

RIPPLES TO
WAVES

Certified



Corporation

**Champions
Retreat 2026**

MILWAUKEE CITY GUIDE



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WELCOME TO THE FRESH COAST!

On behalf of our hosts and partners, it is our pleasure to welcome you to Milwaukee, Wisconsin for the B Corp Champions Retreat 2026! We are delighted to have mission-driven leaders joining us from across the United States and Canada, and hope your time here is both productive and memorable.

Milwaukee is a city that blends creative energy, industrial roots, and that renowned “Midwest-Nice” hospitality. This is the home of **Summerfest**, the world’s largest music festival held each summer on the beautiful shores of Lake Michigan — the 3rd largest lake in the Great Lakes Basin, which contains 20% of the world’s freshwater supply.

Milwaukee was a crucial powerhouse in the **American labor movement of 1886**, forming some of the first unions and leading to the 8-hour workday. It is also the birthplace of **Harley-Davidson** in 1903, a brand that represents both a sense of community and forward-thinking innovation — values that continue to shape our city. Wisconsin's former Governor and U.S. Senator Gaylord Nelson founded Earth Day, first celebrated on April 22, 1970, by 20 million Americans, and led to the creation of the U.S. Environmental Protection Agency.

You'll see this spirit reflected in our architecture, from the iconic **Milwaukee Art Museum**, designed by Santiago Calatrava, to neighborhoods built from distinctive **Cream City brick**. Our streets tell the dynamic story of generations of Indigenous Peoples and immigrants whose cultures formed Milwaukee County's 190 diverse neighborhoods, vibrant restaurants, and traditions such as ethnic festivals. At one time, Milwaukee was also home to the four largest breweries in the world — a heritage that still inspires our delicious craft brewing scene. Today, we are also known for our 2009 National Gold Medal Award-Winning **Milwaukee County Parks** system, with scenic spaces such as the RiverWalk and the massive horticultural conservatory Mitchell Park Domes that directly connects our residents with nature.

The 2026 theme is *Ripples to Waves*, focusing on small actions with lasting impact. We're honored to host you and invite you to explore, connect, and experience all that Milwaukee has to offer. *Herzlich willkommen* and enjoy our *gemütlichkeit* — we're glad you're here.



Visit Our Website

[usca.bcorporation.net/
champions-retreat-2026/](https://usca.bcorporation.net/champions-retreat-2026/)



MILWAUKEE IN APRIL

Spring wakes the lakefront, galleries stay open late, and city pride peaks on April 14 (“Milwaukee Day”). This guide orients you to neighborhoods, green spaces, community-powered projects, and creative hubs — plus a calendar of April 2026 highlights.



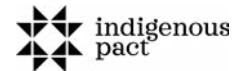
April Weather & Packing

Variable! Average highs 50s °F (10–13°C). Pack layers, a rain shell, and comfortable walking shoes.



WISCONSIN'S CERTIFIED B CORPS

Discover the variety of Certified B Corps headquartered in Wisconsin:



WANT TO GET INVOLVED?

NEIGHBORHOODS

Here's 5 neighborhoods you should check out on your trip

1

Historic Third Ward

Converted warehouses with galleries and boutiques, Milwaukee Public Market, riverside dining.

4

Menomonee River Valley

Third Space Brewing, Three Bridges Park, access to Hank Aaron State Trail.

2

Walker's Point

Roasteries, craft breweries, Mexican dining, maker spaces.

5

East Side

Black Cat Alley murals, indie shops, cinema, cafés along Farwell/Prospect.

3

Bronzeville

Culture and small business district, America's Black Holocaust Museum, Bronzeville Collective, murals.

Explore more Milwaukee neighborhoods



PLANNING YOUR TRIP

Local Businesses to Build Your Trip Around

Milwaukee shines via small, independent businesses. Use these as anchors when you plan meals, coffee breaks, shopping, and tours.

Markets & Collectives

- ▶ **Milwaukee Public Market (Third Ward):** Indoor market of local vendors; great lunch stop and souvenir browsing. Cooking classes some evenings.
- ▶ **Sherman Phoenix Marketplace (Sherman Park):** Black-owned small businesses: food, wellness, retail, and community events in a beautifully restored former bank.
- ▶ **Bronzeville Collective MKE (Bronzeville):** Curated shop featuring local makers/artists; perfect for gifts with Milwaukee soul.
- ▶ **Fondy Market:** Historic Milwaukee public market featuring local farmers, diverse vendors, and community gatherings.
- ▶ **3rd Street Market Hall:** Modern downtown food hall featuring diverse local vendors, craft drinks, games, events, and lively communal seating in historic Milwaukee building.

Coffee & Treats

- ▶ **B Corp Stone Creek Coffee:** Two locations; The Factory Roastery Café & HQ, and Downer Street Café ([stonecreekcoffee](http://stonecreekcoffee.com)).
- ▶ **Colectivo Coffee (multiple cafés):** Local roaster with iconic lakefront & Third Ward spots; breakfast bites and patio vibes.
- ▶ **Anodyne Coffee Roasting Co. (Walker's Point):** Certified-organic roastery café in a warm cream-city-brick space; regularly hosts live music.



Breweries with Character

- ▶ **B Corp Lakefront Brewery (Riverwest/RiverWalk):** Beloved, funny tours; B-Corp with sustainability practices; hearty beer-hall fare ([lakefrontbrewery](http://lakefrontbrewery.com)).
- ▶ **Third Space Brewing (Menomonee River Valley):** Tours + big beer garden; easy add-on to a River Valley walk or Hank Aaron State Trail ride.



Artsy Stops

- ▶ **Black Cat Alley (East Side):** Outdoor mural gallery (alley behind the Oriental Theatre). Grab coffee/food hall snacks nearby.
- ▶ **Milwaukee RiverWalk (Downtown Third Ward):** Sculpture, patios, and photo ops — a great walk to explore local businesses.



Nature, Water & Low-Carbon Moves

Milwaukee is a City on the Great Lakes. Here's how to get outside and get around with a light impact.

Waterfront & Trails

- ▶ **Lakeshore State Park (downtown lakefront):** Wild-meets-city views, lakefront path connections.
- ▶ **Oak Leaf Trail (135+ miles):** County-wide paved trail network; rent a Bublr bike for segments along the lake and river.
- ▶ **Hank Aaron State Trail & Three Bridges Park (Menomonee Valley):** Prairie restoration, skyline views, and a direct line to the Valley's breweries and UEC's Menomonee Valley branch.
- ▶ **Milwaukee RiverWalk:** 24/7 urban promenade that threads together cafés, patios, and public art.
- ▶ **Harbor View Plaza (Harbor District):** First public waterfront space in the Harbor District; kayak launch, play tower, and living water feature.

Green & Community Hubs

- ▶ **Urban Ecology Center (Riverside Park, Washington Park, Menomonee River Valley):** Nature trails, rentals, and Earth Week volunteer events.
- ▶ **Milwaukee Water Commons:** Community-led water stewardship; look for arts-and-water programming.

Getting Around, Greener

- ▶ **Bublr Bikes:** Docked bike-share with day & multi-day passes; e-bikes available.
- ▶ **The Hop Streetcar:** Free to ride; handy loop for Downtown/East Town/Third Ward.
- ▶ **MCTS Buses:** Citywide network; pick up a WisGo fare card/app.





Social Innovation & Regeneration

Spend where your dollars reinforce local ownership, environmental restoration, and cultural memory.

- ▶ **Walnut Way Conservation Corp (Lindsay Heights):** Neighborhood-led sustainability, urban agriculture, and workforce pathways.
- ▶ **Harbor District, Inc.:** Re-imagining the working harbor with public spaces (Harbor View Plaza) and an expanded RiverWalk.
- ▶ **Milwaukee Water Commons:** Citywide network centering community voice in water stewardship; creative “We Are Water” arts events.
- ▶ **Urban Ecology Center:** A national model for urban nature access, citizen science, and green-career pipelines.
- ▶ **Menomonee Valley Partners:** Post-industrial revival blending jobs, parks (Three Bridges Park), and trail access.



Arts & Culture: Must-See Museums & Venues

- ▶ **Milwaukee Art Museum (Calatrava addition):** Architecture + collection; lakefront views.
- ▶ **America’s Black Holocaust Museum (Bronzeville):** Vital context and storytelling.
- ▶ **Harley-Davidson Museum:** Design & engineering culture; riverside campus.
- ▶ **Milwaukee Symphony Orchestra @ Bradley Symphony Center:** Spring concerts in a beautifully restored hall.
- ▶ **Milwaukee Rep:** Spring productions (Stackner Cabaret often runs through late April).

Great Ideas for a Low Impact Day/ Night in Milwaukee



Morning

- ▶ Try Certified B Corp coffee at Stone Creek Coffee ([stonecreekcoffee](http://stonecreekcoffee.com)).
- ▶ Lakefront walk at Lakeshore State Park, coffee at Colectivo (Third Ward or Lakefront).
- ▶ Sat. Apr. 25: [Milwaukee Riverkeeper Spring Cleanup](#); Sponsored by Tru Earth.



Mid-day

- ▶ Harbor View Plaza play tower & waterfront promenade, check out UWM School of Freshwater Sciences pier area.
- ▶ Urban Ecology Center (Riverside Park) trails; rent gear (binoculars); lunch at a Riverwest Pub; sunset along Oak Leaf Trail.
- ▶ Hank Aaron State Trail into Three Bridges Park.
- ▶ Milwaukee Art Museum and lunch in a locally-owned vegan restaurant about a 20 minute walk away, Temple Goddess Café



Evening

- ▶ Catch a film during [Milwaukee Film Festival](#) or an Indie film at the Oriental Theatre run by nonprofit Milwaukee Film, a community nonprofit that invests in equity, education, and local film culture.
- ▶ Lakefront Brewery's "environmental tour" beer-hall dinner. Certified B Corp brewery with a Friday sustainability-focused tour, plus locally loved food in a restored riverside space. Book an early-evening tour, linger for pretzels/curds.
- ▶ Stroll Milwaukee's first Harbor District waterfront park, then eat at a nearby independent spot. Use The Hop streetcar or other transit for a lower-carbon night out.
- ▶ Third Ward gallery hop, happy hour in the Public Market RiverWalk at sunset.

TOURS

We organized a diverse range of tours, catering to various interests and schedules. [Here's a link](#) to help you navigate through the available tours offered through Champions Retreat and find the one that aligned perfectly with a variety of preferences. Please note you'll need to pre-register in Sched to participate, and some of the tours require additional payment.



Sustainable Living & Eco-Home Tour

Mon. Apr. 20, 11 a.m. — 3 p.m. CDT

This journey begins with a tour of Lisa Geason-Bauer's (President of B Corp Evolution Marketing and President of B Local WI) eco-home located in rural western Waukesha County. As a practitioner of sustainability, Lisa has been remodeling her 50-plus-year-old home over the last eight years, and the walking tour will showcase all of the different energy efficiency and sustainable living upgrades made to her home. We will also learn about national and regional energy policy, and actions that homeowners can take to reduce their energy burden from Tom Content, Executive Director of the Citizens Utility Board of Wisconsin.

Our second site visit will be to the Stone Bank Farmers Market store a couple miles away, where participants will be able to purchase a locally sourced lunch from the Farmers Market Cafe and/or Nourish. Guests will tour the farm gardens, and learn about the history of the farm, sustainable agriculture, and their partnership with the Faye Gehl Conservation Foundation.





Radio Flyer Headquarters Tour & Lunch

Tues. Apr. 21, 10 a.m. — 3:30 p.m. CDT

Step inside a place where play powers purpose. At Radio Flyer’s LEED Platinum—certified Chicago HQ, Champions Retreat attendees will get a behind-the-scenes look at how a 100-plus-year-old icon reinvented itself by making joy a serious strategy. Hear from Chief Wagon Officer (aka CEO) Robert Pasin as he shares the story of reviving his family’s business from a company that was struggling to a FUNomenal culture that’s earned Fortune’s #1 Place to Work and Fast Company Most Innovative Companies. Tour a one-of-a-kind workplace where scooters and go-karts race through the halls, recess shows up in meetings, and innovation is fueled by playful thinking. Cap it all off with a photo in front of the world’s largest wagon (yes, really). Come for the inspiration, stay for the proof that purpose, performance, and play can thrive together—and leave ready to bring a little more joy and creativity back to your own organization.



Black History & Bronzeville Walking Tour

Tues. Apr. 21, 2 — 4 p.m. CDT

Begin the Champions Retreat experience with a tour of Milwaukee’s historic and revitalized Bronzeville neighborhood. The journey starts at America’s Black Holocaust Museum, where participants will gain meaningful context about the region’s history, resilience, and cultural legacy. From there, guests will explore the neighborhood, visiting a selection of outstanding Black-owned businesses that are shaping Bronzeville’s vibrant renaissance.



Chicago B Corps Open Doors: Impact Tour

Fri. Apr. 24, 10:30 a.m. — 12:30 p.m. CDT

In collaboration with B Local Illinois, enjoy an immersive Impact Tour that will shine a spotlight on Chicago’s vibrant community of Certified B Corporations, including companies like Metric Coffee and Flowers for Dreams. During this multi-stop experience, participants will visit a selection of mission-driven businesses across the city, gaining behind-the-scenes insight into how these companies embed social and environmental impact into their operations.

SERVICE OPPORTUNITIES

We organized several volunteer opportunities across Milwaukee, allowing individuals to contribute to the community and make a positive impact while visiting. Please note you'll need to pre-register in Sched to participate, and some of the service opportunities require additional payment.



Urban Ecology Center: Forest Bathing Experience Tues. Apr. 21, 9 – 11 a.m. CDT

Step away from the daily hustle and reconnect with nature during a guided Forest Bathing experience in the Urban Ecology Center (UEC) Riverside Park urban forest. The experience begins with a brief introduction to the UEC and its mission as a nature-based community organization, followed by a gentle, sensory-focused journey outdoors.

Participants will enjoy a mindful stroll that emphasizes sensory exploration and grounding in nature, easing into a guided Forest Bathing experience led through slow, intentional prompts and reflective practices. Forest Bathing is a globally recognized, research-backed wellness practice shown to reduce stress and cortisol levels, boost mood and immunity, improve focus and emotional balance, and deepen connection to the natural world.





Hunger Task Force Service & Pancakes Cooking Class

Tues. Apr. 21, 9 a.m. — 12 p.m. CDT

Start your 2026 Champions Retreat experience with a hands-on, community-focused pre-conference event in partnership with Hunger Task Force, Milwaukee's leading anti-hunger organization. Participants will help pack nutritious food boxes distributed to families and seniors across Wisconsin, directly supporting the state's only free and local food bank. Guests will also have an option to meet in the Hunger Task Force kitchen for a cooking workshop making pancakes, including ingredients from B Corps such as King Arthur Baking. Participants will also hear from Tru Earth about their giving model, with insights on how to build meaningful partnerships with food banks. This authentic blend of service and culinary fun offers a memorable way to give back while savoring local flavor.



Beach Cleanup with Alliance for the Great Lakes

Tues. Apr. 21, 10 a.m. — 12 p.m. CDT

Join Alliance for the Great Lakes for an Adopt-a-Beach cleanup along the Milwaukee River, meeting at Père Marquette Park! We will work together to remove litter from the park and RiverWalk and collect valuable data about what we are finding. This data helps scientists study sources of pollution and helps policy makers develop new programs and policies. At the cleanup, Alliance for the Great Lakes staff will discuss the importance of the Great Lakes ecosystem, issues that impact this ecosystem such as plastic pollution, and how community science programs like Adopt-a-Beach play a role in addressing plastic pollution in the Great Lakes. All cleanup supplies will be provided by Alliance for the Great Lakes. Please wear close-toed shoes, dress to be in the elements for a couple of hours, and bring a personal water bottle.



Stone Creek Coffee Tour & Service Experience

Tues. Apr. 21, 10 a.m. — 2 p.m. CDT

Before the 2026 Champions Retreat kicks off, guests are invited to join a special pre-conference experience at local B Corp, Stone Creek Coffee's Roastery for an immersive look at Milwaukee's craft coffee culture, paired with a meaningful service opportunity. Participants will tour the roastery, learn about Stone Creek's commitment to creating remarkable care through ethical sourcing and sustainable production, and enjoy fresh brews straight from the source. After the tour, attendees will roll up their sleeves for a hands-on peanut butter sandwich-making activity to support the Guest House of Milwaukee, preparing meals for individuals experiencing homelessness. This warm, community-centered event blends learning, giving back, and remarkable coffee. We hope you'll join in on their Never Stop Learning journey.



Flowers for Dreams Floral Workshop

Tues. Apr. 21, 1 — 4 p.m. CDT

Join us at Flowers For Dreams in historic Walker's Point for the floral workshop of your dreams. After a brief behind-the-scenes tour of the studio, participants will be guided through the art and mechanics of designing seasonal event florals. The Flowers For Dreams team will walk you through the key components of floral design — from selecting blooms and incorporating texture to building balanced, eye-catching arrangements. You'll learn insider tips on color palettes, composition, and the techniques we use to create event-ready pieces.

To make the experience even more special, you'll be designing arrangements in East Fork pottery vessels for the Opening Reception that evening. Be sure to admire your handiwork (and brag a little) when you see your creation on full display as table centerpieces at the Mitchell Domes. Whether you're a flower enthusiast or a total beginner, this hands-on workshop is the perfect opportunity to get creative, learn something new, and design something truly beautiful.



Hunger Task Force Service & Pizza Cooking Class

Tues. Apr. 21, 1 – 4 p.m. CDT

Start your 2026 Champions Retreat experience with a hands-on, community-focused pre-conference event in partnership with Hunger Task Force, Milwaukee's leading anti-hunger organization. Participants will help pack nutritious food boxes distributed to families and seniors across Wisconsin, directly supporting the state's only free and local food bank. Guests will also have an option to meet in the Hunger Task Force kitchen for a cooking workshop making easy scratch pizza, including ingredients from B Corps such as King Arthur Baking. Participants will also hear from Tru Earth about their giving model, with insights on how to build meaningful partnerships with food banks. This meaningful blend of service and culinary fun offers a memorable way to give back while savoring local flavor.



Milwaukee Riverkeeper Community Cleanup

Tues. Apr. 21, 2 – 4 p.m. CDT

Spend your day outdoors making a meaningful impact—cleaning up litter, connecting with others, and enjoying the fresh air. Whether you're coming on your own or with a group, every pair of hands helps.



Urban Ecology Center: Community Garden Service Project

Tues. Apr. 21, 2 – 4:30 p.m. CDT

Spend your afternoon immersed in nature, connection, and hands-on learning at the Urban Ecology Center's (UEC) Riverside Park location. The experience begins with an introduction to the UEC and its mission, followed by a service project getting your hands dirty in the community garden.



Urban Ecology Center: Tour & Networking in Nature

Tues. Apr. 21, 2 – 4:30 p.m. CDT

Spend your afternoon immersed in nature, connection, and hands-on learning at the Urban Ecology Center's (UEC) Riverside Park location. The experience begins with an introduction to the UEC and its mission, followed by a facilitated networking experience and gathering around a campfire with other participants.

APRIL 2026 HIGHLIGHTS



Milwaukee Day

Tues. Apr. 14

Citywide celebrations, local deals, music & community events



CheeseExpo

Tues. Apr. 14 to Thurs. Apr. 16

Industry expo at the Baird Center — Not generally a public event but visitors can expect a downtown buzz; great excuse to sample local cheese & dairy purveyors.



Milwaukee Film Festival

Thurs. Apr. 16 to Thurs. Apr. 30

Two weeks of screenings across historic theaters and indie venues.



Milwaukee Riverkeeper Spring Cleanup Sat. Apr. 25

Join us as we attempt to set the Guinness World Record for most people participating in a shoreline cleanup!

Sponsored by



Gallery Night MKE

Fri. Apr. 17 to Sat. Apr. 18

Free, two-day gallery hop across Third Ward/ East Town/Walker's Point.

Add our event calendar for all events in April.

HELPFUL LINKS

April 2026 Events

- ▶ **Milwaukee Film Festival**: April 16—30, 2026
- ▶ **Milwaukee Day (4/14)**: Annual citywide celebrations on April 14.
- ▶ **Milwaukee Riverkeeper Spring Cleanup**: Saturday, April 25, 2026 (30th annual).
- ▶ **Rock the Green**: Saturday, April 25, 2026

Getting Around

- ▶ **Bublr Bikes**
- ▶ **The Hop Streetcar** (free to ride).
- ▶ **Milwaukee County Public Transportation**
- ▶ **Plan a Visit**

Public Spaces

- ▶ **Lakeshore State Park**
(Urban lakefront state park).
- ▶ **Oak Leaf Trail** (≈135-mile network).
- ▶ **Milwaukee RiverWalk**
(Downtown—Third Ward promenade).
- ▶ **Harbor View Plaza**
(Harbor District's first waterfront public park).
- ▶ **Urban Ecology Center**
(Branches, hours/trails).
- ▶ **Sherman Phoenix**
(Black-owned small-business hub).
- ▶ **Milwaukee Public Market** (Hours/vendors).
- ▶ **Milwaukee Art Museum**
- ▶ **Black Cat Alley**
(Outdoor mural gallery, East Side).

Top-Rated, Locally Owned Vegan and Vegetarian Restaurants

- ▶ **Strange Town** (100% vegan, small plates + natural wine) — East Side
- ▶ **Twisted Plants** (100% vegan comfort food) — Brady Street
- ▶ **Dead Bird Brewing Co.** (All-vegan menu + craft brewery/arcade) — Bronzeville
- ▶ **Temple Goddess Café** (100% vegan; Mediterranean-leaning) — Lower East Side
- ▶ **Beerline Café** (Vegetarian/vegan crepes, wraps, bowls) — Riverwest
- ▶ **Bombay Sweets** (100% vegetarian Indian) — South Side

PROMO!

UNCLE WOLFIES **ATTENDEE DISCOUNT**

Complimentary drink,
coffee, or brunch cocktail
with any food purchase.

April 20-26, 2026

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**Champions
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**SEE YOU
SOON!**

