



Program Overview

Pop-Up MKE, a public and private partnership focused on economic development and entrepreneurship, is proud to announce the first round of businesses selected to occupying three vital commercial corridors near downtown Milwaukee.

Pop-Up MKE is coordinated by Local Initiatives Support Corporation (LISC) in partnership with the Wisconsin Women's Business Initiative Corporation (WBBIC), the City of Milwaukee, three Historic Business Improvement Districts (BIDs), and MKE United. Pop-Up Mke is part of a larger initiative, funded by Chase, aimed at building capacity and supporting urban entrepreneurs, which includes additional partnerships with the Milwaukee Urban League and the African American Chamber of Commerce of Wisconsin.

Pop-Up MKE collaborates with the City of Milwaukee's White Box Grant program to improve storefronts along Historic King Drive, Cesar Chavez Drive, and the North Avenue and Fond du Lac Business Improvement District for the business owners that will be selected for this short-term, retail opportunity with long-term rewards.

Selected Businesses

Pop-Up MKE will host three rounds of businesses through the end of September. Businesses located in the Pop-Up Shops now through July 8th are:

1008 S Cesar E Chavez Dr. along the Cesar Chavez Drive BID

Monash Natural Blends provides a variety of custom-made aromatherapy products to enhance your emotional and physical well-being.

In My City 365 A Milwaukee positive clothing brand that empowers one to be self-confident and proud of their city.

339 W. North Ave. located in Historic King Drive BID #8

Beloved Masterpieces LLC offers community painting lessons, to inspire self-expression through the arts, and community building that leads to healing.

Natural "E" Beautiful is a brand of apparel and beauty products that focuses on encouraging everyone to embrace who they are naturally.

1617 W. North Ave. located in Marketplace BID #32

Asili Naturals offers all-natural skin and body care products made with fresh plant-based and cruelty-free ingredients. Free of harmful and synthetic chemicals and made in the USA.

Bella's Treasures offers clothing, jewelry that inspires beauty, fun energy, life and happiness. Bella's Treasures is a boutique that brings back that old school flare.



Look for the following businesses in the Pop-Up Shops from mid-July through September:

A Mother's Love
 Circulate MKE
 Happy Hustlin
 Paradise Home

Aloekui Handmade Soaps
 Cream City Phresh
 Love Sum
 Sew Alive

Basia Rose Designs
 Fly Blooms
 Papyrus & Charms

More information on launch events, business profiles, and products can be found on Facebook @PopUpMke.

About LISC: Local Initiatives Support Corporation (LISC) is the recognized leader in neighborhood development. LISC provides programs, tools and investments that help communities thrive. Since 1980, LISC national has marshaled \$13.7 billion from investors, lenders and donors to foster the revitalization of more than 300 urban neighborhoods and rural communities. Since 1995, LISC Milwaukee has invested \$140 million in the central city by mobilizing resources for neighborhood revitalization and investing these funds through grants, loans and technical assistance to neighborhood-based community development efforts. Visit: www.lisc.org or www.lisc.org/milwaukee.

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About WWBIC: Wisconsin Women's Business Initiative Corp. (WWBIC) is a leading, innovative economic development corporation "Putting Dreams to Work." WWBIC's primary focus is on women, people of color and low income individuals, providing direct lending and access to fair and responsible capital, quality business education, one-on-one technical business assistance and education to increase financial capability. In 2017 WWBIC celebrates 30 Years of Impact and has directly lent over \$60 million in micro and small business loans with a current loan portfolio of \$17 million and 500 active borrowers. Visit: www.wwbic.com