



**BANQUETS  
& RECEPTIONS  
EVENTS**



# 3RD ST. MARKET HALL



## LOCATION

3rd St. Market Hall is located on the street level inside The Avenue with entrances on Wisconsin Avenue, Michigan Street and 2nd Street Corridor off 2nd Street. Parking is abundant both on street and in the attached, covered InterPark garage with an entrance at 615 W Michigan Street or 615 N. Plankinton Avenue, Milwaukee, WI. 3rd St. Market Hall offers discounted rates for the parking garage as well as \$3 parking up to three hours for guests that get their tickets validated with any purchase inside the hall.







## ABOUT THE HALL

Nestled in the heart of downtown Milwaukee, 3rd St. Market Hall is downtown's latest and greatest development project that has transformed an iconic Milwaukee landmark into a modern destination, bringing the best of Brew City together under one roof.

3rd Street Market Hall boasts an impressive lineup of 15 locally

owned and operated food vendors that highlight not only the high quality of Milwaukee's food scene, but also the eclectic nature of cuisines that bolster the city's reputation for diversity in dining. The property's semi-private and private spaces are a dream for event planners as organizers can utilize three semi-private and two completely private spaces, two

Topgolf Swing Suites & reception area for a one-of-a-kind event for any occasion.

Our spaces are flexible and accommodating, offering event hosts new ways to add a personal touch to their gathering. Guests are welcome to use any of the available tables and chairs in the designated areas; however, if additional tables, chairs, and equipment are desired, we're happy to help coordinate.





## AMENITIES

Let's face it, hosting an event today can come with a lot of needs- AV equipment, modern technology, strong WiFi, podiums, and more. It's our goal to create spaces that can accommodate your individual requirements for hosting a successful event while establishing a smooth planning process. If your event requires something beyond our in-house resources, we are here to help you find a vendor or service provider to get the job done.

### 3RD ST. MARKET HALL AMENITIES:

- Easily accessible and covered parking (see page 2 for additional parking information)
- All event spaces are ADA compliant and accessible
- Flexible spaces that can accommodate formal or social gatherings
- Modern furniture including tables and chairs that fits the space
- Private and Semi-Private spaces
- Fixed or portable bar set up options
- Smart technology such as HDTVs, projection screens, and basic microphone & monitor set up
- Semi-private outdoor space
- Access to games and activities
- Unique catering menus from our 18 locally owned and operated food vendors
- Customizable event vouchers that allow guests to uniquely experience all 3 rd St Market Hall vendors.





# STARLIGHT ROOM

Our bright and airy, street level private Starlight Room allows for flexible floor plans to accommodate up to 150 people for a social event and up to 110 for a seated function. This unique, modern space transforms any previous conceptions of downtown event spaces as it comes with four accessible garage doors that open only further enhance the open-air concept and feeling of the space (the garage doors do not create access to outdoor space). The combination of a modern, sleek interior and a bustling downtown come together in perfect harmony in the Starlight Room. From larger presentations with row style seating to an open concept space for smaller groups, the footprint is an event planners dream with endless possibilities.

## STARLIGHT ROOM FEATURES:

- Rentals start at a three-hour minimum
- Accommodates up to 175 for a mixer style event
- Accommodates up to 110 for a seated event
- Full, dedicated bar with bartender
- Four functional garage doors showcasing downtown Milwaukee
- Four HDTV's with hdmi connectivity, sound system with house music, handheld microphones
- Comfortable lounge sections, high top tables with chairs
- Flexible floor plan with ample space

## STARLIGHT ROOM RENTAL DETAILS

- \$1,500 food and beverage minimum
- \$1,500 three-hour weekday rental
  - \$400 each additional hour
- \$2,500 three-hour weekend rental
  - \$500 each additional hour
- \$500 three-hour semi-private Patio add-on





## 2ND ST. CORRIDOR

The 2nd Street Corridor allows for networking, happy-hour, and professional receptions up to 500. This expansive and flexible space is perfect for large groups that don't want to feel confined to traditional banquet facilities...the natural light from the glass rooftop and high ceilings makes for an event that feels big and bright.

### 2ND ST. CORRIDOR FEATURES:

- Rentals start at a three-hour minimum
- Can accommodate 500 guests for mixer style event
- Satellite bar & extra bar staff available
- Easy access to restrooms
- Easy access to parking structure
- Easy access to 3rd St. Market Hall activities and vendors
- Flexible footprint to accommodate various seating and table options
- Tall ceilings and glass room create a modern, open concept
- Easy set up for any and all technology (AV, microphone, lighting, screens, etc)
- Flexible footprint can accommodate small presentations and speakers
- Perfect setting for social and networking events allowing for easy guest mobility

### 2ND ST. CORRIDOR RENTAL DETAILS

- \$2,000 food and beverage minimum
- \$2,000 three-hour weekday rental
  - \$250 each additional hour
- \$2,500 three-hour rental
  - \$550 each additional hour

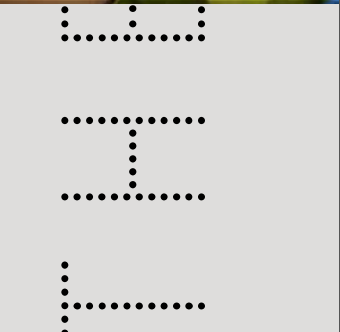
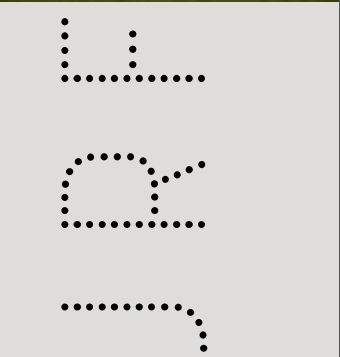






## THE TURF & SHUFFLEBOARD COURTS

While the Starlight Lounge and 2nd St. Corridor event spaces are impressive, it's the ability to engage, participate and simply "play" that sets 3rd Street Market Hall apart from any other space in the city. The impressive 50'X50' turf area and shuffleboard courts create the perfect playground to unwind and enjoy the social aspects of any event. These spaces empower people to participate in team building and friendly matches while seamlessly transitioning a busy day into an engaging afternoon, happy-hour, or evening of fun and games.



### THE TURF FEATURES:

- Rentals start at a three-hour minimum
- Can accommodate 30 guests (Turf) and 45 guests (Shuffleboard Courts)
- Easy access to 3rd St. Market Bar and food vendors
- Perfect setting for social and networking events allowing for easy guest mobility

### THE TURF RENTAL DETAILS

- \$500 Food & Beverage Minimum
- \$400 Three-hour weekday rental (\$75 each additional hour)



### THE SHUFFLEBOARD COURT FEATURES:

- Rentals start at a three-hour minimum
- Can accommodate 30 guests (Turf) and 45 guests (Shuffleboard Courts)
- Easy access to 3rd St. Market Bar and food vendors
- Perfect setting for social and networking events allowing for easy guest mobility
- The Shuffleboard Court Rental Details
- \$500 Food & Beverage Minimum
- \$400 Three-hour weekday rental (\$75 each additional hour)

Want to rent both the Turf and Shuffleboard Court areas? No problem! We can combine the two spaces for a \$650 Food & Beverage Minimum and starting \$650 combined three-hour rental. Combined rental available Monday-Thursday.



# BARREL ROOM & TOPGOLF SWING SUITE.

Quite possibly the next best thing to a championship golf course and club house, our Topgolf Swing Suite golf simulators and lounge area offers a truly one-of-a-kind experience for any type of gathering. This space includes a private, fully stocked bar, four HDTV's, sofas, tables, and two Topgolf swing suite bays that include world famous courses, contests, and other interactive games...so you don't have to be a golfer to enjoy the suites. The flexible floorplan allows for easy set up for food stations, presentations, and additional AV equipment or technology. This space is ideal for family and kid-friendly functions as well, as our Topgolf swing simulators have a large variety of games and activities.

## TOPGOLF SWING SUITE & LOUNGE FEATURES:

- Rentals start at a three-hour minimum
- Accommodates up to 75 guests for networking or cocktail style event
- Accommodates up to 24 guests for a seated presentation
- Dedicated, private bar with bartender
- TV wall with HDMI connectivity and sound
- Ample spaces for in-room catering or additional activities

## TOPGOLF SWING SUITE RENTAL DETAILS

- \$1,000 food and beverage minimum
- \$1,000 three-hour weekday rental  
\$300 each additional hour
- \$1,500 three-hour weekend rental  
\$400 each additional hour

## WANT TO CHECK OUT A TOPGOLF SWING SUITE?

Book a 60, 90 or 120 minute session quickly and easily online at [www.3rdStMarketHall.com](http://www.3rdStMarketHall.com)





### 3RD ST. MARKET HALL BUY OUT

Impress your guests with a complete take-over of 3rd St. Market Hall with a property buy out. When selecting this option, you have access to every aspect of the hall, creating a truly out of this world (or at least Milwaukee) experience that ties every experience together seamlessly. With our customizable food and beverage packages, this allows guests to explore all 15 of our locally owned and operated food vendors while enjoying our carefully curated beer, wine, and spirits list...and that's just the start! With the entire Turf and Shuffleboard Courts, Topgolf Swing Suite simulators and Video Game Wall, there's something for everyone!



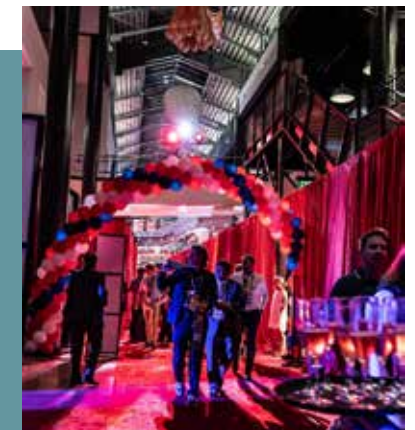
### 3RD ST. MARKET HALL BUY OUT FEATURES:

- Complete use of all 35,000 square feet including all games and activities
- Can accommodate 750 seated
- Can accommodate 1,250 for mixer or casual reception
- 20+ HDTV's for audio & visual capabilities
- Private Access to all 3rd St. Market Hall vendors
- Exclusive access to 3rd St. Market Bar

### 3RD ST. MARKET HALL DETAILS

- \$50,000\* weekday buy out rental
- \$65,000\* weekend buy out rental

\*Prices are not inclusive & does not include 22% service charge or 6.0% sales tax







## FOOD & BEVERAGE OPTIONS

3rd St. Market Hall bring the best in local food with 15 unique concepts that encapsulate Milwaukee's diversity in dining...these concepts along with 3rd St. Market Bar's impressive beer, wine and spirits offerings create a dynamic dining experience that is undeniably one of a kind. Our options allow for guests to explore all the 3rd St. Market Hall has to offer while adhering to event organizer's budgets. For guests and planners alike, it's a win-win!

## FOOD OPTIONS

### EVENT VOUCHERS

- Event vouchers are uniquely designed to resemble and function like a gift card.
- Each guest would get their own voucher to spend at any food vendor.
- All we need is the number of cards needed and the dollar amount per card.
- Recommendations for daytime is \$15-\$25 and evening are \$25-\$35.
- Event Vouchers expire 60 days from event date.

### 3SMH VENDOR CATERING

- In-room catering featuring over a dozen of 3rd St Market Hall food vendors
- Options range from petite hors d'oeuvres, to shared platters, to 3-meat buffets and everything in between. Choose from one or select a little from each.
- All catering requests are due to the event coordinator three weeks prior to the event date.
- Food is served within your rental space buffet-style.
- One Event Catering Staff required per 50 guests. Not included in cost of food or rental fee.

## BEVERAGE OPTIONS

### THE "BRONZE FONZ"

- Pre-set Bar Packages
- three-hour per person drink package, minimum 25 people
- The Bronze Fonz \$25/ person
- 2 Beer, 1 red and 1 white wine, soda

### THE BREW CITY \$35/ PERSON

- 3 draft Beer, 2 white and 2 red wine, rail and call brand spirits, soda
- The Champion's Trophy \$45/ person
- All draft beer from 3smh central bar, 3 white and 3 red wine; call and premium spirits, soda

**ADD A \$25, \$35,... FOOD VOUCHER FOR THE COMPLETE 3 RD ST MARKET HALL EXPERIENCE IN EVERYTHING FOOD AND BEVERAGE**

### OPEN BAR ON CONSUMPTION

- Customizable; completely open or set with limitations.
- 3SMH provides the group with a unique colored wristband. Guests can freely order and be added to the group tab.
- Charged based on consumption, not per person.

### DRINK TICKETS

- You determine the number of tickets per guest.
- You determine the drink ticket limit or what it is good for
- Priced based on consumption.

### 'DEBIT CARD BAR'

- The bar is available for self-purchase.





# CITY FOUNTAIN

Welcome to City Fountain! Milwaukee's one and only...{and did we say largest} self-serve tap beer wall! We are proud to feature 24 Wisconsin brewed beers from all over the state. Our beer program features some of the states most famous breweries along with small-batch, seasonal, limited-run and exclusive-run beers.

We promise you'll find beers here that you've never heard of...Now is your chance to experience some of the state's best beers. Trust us, one trip to The City Fountain and you'll earn your beer tasting bragging rights!

Guests can see the current beer list and brewery details by visiting The City Fountain page on our website at <https://3rdstmarkethall.com/city-fountain>





The flagship of 3 rd St. Market Hall's private event spaces, Venue 3 defines what a premiere event space is and should be. Located directly off our 2 nd Street Corridor, Venue 3 transforms this iconic and cherished downtown location inside The Avenue into a unique, private, yet elevated experience in the heart of Milwaukee's West Town.

From start to finish, front to back, our team at Venue 3 offers a one-of-a-kind, unparalleled planning experience. Booking your event with us includes exclusive use of 3 rd St. Market Hall's in-house, local vendors, preferred catering services, professional bar service and management as well as entertainment and florist options. To go one step further, we can assist with guest lodging and parking accommodations. This comes with ease as we're directly connected to the Courtyard Marriott as well as the largest parking structure in downtown Milwaukee, Self-Park MKE, with easy validation options.



#### AMENITIES:

- Farmhouse style tables & chairs
- Full Bar with bartender(s)
- State of the Art AV, sound system and lighting
- Welcome, Gift, Dessert & Buffet Tables provided
- Guest of honor suites
- Coat Check
- Access to 3 rd St Market Hall for gaming, activities, and photo opportunities
- Reduced parking validation attached in Self Park MKE lot

For current pricing and more information on planning your wedding or function at Venue 3, contact our Sales Director Allie at [Allie@3rdstmarkethall.com](mailto:Allie@3rdstmarkethall.com)





YOUR  
**FIRST-STOP,  
MUST-STOP**  
DESTINATION

**3<sup>RD</sup> MARKET  
ST. HALL**

