

17th Annual

CARNIVAL

MILWAUKEE

A World Party of Culture, Music & Food

FRIDAY, MARCH 7, 2025

Presented by Associated Bank

A fundraiser for the Urban Economic Development
Association of Wisconsin (UEDA)



Carnival Milwaukee

RIO

Presenting Sponsor



Associated Bank

MARDI GRAS & SAMBA

Premier Sponsors

French for Fat Tuesday, Mardi Gras is dedicated to eating richer foods before fasting during Lent. Samba-enredo songs are performed for the festivities of Brazilian Carnival.



COMMUNITY ADVOCATES
Urban Planning, Real Estate, Social Impact, More

CARNIVAL KREWE

Signature Sponsors

A krewe is a group of people who ride in, create, and fund and execute Carnival parades.



ROYAL COURT

Honored members of a Krewe, including a King, Queen, Dukes and more.

AARP Wisconsin • Cinnaire • Goyke & Associates
Greater Milwaukee Association of REALTORS®
Greater Milwaukee Foundation • Gruber Law Offices
Huntington National Bank • Kelben Foundation
Mueller Communications • North Shore Bank
Prime Financial Credit Union • Self-Help Federal Credit Union
Summit Credit Union • Tri City National Bank
Wisconsin Economic Development Association • Yellow Wood

FOUVERT

A large street party held during Carnival in many Caribbean cultures.

Lad Lake • Sales Consultants of Brookfield • The Equitable Bank

Welcome to UEDA's 17th Annual Carnival Milwaukee!

On behalf of our Board of Directors and Members, the Urban Economic Development Association of Wisconsin (UEDA) is pleased to welcome you to our annual fundraiser, Carnival Milwaukee – a celebration of Milwaukee's rich culture and diversity.

Carnival Milwaukee is a “party with a purpose” – funds raised from this event will support UEDA's collaborative work in sustainable homeownership and affordable housing, financial empowerment, small business growth, community investment, and regional transportation. Learn more about UEDA at uedawi.org.

WHAT TO EXPECT TONIGHT

Food Tasting

Throughout the evening, please visit the 20+ restaurants and caterers that are participating in our **Food Tasting**. Information about their business, their cuisine, and how to find them is provided in this booklet.

Live Local Entertainment

Enjoy live music by local favorites **De La Buena** and **Samba da Vida**, and dance performances by **Salsabrosa MKE**. Be sure to stop by our festive photo station by **The Pixel Booth**. Tag **#CarnivalMKE** if you share!

Fabulous Prizes

Visit the **raffle table** and browse 10+ prize packages featuring products and services from local Milwaukee retailers and unique businesses. **Your booklet insert has a list of raffle packages.** Raffle tickets are **2 for \$5, 6 for \$10 or 15 for \$20**. Winners will be posted at the raffle table at 8:00pm. *You do not need to be present to win!*

Bill Johnson Bridge Builder Award: United Community Center

We are thrilled to present United Community Center with our 8th Bridge Builder Award in recognition of their commitment to ensuring Milwaukee has a thriving Hispanic community. Learn more on page 3.

RIO PRESENTING SPONSOR

The Brazilian city of Rio de Janeiro is known for hosting the largest Carnival celebration in the world.



We are pleased to have Associated Bank as our Carnival Milwaukee Presenting Sponsor!

For more than a decade, Associated Bank has been an active member and supporter of UEDA educational events and programs. Their community partnerships with UEDA and numerous other organizations demonstrate their commitment to investing in Milwaukee's neighborhoods, celebrating the diversity of our community, and promoting economic inclusion for all.

INVESTING IS IMPORTANT

ESPECIALLY WHEN IT'S IN THE COMMUNITY.

We believe that when you invest in the place where you work and live, everyone wins. That's why we're proud to support the **Urban Economic Development Association (UEDA)** and make our communities stronger from the bottom up.

Learn more about our community commitment at [AssociatedBank.com](https://www.AssociatedBank.com).



Member FDIC. ©2020 UEDA



2025 BILL JOHNSON BRIDGE BUILDER AWARD

The Carnival Milwaukee Bridge Builder Award recognizes a community member or partner for their efforts to honor diversity and connect people and places through the expression of culture in food, art, music, and space.

In 2023 we renamed this award in honor of Bill Johnson, UEDA's Executive Director from 2006-2015. Bill created Carnival Milwaukee in 2009 and was a well-known "bridge builder" in our community.



***In recognition of their commitment to ensuring
Milwaukee has a thriving Hispanic community.***

Through investments in high-quality education, social services, neighborhood development, homeownership, and cultural partnerships with Latino Arts and Café El Sol, UCC has become an intergenerational safe haven that serves more than 15,000 people each year.

UCC is celebrating 55 years of service in our community. Be sure to follow them throughout the year as they celebrate this milestone!

Visit www.unitedcc.org to learn more
about their programs and projects!

MARDI GRAS PREMIER SPONSOR
U.S. BANK

Mardi Gras (French for Fat Tuesday), is a day dedicated to eating richer foods before ritual fasting in the Lenten season.

**Creating a
world of limitless
possibilities.**

Proud to support UEDA Carnival
Celebration

Milwaukee, WI

usbank.com



Member FDIC. ©2023 U.S. Bank 987701 5/23

U.S. Bank has been an active member and supporter of UEDA educational events and programs for 15+ years. We thank them for their partnership and commitment to investing in diverse communities, promoting economic inclusion for all.

SAMBA PREMIER SPONSOR
ETHNIC & DIVERSE BUSINESS COALITION

Samba-enredo songs are performed for Brazilian Carnival festivities.

A promotional graphic for WIDEN (Wisconsin Diverse Enterprise Network). It features a group of diverse professionals smiling. The text "LET'S CONNECT COLLABORATE AND THRIVE TOGETHER!" is prominently displayed. Below this, it says "Our directory showcases businesses with the skills and knowledge to help you meet your goals!" and provides the website "WWW.WIDEN.BIZ". A QR code is shown in a circular frame, with an arrow pointing to it from the text "DIVERSE OPPORTUNITY STARTS HERE". The WIDEN logo is in the top left corner.

WIDEN
WISCONSIN DIVERSE ENTERPRISE NETWORK

**LET'S CONNECT
COLLABORATE AND
THRIVE TOGETHER!**

Our directory showcases businesses
with the skills and knowledge to help
you meet your goals!

WWW.WIDEN.BIZ

**DIVERSE
OPPORTUNITY
STARTS HERE**

PLANNING COMMITTEE & OUTREACH PARTNERS

This event is possible because of their generous assistance - thank you!

Marlene Castillo,
Johnson Financial Group

David Glenn, Volunteer

Sherri Jordan
Envision the Ladder, UEDA Board

Jona Moore
*African American Chamber of
Commerce of WI, UEDA Board*

Kat Klawes, Volunteer

Marjorie Rucker
The Business Council

Bethany Sanchez
*Metropolitan Milwaukee
Fair Housing Council*

Nikki Payne
SEWRPC & UEDA Board



FOOD TASTING MENU

Aggie's Bakery & Cake Shop

Assorted Mini Cupcakes

Aladdin Taste of the East

Hummus, Pita & Tabbouleh

C. Adams Bakery

Assorted Butter Cookies

Café India

Vegetable Biryani

Vegi Samosas with Tikka sauce

China Gourmet

Sweet & Sour Chicken with Rice

Daddy's Soul Food & Grille

Sweet Potatoes, Green Beans & Potatoes, Spaghetti with Ground Beef

Diverse Dining Market

featuring Mister Bar-B-Que

Mac & Cheese with Pork & Chicken

Fusion & Spice Catering

Grazing Table featuring fresh fruit, crudites, charcuterie, mezze & more

Green Baked Goods

Carrot Cake, Chocolate Cherry Almond Scones, Ham & Cheese Scones, Parmesan Garlic Focaccia, Jalapeno Cheddar Focaccia

Immy's African Cuisine

Chickpea Coconut Curry and Lentil Stew with Rice

Junior's Smoked BBQ & Vegan Soul

Junior Smoked Chicken Salad

Veggie African Peanut Stew

Kellie Katering

Pulled Pork, Coleslaw

Assorted Dessert Bars

Lola's Empanadas

Chicken Empanadas

Pepper Pot Catering

Rice & Peas, Jerk Chicken

Fried Plantains

SQ Chocolates

Pralines

Sweet Joy Brazilian Café

Brazilian Mix: Coxinha & Hot Dog

Brigadeiros (chocolate truffle)

Coffee

Thai Bar-B-Que Restaurant

Bangkok Chicken Fried Rice

Veggie Egg Rolls

That Salsa Lady

Urban Garden Chunky Salsa

Queso

Tres Hermanos

Chicken Chimichangas & Flautas

Xankia

Grilled Pork & Tofu Banh Mi

CARNIVAL MILWAUKEE FOOD TASTING PARTICIPANTS

All the establishments participating tonight are locally operated businesses that contribute to the health and vitality of our community.

Keep this booklet and support them throughout the year!

Aladdin Taste of the East

400 North Water Street, Milwaukee | 414-271-0400 | aladdinsmke.com

Aladdin's owner has been cooking and baking his specialty foods in Milwaukee for over 20 years. They can be found in the Public Market and offer sandwiches, combo plates, and several Indian dishes with a notable selection for vegetarians and vegans.

Baked Dreams Café & Dessert Shop

Located inside Sherman Phoenix Marketplace

3536 W. Fond du Lac Avenue, Milwaukee | bakeddreamsmke.com

Delicious, scratch-made desserts and savory dishes, crafted with care and served with a smile. Visit them or consider their catering services for your next meeting or event!

C. Adams Bakery

Located inside the Milwaukee Public Market | 400 North Water Street, 414-271-1871 | caadamsbakery.com

C. Adams Bakery has a diverse assortment of treats that are made-from-scratch. Items include custom cakes, cookies, bars, and more!

Café India

601 S. 1st Street and 2201 S Kinnickinnic Avenue, Milwaukee

414-224-5444 (Walker's Point) | 414-837-6121 (Bay View)

cafeindiamke.us

A contemporary restaurant offering dining experiences to satisfy all the aspects of fine Indian cuisine: wine selection, service, ambience and atmosphere. Our menu reflects the diversity of India, steeped in the classics while offering deft touches of modernity.

China Gourmet

117 E. Wells Street, Milwaukee | 414-272-1688 | chinagourmetwi.com

Serving daily lunch buffet, Sunday Brunch, Weekend Dinner Buffet, Dine In, Carry Out, and Delivery.

Daddy's Soul Food & Grille

754 N. 27th Street, Milwaukee | 414-448-6165 |

daddyssoulfoodandgrille.com

We serve great food, with great service, and we have a story of generational chefs that make good food for your soul. Enjoy a variety of soul food classics, including fried and baked chicken, catfish, sweet potatoes, greens, and more.

Diverse Dining Market featuring Mister Bar-B-Que

TWO-FIFTY BUILDING, 250 E. Wisconsin Avenue, Milwaukee

Phone: 414-210-3451 | 4diversedining.com

A public food market hosting local food entrepreneurs and chefs daily. Offering a rotating selection of hot food vendors, each bringing their own distinct culinary flair. Mister Bar-B-Que features meats that are marinated, dry rubbed and slow-smoked and a variety of sides including creamy coleslaw, BBQ spaghetti, macaroni and cheese, greens & more.

Fusion And Spice Catering

Phone: 414-553-2333 | fusionandspice.com

A chef for any occasion...we are located on the North West side of Milwaukee, serving business events, weddings, and other social gatherings in and around the area. We do a variety of all the wonderful food cuisines from around the world. This flair will give you the feeling that you are part of our International family!

Immy's African Cuisine

2847 N. Oakland Ave, Milwaukee | 414-502-9535

immysafricancuisine.com

Immy's African Cuisine offers a the most unique variety of authentic East African dishes that you will ever experience. Call for catering options.

Green Baked Goods

1100 S. 5th Street, Milwaukee | 414-763-7379 | artsatlargeinc.org/cafe

Green Baked Goods uses their combined 20+ years of experience in the service industry, partnering to run the Cafe at Arts@Large. From signature quiches and scones to cakes and panini sandwiches, there is something for everyone. Stop in and visit the cafe today!

Junior's Smoked BBQ and Veggie Soul

3536 W. Fond du Lac Ave, Milwaukee

414-499-9056 | facebook.com/juniorsmokedLLC

Located in The Sherman Phoenix, we do more than just BBQ. We offer a variety of dishes, including chicken and waffles, Philly cheeses stakes, fried chicken and fish, vegetarian dishes such as smoked baked beans, veggie burgers and smoked tofu. Find us at local events too!

Kellie Katering

414-467-9157 | facebook.com/p/Kellie-Katering

Delicious catering for any event! We serve up tasty dishes for weddings, parties, and corporate gatherings. Affordable, flavorful and hassle free, let us make your next event a hit!

Lola's Empanadas

6207 W. National Avenue, West Allis

414-321-5775 x3 | lolasempanadasmke.com

A Hispanic, family-owned empanada food truck that honors the family's Latin American traditions – big taste wrapped in a little pocket, made with love and care in a variety of flavors. Order at their sister restaurant Antigua, or book them for catering.

Pepper Pot

2215 N. Dr. Martin Luther King Jr. Drive, Milwaukee

414-509-5206 | facebook.com/pepperpotonmlk

Chef Dwight Jackson is a native Jamaican who has cultivated the art of Caribbean cuisine through family recipes that have been passed down through the generations. Pepper Pot offers take-out and catering.

SQ Chocolates * sqchocolates.com

Wisconsin-based chocolate company producing artisanal, handmade chocolates & confections using traditional & innovative techniques.

Sweet Joy Brazilian Café

1208 E. Brady Street, Milwaukee | 414-210-3446 | sweetjoycafe.com

Making each bite from quality ingredients like organic cocoa beans. The selection at Sweet Joy is great for breakfast or lunch visit to the restaurant, or for weddings, birthday parties, or get togethers.

Thai Bar-B-Que Restaurant

3417 W. National Ave, Milwaukee | 414-647-0812 | thaibarbg.com

Thai BBQ is a stalwart eatery serving traditional Thai staples along with beer and wine in humble surroundings.

That Salsa Lady * thatsalsalady.com

A Milwaukee born and bred family-owned enterprise created in 2011 to eliminate food deserts via collaborative engagement with local urban gardens, single source growers, farmers markets and more. TSL provides access to fresh healthy, affordable options by the simple introduction of homemade salsa and tortilla chips.

Tres Hermanos

1332 W. National Ave, Milwaukee | 414-384-9050

facebook.com/club3hermanos

Tres Hermanos is open 7 days a week with two spacious banquet halls available. They offer casual dine in and a variety of Mexican dishes.

XANKIA

222 W Wells St, Milwaukee | 414- 817-0241 | xankiawi.com

Xankia (pronounce as sun-kee-aa) is a Vietnamese-American styled restaurant serving up delicious food and beverages that everyone can enjoy. You will find Pho Noodle Soup, amazing sandwiches with a twist, all made from scratch and fresh ingredients.

CREATIVE PARTNERS

De La Buena ♦ Digital Edge ♦ Sandra Zoeller Graphic Design
Salsabrosa & Salsabrositas ♦ Samba da Vida ♦ The Pixel Booth

THANK YOU TO OUR 2025 RAFFLE DONORS

Anodyne Coffee	Marjorie Rucker
Art Smart's Dart Mart	Metcalfe's Market in Tosa
Bado Buna	Milwaukee Admirals
Barbara Markoff	Milwaukee Art Museum
Bartolotta Restaurant Group	Milwaukee Film
Bethany Sanchez	Milwaukee Public Museum
Black Shoe Hospitality	Milwaukee Wave
Catherine Tanner	Nail Bar Milwaukee
ComedySportz Milwaukee	Next Act Theatre
Dan Adams	Nikki Payne
David Glenn	O'Malley's European Food
Debbie Knepe	Our Memories
Downtown Books	Outpost Natural Foods Co-op
El Rey Foods	Peter Sciortino's Bakery
European Food and Gifts	Pinehold Gardens
First Stage	Resting Place Massage Therapy
Forward TS	Riverwest Grown
Gary White	Sala Italian Restaurant
Glam Hair by Shel Canard	Sherri Jordan
Gloss Moss	SQ Chocolates
Goody Gourmet	Swoon
Great Lakes Distillery	The Sophisticated Man
Heather Dummer Combs	The Spice House
Historic King Drive BID	Tosa Yoga Center
Hue Asian Kitchen	Transfer Pizzeria
Jaimer's Floral	Twisted Plants
Johnson Financial Group	Well Connected Therapies
Jona Moore	West Allis Cheese & Sausage
Kegel's Inn	Shoppe
La Masa Empanada Bar	WMSE - 91.7 FM
Lakefront Brewery	Zarletti Restaurant
Lulu Café	Zastany Handwoven
Marcus Performing Arts Center	Zeme Studio

About UEDA

Since 1997, UEDA has worked to engage its members and stakeholders in efforts that foster thriving urban communities.

UEDA facilitates **effective, cross-sector collaboration, meaningful connections**, and **strengthens capacity** in Wisconsin's community and economic development sector.

We support initiatives in affordable housing, financial empowerment, small business growth, community investment, regional transportation.

Our vision is that the members and communities we serve are inspired and thriving, with equitable access to investment and opportunity.

We invite you to become a UEDA Member today and get engaged!

Check out "Membership" at uedawi.org to learn more.

OUR WORK

Each year, UEDA engages 2,400+ professionals in the sector by:

- Promoting sustainable homeownership resources.
- Connecting people to financial education resources and safe, affordable products and services.
- Providing nonprofit capacity-building and technical assistance.
- Connecting practitioners through the Emerging Topics Series in Economic Development and Annual Community Gathering.
- Strengthening Milwaukee's small business resource sector.
- Advocating for a strong regional economy that improves workforce mobility and creates economic opportunity.

UEDA's membership is diverse, and our success is directly connected to their support and engagement. We strive to shine a light on the programs, services and expertise provided by our members, and connect them with new resources and potential partners.



Learn more &
Join UEDA today!



Carnival Milwaukee

Bill Johnson

UEDA Executive Director 2006–2015
Founder of Carnival Milwaukee



One of the most well-known "bridge builders" in our community, we honor Bill and all he did to connect diverse people and places through culture, food, music, and art.



Kristi Luzar
Executive Director

Constance Alberts
Bank On Greater Milwaukee Program Director

Debbie Knepeke
Member Engagement Manager

Heather Dummer Combs
Take Root Milwaukee Program Director

Adam Bridges
Communications & Events Coordinator

Julia O'Connor
Operations Support



Carnival Milwaukee

Carnival Milwaukee is an annual fundraiser for the Urban Economic Development Association of Wisconsin, Inc. (UEDA).

UEDA is a 501(c)(3) membership organization that works to facilitate cross-sector collaboration, meaningful connections, and strengthen the capacity of people and groups working in community and economic development.

Our vision is that the members and communities we serve are inspired and thriving, with equitable access to investment and opportunity.

Learn more about us, our programs, and projects at www.uedawi.org.



1915 N. Dr. Martin Luther King Drive #260
Milwaukee, WI 53212
Telephone: 414.562.9904

