

A vibrant carnival scene featuring a woman in a large feathered headdress and a man playing a drum. The background is a deep purple with falling confetti and gold sparkles. The woman is wearing a white ruffled top and a colorful skirt. The man is wearing a blue shirt with 'SAMBA' written on it and a white hat.

18th Annual

# CARNIVAL

# MILWAUKEE

A World Party of Culture, Music & Food

**FRIDAY, MARCH 6, 2026**

Presented by Erie Insurance

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



Carnival Milwaukee

RIO  
Presenting Sponsor



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 Brazilian Carnival.*



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.*

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J'OUVERT

*A large street party held during Carnival in many Cribbean cultures.*

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## Welcome to UEDA's 18th 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](http://uedawi.org).

### WHAT TO EXPECT TONIGHT

#### Food Tasting

Throughout the evening, please visit the **25+ 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 **#CarnivalMKE2026** 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 \$10, 5 for \$20 or 10 for \$30.** 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

We are thrilled to present the **Hmong American Friendship Association** (HAFA) with our 10<sup>th</sup> Bridge Builder Award in recognition of their commitment to uplift Hmong culture and foster understanding across communities. 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 Erie Insurance as this year's Carnival Milwaukee Presenting Sponsor!**

# WHEN YOU INVEST IN PEOPLE, EVERYONE IS PROTECTED.

Guided by H.O. Hirt's enduring reminder to "Never Lose the Human Touch," Erie leads with integrity, care, and a deep commitment to the communities they call home. That's why we're proud to support the **Urban Economic Development Association (UEDA)** and make our communities stronger.

Learn more about our commitments at [ErieInsurance.com](https://ErieInsurance.com).

Proud to support UEDA's  
Carnival Milwaukee Celebration

[ErieInsurance.com](https://ErieInsurance.com).



## 2026 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.

### Hmong American Friendship Association



***In recognition of their commitment to ensuring Milwaukee has a thriving Southeast Asian community through culturally responsive services, community connection, and advocacy.***

Since 1983, HAFA has been serving Milwaukee's Hmong refugee community, enhancing their programs to meet community needs. They work to empower people through food access, job placement, language assistance, mental health awareness, housing services, and more.

In December they put on the annual Hmong New Year celebration, which is held at the Wisconsin Expo Center.

Visit [hmongfriendship.org](https://hmongfriendship.org) to learn more about them and how to support their important work!

## MARDI GRAS & SAMBA PREMIER SPONSORS

*Mardi Gras (French for Fat Tuesday), is a day dedicated to eating richer foods before ritual fasting in the Lenten season. Samba-enredo songs are performed for Brazilian Carnival festivities.*

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. ©2023 UEDA

## MARDI GRAS & SAMBA PREMIER SPONSORS

# Creating a world of limitless possibilities.

Proud to support UEDA Carnival Celebration

Milwaukee, WI

[usbank.com](https://usbank.com)



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## 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*

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

**Kat Klawes**, Volunteer

**Marjorie Rucker**  
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## 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!**

### **Aggie's Bakery & Cake Shop**

7328 W. Greenfield Ave, West Allis | 414-482-1288 | [aggiesbakery.com](http://aggiesbakery.com)

*Metro Milwaukee's #1 Cake Shop – Baking delicious since 1977! Their reputation for quality, beautiful designs and amazing flavors is unsurpassed. Order online or at the shop, where you can enjoy delicious baked goods, Stone Creek Coffee and espresso beverages.*

### **Aladdin Taste of the East**

400 North Water Street, Milwaukee | 414-271-0400 | [aladdinsmke.com](http://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** (Inside the Sherman Phoenix)

3536 W. Fond du Lac Avenue, Milwaukee | [bakeddreamsmke.com](http://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](http://caadamsbakery.com)

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

### **China Gourmet**

117 E. Wells Street, Milwaukee | 414-272-1688 | [chinagourmetwi.com](http://chinagourmetwi.com)

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

### **Café India**

601 S. 1<sup>st</sup> St. and 2201 S. Kinnickinnic Ave, Milwaukee | [cafeindiamke.us](http://cafeindiamke.us)  
414-224-5444 (Walker's Point) | 414-837-6121 (Bay View)

*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.*

### **Diverse Dining Market featuring Mister Bar-B-Que**

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

Phone: 414-210-3451 | [4diversedining.com](http://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](http://fusionandspice.com)

*A chef for any occasion...we are located on the Northwest 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!*

### **Glorioso's Italian Market**

1011 E. Brady Street, Milwaukee | 414-272-0540 | [gloriosos.com](http://gloriosos.com)

*This Italian Market is built on four generations – a Milwaukee community staple for seven decades! Visit them for specialty foods and grocery items, outstanding deli counter, bakery and café, and a wide selection of wine and other assorted beverages.*

### **Immy's African Cuisine**

2847 N. Oakland Ave, Milwaukee | 414-212-8738 | [immysafricancuisine.com](http://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. 5<sup>th</sup> Street, Milwaukee | 414-763-7379 | [artsatlargeinc.org/cafe](http://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!*

### **Johanna's Café**

1239 S. 11<sup>th</sup> Street, Milwaukee | 414-210-2702 | [johannascafe.com](http://johannascafe.com)

*Offering a variety of Puerto Rican foods including mofongo, carne frita, tostones, jibaritos, fritters, empanadas, and tripleta, pernil, and Cubano sandwiches. They also serve breakfast sandwiches and desserts.*

### **Junior's Smoked BBQ and Veggie Soul**

3329 W. Fond du Lac Ave, Milwaukee

414-499-9056 | [facebook.com/juniorsmokedLLC](https://www.facebook.com/juniorsmokedLLC)

*Junior's does more than just BBQ – they 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](https://www.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](http://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.*

### **Mobay Café**

1022 S. 1<sup>st</sup> Street, Milwaukee | 414-988-9196 | [mobaycafe.com](http://mobaycafe.com)

*Vibrant Caribbean restaurant featuring authentic Jamaican cuisine, seafood, comfort eats, plus a full bar. Mobay Café also has a private dining room and catering options.*

### **Orenda Café**

3514 W. National Ave, Milwaukee | 414-212-8573 | [orendacafe.org](http://orendacafe.org)

*Delicious breakfast, lunch, coffee & cocktails! Orenda's offers a unique and memorable dining experience. They also offer catering options. Check out their menu and come in!*

### **Pound 4 Pound Cakes**

414-430-3881 | [www.pound4poundcakesbynesha.com](http://www.pound4poundcakesbynesha.com)

*Pound 4 Pound Cakes makes cakes, breads, and cookies from scratch, including signature homemade cakes like pound cakes. The pound cake recipe has been passed down from her grandmother Louise Patton.*

### **Richmond's Restaurant & Catering** (Inside the Sherman Phoenix)

3536 W. Fond du Lac Avenue, Milwaukee | 414-630-7040

[richmondscateringllc.com](http://richmondscateringllc.com)

*What started as a humble kitchen endeavor has blossomed into a renowned catering service and a beloved restaurant. Their commitment to freshness and quality is unwavering, with a diverse menu for weddings, events, plus a restaurant located inside the Sherman Phoenix.*

### **SQ Chocolates** | [sqchocolates.com](http://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](http://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 | [thaibarbq.com](http://thaibarbq.com)

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

### That Salsa Lady | [thatsalsalady.com](http://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.*

### The Ladle Lady

Phone: 414-975-0262 | [www.theladlelady.com](http://www.theladlelady.com)

*A mobile food business offering off site catering, wholesale soups, salads, and signature smoked gouda mac and cheese. You can find her at your local farmers markets, and pop-up events around the city*

### Tres Hermanos

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

[facebook.com/club3hermanos](https://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](http://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 2026 RAFFLE DONORS

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|-------------------------------|-----------------------------|
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| Marjorie Rucker               | Zarletti Restaurant         |
| Milwaukee Admirals            | Zastany Handwoven           |

## UEDA BOARD OF DIRECTORS

|  |   |
|--|---|
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## About UEDA

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

UEDA facilitates **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](http://uedawi.org) to learn more.

## OUR WORK

Each year, UEDA engages 2,600+ 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.



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.*



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Executive Director

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Bank On Greater Milwaukee Program Director

Heather Dummer Combs  
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Debbie Knepke  
Member Engagement Manager

Julia O'Connor  
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Sehiry Tapia  
Communications & Events Coordinator



## 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](http://www.uedawi.org).



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