHOODS:**

30+

**DISTANCE TO MITCHELL  
INTERNATIONAL AIRPORT:**

15 miles

**POPULATION:**

48,000+

**TIME ZONE:**

central

**DISTANCE TO  
INTERMODAL STATION:**

6 miles

# lay of the land



## 1. MAYFAIR & MAYFAIR COLLECTION

Look no further than Mayfair Mall and The Mayfair Collection to satisfy all shopping needs – Wauwatosa’s ultimate shopping, dining, and entertainment destinations.

**Destinations:** 1st and Bowl, Good City Brewing, Eldr+Rime

## 2. MIDTOWN TOSA

With a friendly mix of local hangouts and whimsical dining spots, MidTown Tosa has a spirit that shines – especially during the annual holiday window contest.

**Destinations:** Midtown Grill, Ray’s Growler Gallery, Thai-namite Tosa

## 3. EAST TOSA

You can’t go wrong in East Tosa, where a rich variety of eateries clustered around 69th Street Plaza makes get-togethers a cinch and bright murals add pops of color.

**Destinations:** BelAir Cantina, Cranky Al’s, Camp Bar, Rocket Baby Bakery

## 4. THE VILLAGE

A walkable, European-esque destination with small businesses and boutiques, as well as fine and casual dining, The Village is a hub of activity year-round – especially with expansive Hart Park nearby.

**Destinations:** Le Reve Pâtisserie & Café, Ruby Tap, Ristorante Bartolotta dal 1993, Cafe Hollander, The Village Cheese Shop

## 5. 68TH AND WELLS

For one-of-a-kind finds and specialty shops, 68th and Wells has you covered – here, you can find the best of what Wauwatosa has to offer, from coffee to cakes.

**Destinations:** Hyde Park, La Tarte, Ruckus and Glee, Ultimate Confections

# HISTORICAL LANDMARKS

Wauwatosa both looks forward to the future and honors its past. The following locales are included within the National Register of Historic Properties.



**ANNUNCIATION GREEK  
ORTHODOX CHURCH**



**CHURCH STREET  
HISTORIC DISTRICT**



**LOWELL DAMON HOUSE**



**H. R. DAVIS HOUSE**



**DR. FISK HOLBROOK  
DAY HOUSE**



**J. H. FIEBING HOUSE**



**WARREN B. GEORGE  
HOUSE**



**THOMAS B. HART HOUSE**



**WILLIS HOPKINS HOUSE**



**KNEELAND-WALKER  
HOUSE**



**MILWAUKEE COUNTY  
HOME FOR DEPENDENT  
CHILDREN**



**MILWAUKEE COUNTY  
SCHOOL OF AGRICULTURE  
AND DOMESTIC ECONOMY  
HISTORIC DISTRICT**



**PEARL C. NORTON  
HOUSE**



**WASHINGTON  
HIGHLANDS HISTORIC  
DISTRICT**



**WAUWATOSA ARCADE  
BUILDING**



**WAUWATOSA AVENUE  
RESIDENTIAL HISTORIC  
DISTRICT**



**WAUWATOSA WOMAN'S  
CLUB CLUBHOUSE**

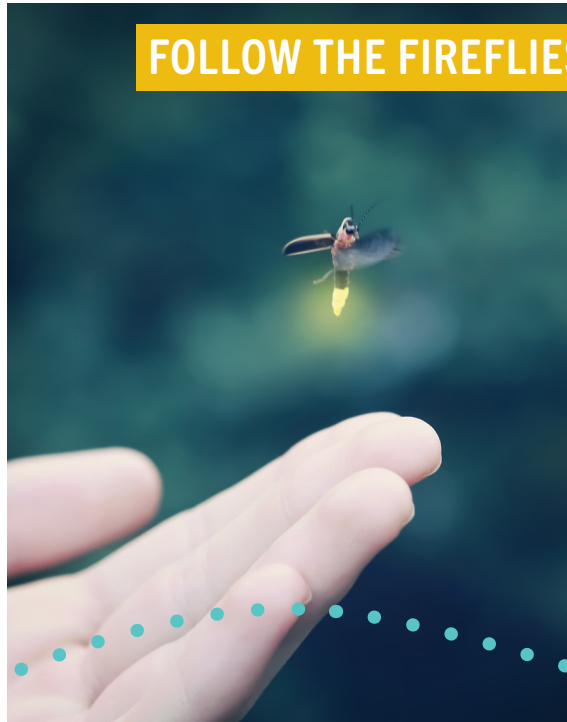
# STORY STARTING POINTS



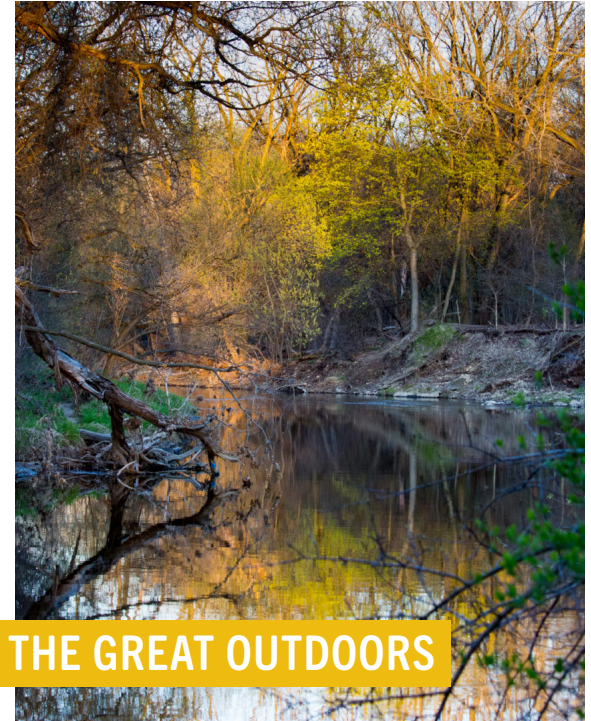
## TOSA HERITAGE

Known as the “city of homes,” Wauwatosa features many 19th and 20th century Victorian-style buildings due to the explosive growth it experienced in the mid-19th century as a result of transportation links to Milwaukee. What began as two mills along the river in 1835 eventually grew to become the vibrant, multifaceted city we know as Wauwatosa today.

Our city was named for the Potawatomi Chief Wauwataesie and the Potawatomi word for “firefly.” As you can imagine, we have this thing with fireflies – not only are they part of our namesake, but they also embody the kind of magic that happens in Wauwatosa every day. From outdoor adventures to easygoing dining destinations, every Tosa experience is intended to spark stories to share and memories to cherish. Plus, nothing is better than when Tosa’s fireflies come out at dusk and the bonfire starts crackling.



## FOLLOW THE FIREFLIES



## THE GREAT OUTDOORS

Tosa’s where we have fun and do our own thing. With so many open-air parks, the hardest decision is not choosing whether you should go for a walk, run, or bike ride, it’s choosing which parks and trails to explore first. Plus, Wauwatosa offers exciting ways to get around our city, including Bird scooters and BublR Bikes – a bike share featuring electric and standard bikes.

# STORY STARTING POINTS



## MURALS GALORE

Wauwatosa's vibrant art scene takes center stage in the North Avenue Mural Arts District, where a series of art installations featuring local, regional, and international muralists stretches from Wauwatosa to Milwaukee's Black Cat Alley.

Wauwatosa is proudly home to a variety of breweries and beer gardens – each with their own sense of personality and distinctive offering. From live music to tasting rooms, we have plenty to brag about.



## QUALITY BREWS



## THE FOOD SCENE

Devour Wisconsin's very best with a twist of Tosa flare at countless can't-miss local restaurants and bars. From boozy brunches and gluten-free lunches to cheesy appetizers and high-end entrées, Wauwatosa will bring out your inner foodie no matter what you're craving.



# event spotlight



## TOSA VILLAGE CLASSIC

Catch the **Tosa Village Classic** in June – the final stop of the largest competitive multi-day road cycling event in the US, Tour of America’s Dairyland. This 11-day race winds through several Wisconsin cities before ending in the Village of Wauwatosa, where thousands of residents and visitors fill the streets to enjoy this free, family-friendly event featuring food, beverages, local vendors, and neighborhood parties.

## ART 64

Don’t miss Wauwatosa’s annual live art competition ART 64 in June, when 64 artists from across the country compete in a two-day bracket-style painting tournament. With a tournament approach similar to March Madness, the public votes for which artists advance and ultimately win the grand prize of \$20,000.



## FIREFLY ART FAIR

When the first weekend in August rolls around, locals know that it’s time for the **Firefly Art Fair**. Visitors from all around Milwaukee stroll through the lawns and gardens of the picturesque Kneeland-Walker grounds to reconnect with cherished artists, engage with accomplished artisans and craftspeople, and spectate the juried art fair.



## TOSA FARMERS MARKET

Enjoy **Tosa Farmers Market** in Tosa Village every Saturday from June through mid-October. Stop by for a taste of locally grown, fresh produce and food products crafted by local artisans from 8AM to noon. Plus, stop by **Makers Market** on the first Saturday of every month where a curated collection of uniquely crafted items from expert makers are available for purchase.





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WAUWATOSA, WI



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