



**Elizabeth A. Weirick**  
**CEO**  
**Milwaukee Downtown, Business Improvement District #21**

### **BIOGRAPHY**

Beth Weirick is a self-described Downtown lover and has been in the industry for over two decades. Ms. Weirick executes decisions on behalf of her 17-member board. She manages numerous contracts totaling over \$3 million on behalf of her District. She is responsible for overseeing District operations; designing, implementing and managing programs to ensure that Downtown Milwaukee is a clean, safe and friendly destination for visitors, residents and businesses; District strategic planning; marketing and communications; and representation of the District to local, state and national audiences. Ms. Weirick serves as Chair of the Community Intervention team to end homelessness and public nuisance behaviors. She also serves as Director of Milwaukee Downtown, Inc., a not-for-profit agency that focuses on special events, downtown marketing, research and community collaboration.

Milwaukee Downtown is a business improvement district that provides services for 150 square blocks in Downtown Milwaukee. Core services include sidewalk sweeping and scrubbing, landscaping, graffiti removal, and the Public Service Ambassadors. Ms. Weirick oversees and manages the newly created Economic Development initiative, The Milwaukee Trolley Loop, The Responsible Hospitality efforts, and the Downtown Branding Campaign. Ms. Weirick also manages numerous downtown special events including Downtown Dining Week, Taste and Toast, Downtown Employee Appreciation Week and the annual Milwaukee Holiday Lights Festival.

Ms. Weirick is a native Milwaukeean with two children, Justin and Shawna. Three step Children, Lindsay, David and Mary Ann and four grandchildren. Beth has been named in The Business Journal as a leader in their "40 Under 40" and a Milwaukee Woman of Influence. Beth was also named by the Shepherd Express as Milwaukeean of the Year for 2004. Beth has served as President of the Wisconsin Downtown Action Council, past President of the Kiwanis Club of Milwaukee and former chair of the Employ MKE Advisory Board for the hospitality industry. Beth is a 20 plus year member of the International Downtown Association, served as a director on that board and also serves on a variety of other community boards and committees.