

FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

July 5, 2012

Ald. Tony Zielinski

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Neighborhood business chips in to help Boulevard Theatre

The din of busy shoppers, pedestrians and outside diners on the soon-to-be expanded sidewalks of S. Kinnickinnic Ave. in Milwaukee's Bay View neighborhood will have minimal impact on the quiet ambience of the **Boulevard Theatre**. This is thanks to a renewed storefront window display and a new exterior door between the entrance from the street to the theatre space that will provide a sound-proofing buffer between S. Kinnickinnic Ave. and the Boulevard's intimate theatre space with the help of a local business.

The changes at the Boulevard are being made possible by a supportive business that is donating \$5,000 to the project. The \$5,000 check will be presented to Boulevard representatives by **Alderman Tony Zielinski** during a **news conference at 2 p.m. Friday (July 6)** at the theatre, 2250 S. Kinnickinnic Ave.

"The Boulevard Theatre is recognized as a gem among Milwaukee entertainment venues," said Alderman Zielinski, who represents one of Milwaukee's fastest growing entertainment districts. "As we explored the idea of expanding the sidewalks along Kinnickinnic Avenue to handle additional foot traffic and seating, we realized sound from the street would have a negative impact on the experience of theatre goers at the Boulevard."

"To balance the growth of local businesses and the intimate atmosphere of the Boulevard Theatre, we realized the only answer was to improve the windows facing the street," said Alderman Zielinski. "Understanding that the improvements would be too expensive for the small ensemble theatre to afford, we looked for a local business to step up and make a financial commitment to the quality of life in our neighborhood. Thankfully, Mill Valley Recycling, a neighbor to our north, understood the situation and donated \$5,000 to the \$10,000 project."

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Boulevard gets an assist/ADD ONE

Tony Teich, president of **Mill Valley Recycling**, 1006 S. Barclay St., said he is sensitive to the issue of managing noise in urban areas. “Our business is just in the shadow of Bay View and our neighborhood is also an up-and-coming entertainment district. So we know the importance of managing noise issues and being a positive influence to the neighborhood,” Mr. Teich said. “In an urban environment, we need to find ways for different businesses to coexist. It’s an honor for us to help the Boulevard Theatre thrive in their growing neighborhood.”

“We love seeing all the new visitors and our old friends exploring the Bay View neighborhood,” said Holly Blomquist, board member of the Boulevard Theatre. “We’re excited to be able to be able to provide a more comfortable experience to our patrons and really give them a chance to concentrate on the performance in our intimate space,” said Ms. Blomquist.

“When the show is over, they can then continue to enjoy the KK business district. Thanks to Alderman Zielinski for helping procure this funding. His connection to local businesses provides a great opportunity for our non-profit theatre company,” she said.

Alderman Zielinski said he would work with the theatre to seek additional funding to cover the remaining cost of the project, through applicable city grants or private donations.

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