

# MEDIAKIT

There's so much to explore.





# CONTENTS

**03**

## **WHY WAUWATOSA**

People love it here, see why for yourself.

**04**

## **BY THE NUMBERS**

Get the stats on our city.

**05**

## **LAY OF THE LAND**

Five districts and a whole lot to discover.

**06-08**

## **10 THINGS YOU DIDN'T KNOW ABOUT WAUWATOSA**

There's a lot to talk about, but we've given you a head start.

**09**

## **EVENT SPOTLIGHT**

There's lots to do, but these are some of our favorites.

**10**

## **CONTACT**

Don't be shy, reach out to us.



## WHY WAUWATOSA?

Welcome to Wauwatosa – a walkable destination comprised of five dynamic districts each packed with their own treasures to uncover.

Throughout the city you can take in the larger-than-life murals by local and global artists. Stop in for casual cuisine or find something to treat your tastebuds at one of our award-winning restaurants. And when it comes to shopping, we've got you covered. Go big in Mayfair Mall and the Mayfair Collection or shop small in our locally owned businesses. But wait, there's more. Spend the day in our lush parks, scenic trails, and beer gardens.

We're also pretty proud to be neighbors with Milwaukee. That means you're just a five-minute drive from the Milwaukee County Zoo, less than ten from American Family Field (Go Brewers!), and fifteen from the Milwaukee Art Museum. So, if you're ready to discover the best of both worlds, come experience all that Wauwatosa has to offer.



# BY THE NUMBERS



MILWAUKEE'S  
BACKYARD



Population:

**48,000+**



Time Zone:

**CENTRAL**



Districts:

**5**



Neighborhoods:

**30+**



Hotel Rooms:

**1,211**



Distance to Mitchell  
International Airport:

**15 MILES**



Distance to  
Intermodal Station:

**6 MILES**

# LAY OF THE LAND

## 1. MAYFAIR & MAYFAIR COLLECTIONS

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 WAUWATOSA

With a friendly mix of local hangouts and whimsical dining spots, MidTown Wauwatosa is another favorite spot for date nights, quick bites and family outings.

**DESTINATIONS: MIDTOWN GRILL, THAI-NAMITE TOSA, LION’S TAIL BREWING, FIDDLEHEADS, JOY ICE CREAM**

## 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, MAGGIO’S WOOD FIRED PIZZA, CAMP BAR, ROCKET BABY BAKERY**

## 4. THE VILLAGE

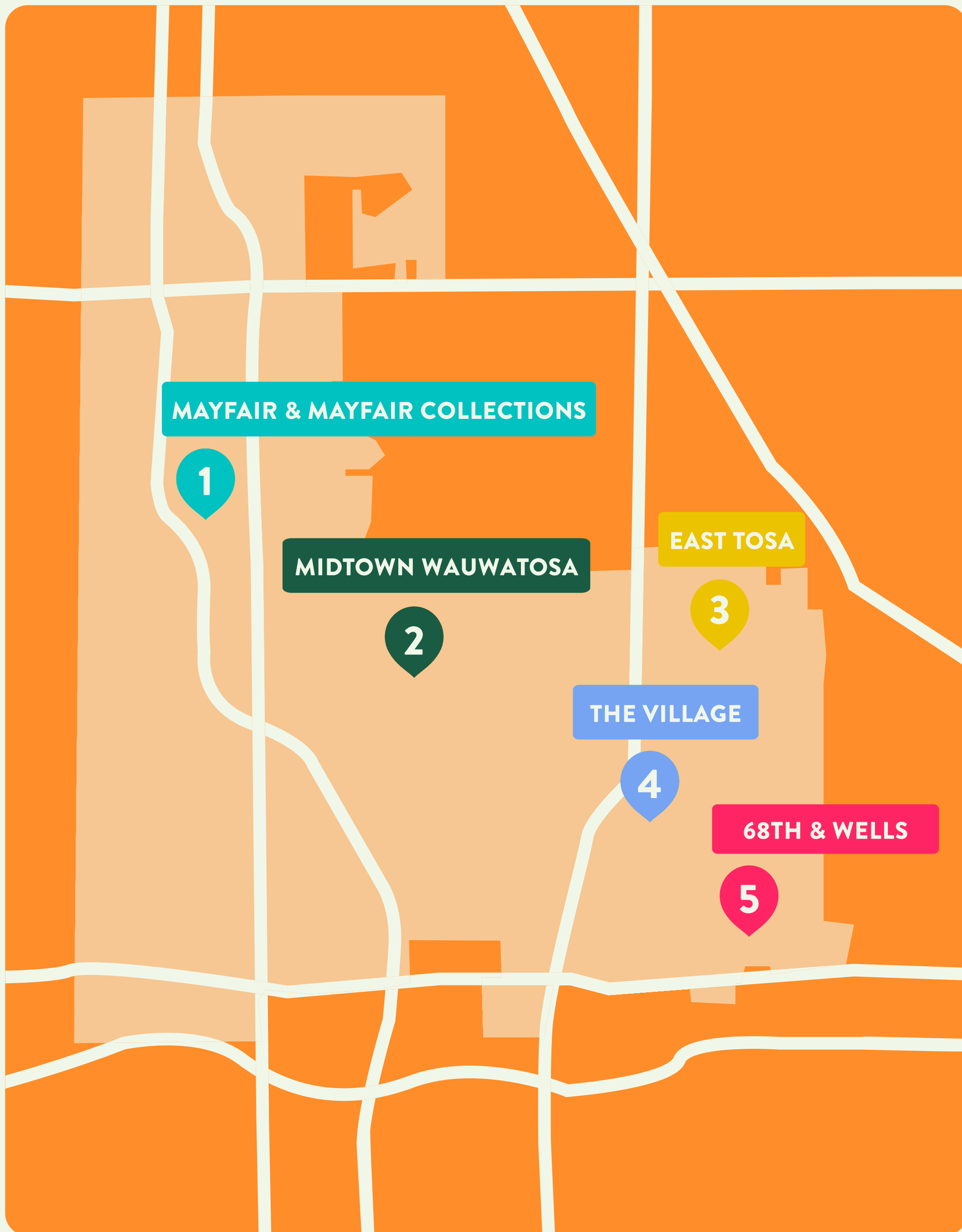
A walkable, European-esque destination with small businesses and boutiques, as well as fine and casual dining, The Village is a hub of activity year-round – especially with expansive Hart Park nearby.

**DESTINATIONS: LE REVE PÂTISSERIE & CAFÉ, RUBY TAP, RISTORANTE BARTOLOTTA DAL 1993, CAFE HOLLANDER, THE VILLAGE CHEESE SHOP**

## 5. 68TH & 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**





**WE'RE KNOWN AS  
THE "CITY OF HOMES"**

That's because of the many 19th and 20th century Victorian-style buildings that came about during the 19th century—taking Wauwatosa from two mills on along the river to the city it is today. Take a tour of the Kneeland-Walker House & Grounds to discover some of this history yourselves.



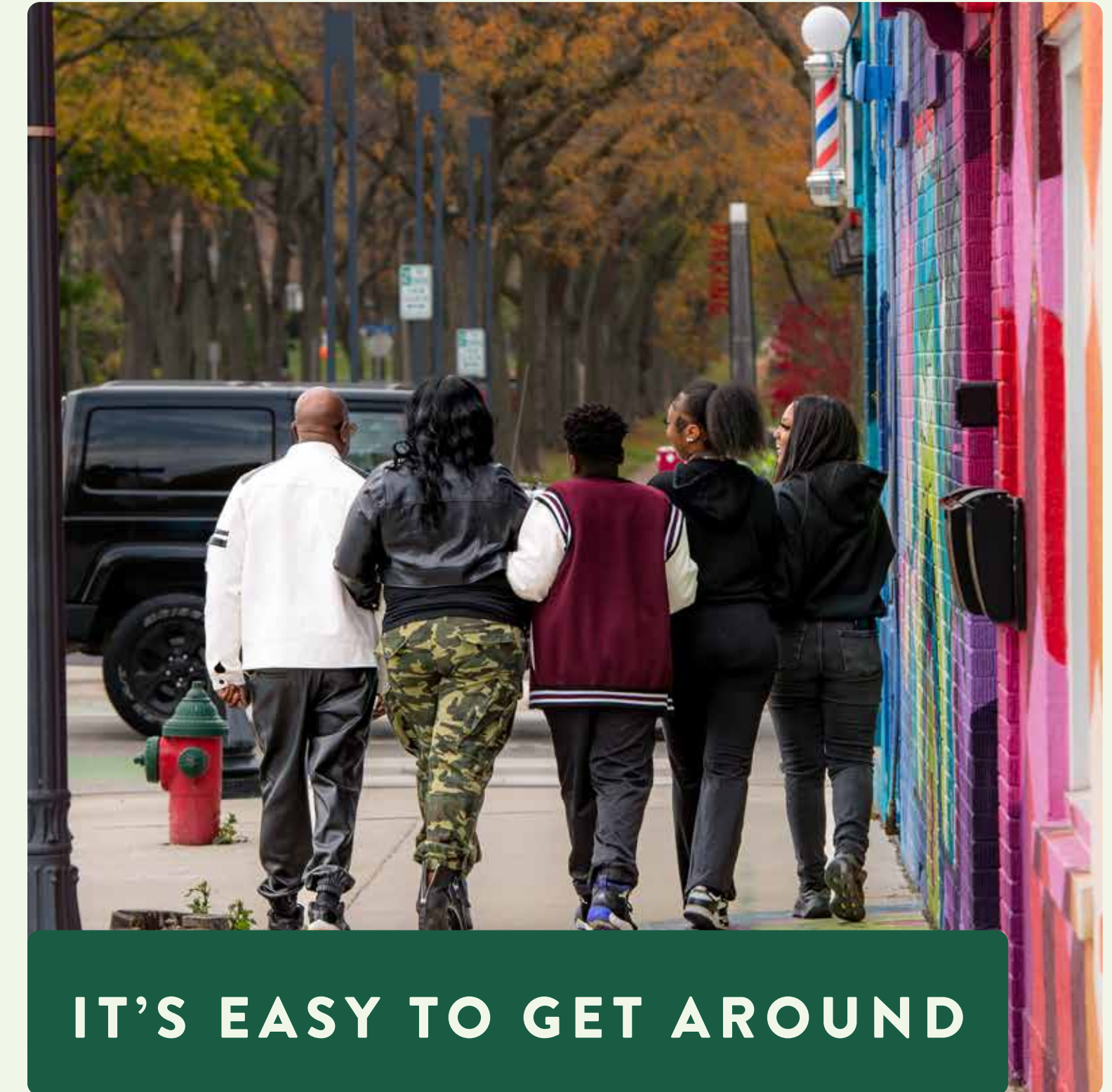
**FIREFLIES ARE IN OUR NAME  
& ALL AROUND**

Wauwatosa was named for the Potawatomi Chief Wauwataesie and the Potawatomi word for "firefly."



**WE WELCOME ALL**

Wauwatosa welcomes all. Not to boast, but we've got a great community. No matter who you are or why you're here, we welcome you to come explore the city we call home.



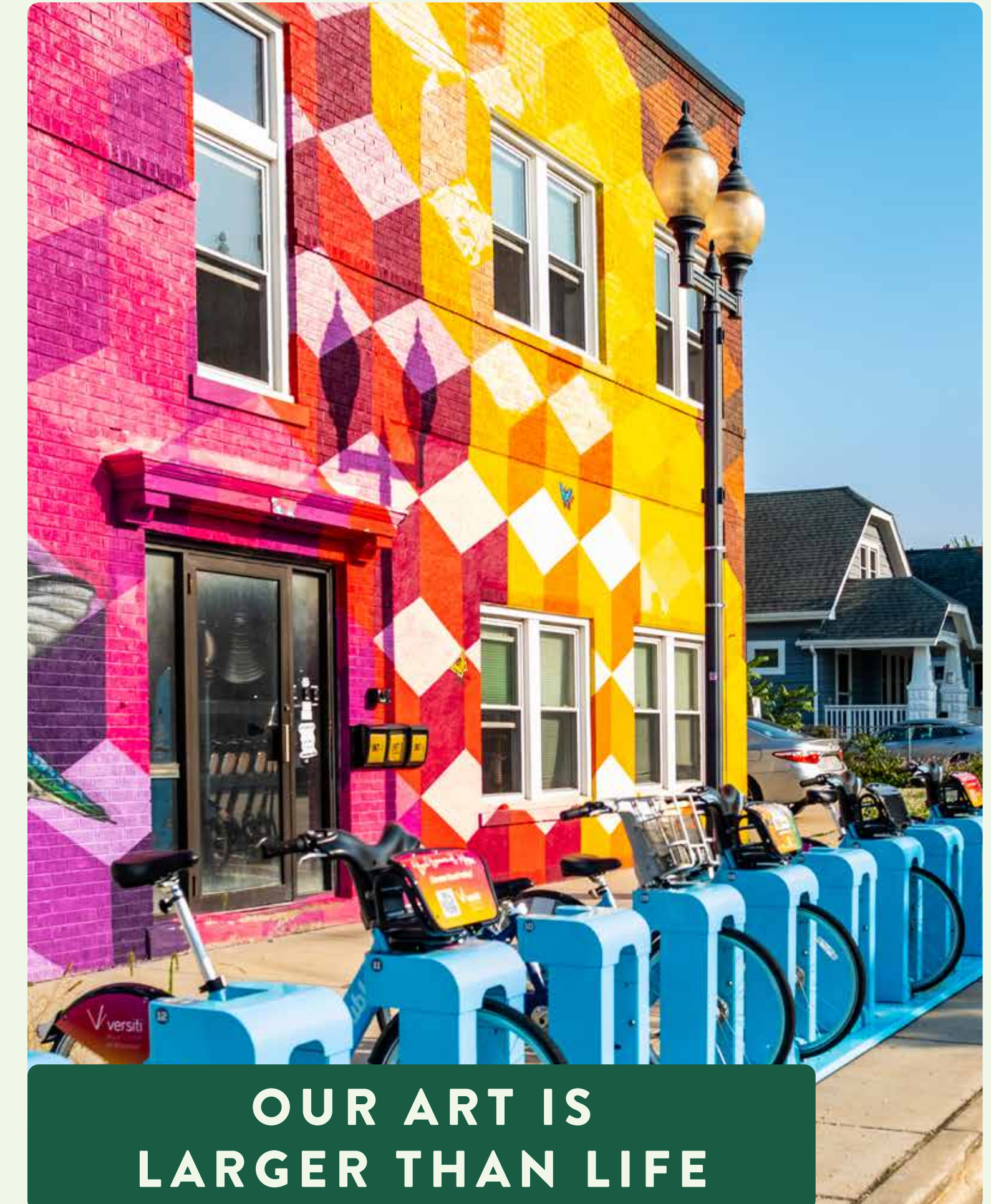
**IT'S EASY TO GET AROUND**

The Village offers easy walkability to shops and restaurants. There's major freeway access to surrounding areas. And, there are Bublr bike rentals available throughout the city. Plus, coming soon, is our new Moss Universal Ability Park – an 18-acre space that allows people of all ages and abilities to play and participate in recreation.



Solar energy powers many of our buildings including Wauwatosa City Hall and shortly will power our police station.

We pack a lot of fun into our parks. With trails, creeks, skate parks, tennis courts, sand volleyball courts, fields, beer gardens, and even a stage, we're sure you'll find something to love in one of our parks.



Explore the North Avenue Mural Arts District — a series of art installations featuring local, regional, and international muralists.



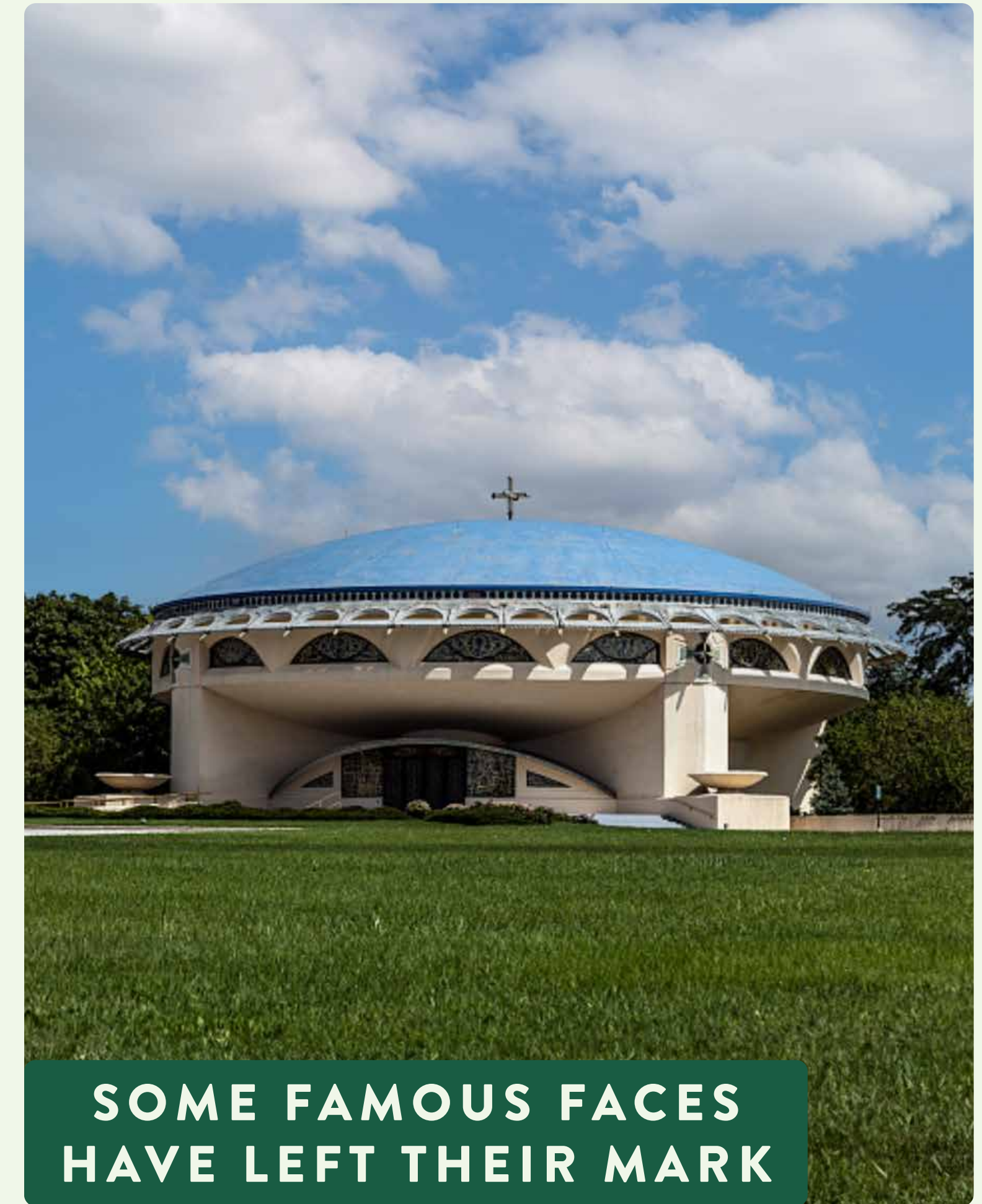
**WE'RE ALWAYS BREWING UP SOME FUN**

Wauwatosa is home to a variety of breweries, beer gardens, and tasting rooms where you can sample a variety of local flavors.

From boozy brunches and gluten-free lunches to cheesy appetizers and high-end entrees, Wauwatosa will bring out your inner foodie no matter what you're craving.



**EAT UP OUR FOOD SCENE**



**SOME FAMOUS FACES HAVE LEFT THEIR MARK**

Frank Lloyd Wright's Annunciation Greek Orthodox Church is on the National Register of Historic Places and is open to the public for viewing.



# 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 brush off Wauwatosa's annual live art competition ART 64 in June. The Midwest's Largest Live Elimination Paint Tournament hosts 64 artists from across the country to compete in a two-day bracket-style painting tournament. The public gets in on the action too, voting for which artists advance and ultimately win the grand prize of \$20,000.



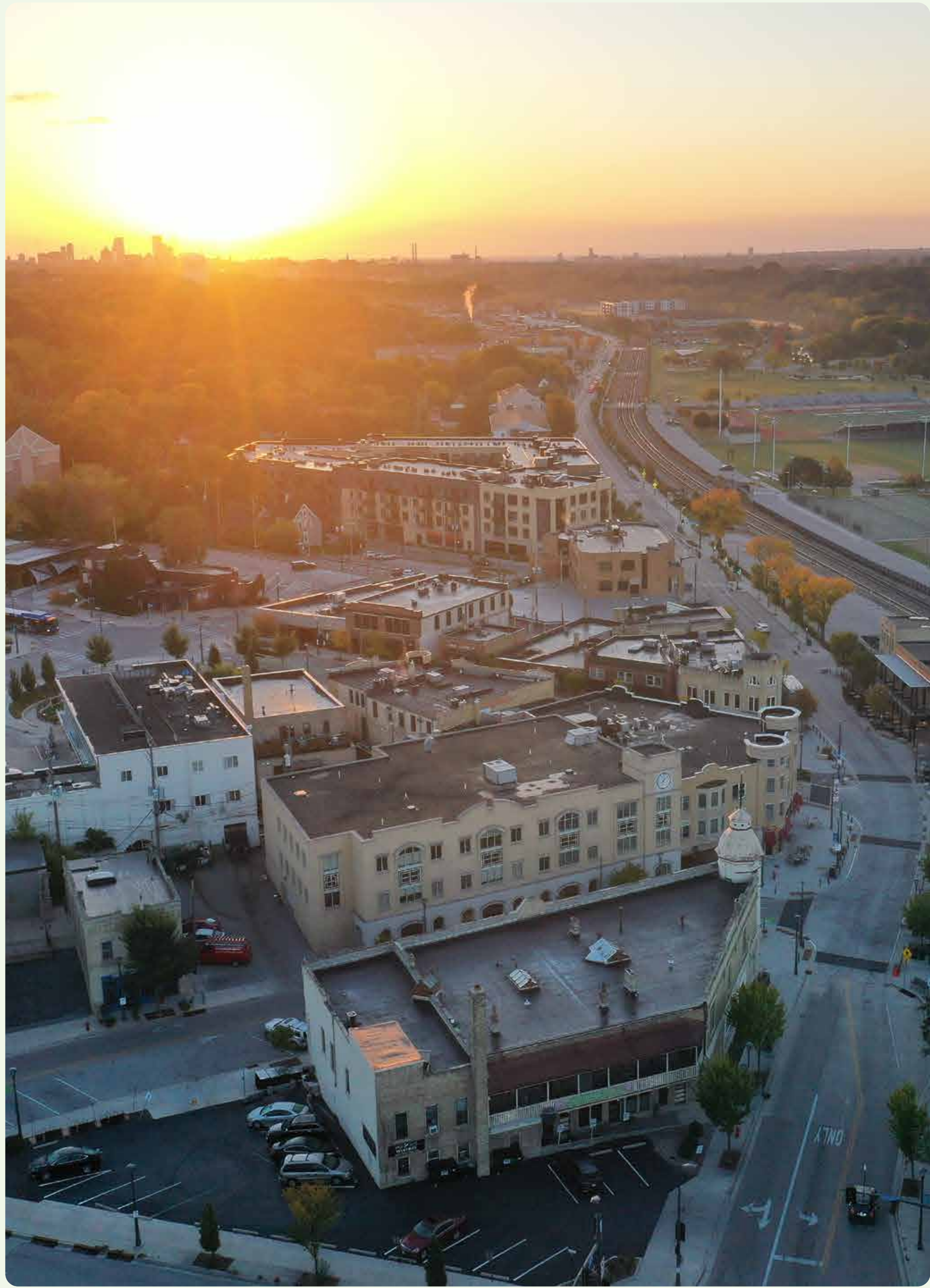
## FIREFLY ART FAIR

When the first weekend in August rolls around, locals know that it's time for the Firefly Art Fair. Visitors from all walks of life 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 The Village of Wauwatosa 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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