

## ThriveOn King Open House Frequently Asked Questions

### **What time is the event?**

The event will take place on Tuesday, October 15 from 2-7pm. During the 2-4 timeframe, there will be light space activation such as self-guided tours, technology and service information. During the 4-7 timeframe, there will be a fall fest with activities, art and food.

### **Where is the event?**

The event will be held at ThriveOn King, which is located at 2153 N. Dr. Martin Luther King Jr. Drive, Milwaukee WI 53212.

### **What can I expect from the event?**

There will be 1<sup>st</sup> floor space demos, self-guided tours of the 1<sup>st</sup> floor, food and beverage, local organizations sharing information and resources, indoor trick or treating, children's activities, and more.

### **How will trick or treating work?**

Attendees will have the opportunity to visit with different tenant and partner organizations who will be hosting space within the building, and will have treats and giveaways available for attendees.

### **Will there be food and beverage?**

Yes, there will be refreshments at the event.

### **Do I have to stay the entire time?**

No, please attend and participate as your schedule permits.

### **Who is invited to attend?**

The primary audience for this event is residents of the neighborhoods closest to ThriveOn King, Harambee, Halyard Park, and Brewers Hill, however, the invitation is also extended to friends and partners of ThriveOn Collaboration, community partners, donors, staff, families, and the broader community.

### **How can I sign up to attend?**

No registration or signup is needed, just show up.

### **Is there any cost for the event?**

The event is completely free of charge.

### **Can children attend?**

Yes, children are welcome to attend. There will be activities for children and youth available.

### **What should I wear?**

Please wear what makes you feel most comfortable and confident. Fall themed clothing and costumes are also welcome.

### **Where can I park?**

Complimentary parking is available in the ThriveOn King garage or surrounding streets. The parking garage is located off W. Lloyd Street between N. Dr. Martin Luther King Jr. Drive and Vel R. Phillips Avenue. Enter the garage from W. Lloyd Street and press the call button to open the gate.

### **How do I access the building?**

Enter the building at the southwest entrance located off of Vel R. Phillips Avenue or W. Lloyd Street, closest to the parking garage, or northeast at N. Dr. Martin Luther King Jr. Drive, off of W. Garfield Ave. All other entrances will be closed.

### **What is ThriveOn King?**

The ThriveOn Collaboration's investment in people and place includes the restoration and redevelopment of 2153 N. Martin Luther King Jr. Drive, once the home of Gimbels-Schuster's Department Store. In its new life as ThriveOn King, the site will bring new resources and opportunity to the community, serve as the Foundation's new headquarters and house MCW's community engagement programs. Royal Capital is the developer for the approximately 455,000-square-foot project expected to bring over \$100 million in reinvestment along the King Drive Corridor.

### **What is ThriveOn Collaboration?**

The ThriveOn Collaboration is a historic, community-centered, place-based collaboration founded **on a joint vision for a Milwaukee that is equitable, healthy and thriving for all**. The Collaboration is committed to making generational investments in the well-being of Milwaukee communities aimed at eliminating racial, health, economic and social disparities.

The Medical College of Wisconsin, Greater Milwaukee Foundation and Royal Capital are the lead collaborators, along with the residents of the Halyard Park, Harambee and Brewers Hill neighborhoods. Other like-minded community collaborators will be identified over time.

### **How can I stay connected to ThriveOn King?**

Contact [communityengagement@greatermilwaukeefoundation.org](mailto:communityengagement@greatermilwaukeefoundation.org) to be added to the mailing list for the ThriveOn Collaboration newsletter or to inquire about opportunities to join in the work. In addition, you can visit the website at [ThriveOnCollaboration.org](http://ThriveOnCollaboration.org).