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EAST TOWN ASSOCIATION SCARE IN THE SQUARE FAMILY SCAVENGER HUNT OFFICIAL PARTICIPANT HANDBOOK 2026

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Welcome, Adventurers!

Your mission over the next week/s is to explore the historic buildings, local gems, and beautiful monuments of Downtown Milwaukee. Work together as a family to complete each physical challenge and find the answers to the secret trivia riddles hidden at each stop.

SCORING RULES:

- * Each Completed Family Challenge = 10 Points
- * Each Correct Trivia Answer = 5 Points
- * Grand Master Archway Photo = 25 Bonus Points

Good luck, keep your eyes sharp, and stay safe on the sidewalks!

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LEG 1: JEFFERSON STREET & CATHEDRAL SQUARE

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[] STOP 1: Nova Apartments (823 N Van Buren St)

* Challenge: Look at the main entrance structure. Count the total number of distinct built-in geometric glass panels visible from the sidewalk. Your Count: _____ glass panels

* Trivia: The word "Nova" originates from Latin. Does it translate to mean "Old" or "New"?

Your Answer:

[] STOP 2: Sport Club (750 N Jefferson St)

* Challenge: Look through the front glass windows or outside patio seating area to spot a giant display trophy or a soccer-themed piece of decor.

* Trivia: What giant sports trophy does every professional hockey player dream of hoisting over their head?

Your Answer:

[] STOP 3: Safina's (785 N Jefferson St)

* Challenge: Peer closely at the restaurant menu posted outside. Write down the very first type of pasta listed under their signature dishes. First Pasta:

* Trivia: Which historic Italian city is famously known across the world as the birthplace of pizza?
Your Answer

[] STOP 4: ELECTRIC LIME TAQUERIA (811 N Jefferson St)

* Challenge: Walk up to the entrance glass doors. Locate the bold, friendly graphic phrase stamped directly onto the surface of the glass panel.

Graphic Phrase Found:

* Trivia: Look closely at the theater-style marquee sign hanging directly over the front awning. What short, two-letter abbreviation is added right before the words "ELECTRIC LIME"?
Your Answer:

[] STOP 5: Café Colada (825 N Jefferson St)

* Challenge: Peek through the front glass windows of this upcoming coffeehouse to find their trademark palm tree imagery or a mention of espresso.

* Trivia: In traditional Cuban coffee culture, is a "colada"espresso intended to be drank entirely by one person or shared among friends?
Your Answer:

[] STOP 6: Taylors (795 N Jefferson St)

* Challenge: Safely approach the corner intersection and point out the massive, elegant glass French doors that open up completely to let the breeze in.

* Trivia: This neighborhood corner staple sits directly across the street from which famous historic Milwaukee park?
Your Answer:

[] STOP 7: The Sofie (777 N Jefferson St)

* Challenge: Check the front entry canopy area to find their beautifully scripted chalkboard welcome sign or sleek corporate logo emblem.

* Trivia: Look closely at the lettering on the building. Spell the name of this lounge—is it spelled with a single 'f' or a 'ph'?

Your Answer:

[] STOP 8: Althea's Fine Lingerie (777 N Jefferson St)

* Challenge: Find the main boutique storefront window and write down two distinct colors featured on display in their creative window arrangement. Colors Spotted: _____ and _____

* Trivia: This boutique specializes in custom clothing fittings. What flexible, rolled-up tool does a tailor use to measure garments?

Your Answer:

[] STOP 9: The Laughing Tap (Milwaukee Venue)

* Challenge: Gather your team outside the comedy venue. Every single member of the family must tell their best, cheesiest "knock-knock" joke out loud!

* Trivia: What is the traditional name for a funny story or riddle that concludes with a hilarious, unexpected surprise ending?

Your Answer:

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LEG 2: THE MASON, MILWAUKEE & BROADWAY HISTORIC CORE

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[] STOP 10: Ascent MKE (700 N Van Buren St)

* Challenge: Stand back safely and look up at the tower. Locate the official geometric shape logo proudly displayed near the main lower base windows.

* Trivia: What renewable natural resource is the entire primary structural framework of Ascent uniquely made out of?

Your Answer:

[] STOP 11: Kessler's Diamonds (E Mason St)

* Challenge: Peer safely through the exterior security glass display windows to spot the most brilliant, sparkling object showcased inside.

* Trivia: What incredibly hard, sparkling mineral is world-famous for being a precious gemstone set into fine jewelry rings?

Your Answer:

[] STOP 12: Mason Street Grill (425 E Mason St)

* Challenge: Locate the outdoor menu glass box container. Look over the listings and write down how many total types of steak options you can count. Steaks Counted: _____ types

* Trivia: What iconic dairy food is a standard Wisconsin staple and famously makes a "squeaky" noise when you bite into it fresh?

Your Answer:

[] STOP 13: The Pfister Hotel (424 E Wisconsin Ave)

* Challenge: Step briefly into the grand historic lobby entrance to look straight up at the magnificent, massive hand-painted cloud ceiling mural.

* Trivia: Look around the grand entry doors. What large, majestic animal statues are famously guarding this landmark hotel?

Your Answer:

[] STOP 14: St. Kate - The Arts Hotel (139 E Kilbourn Ave)

* Challenge: Walk past the street-facing windows and look inside to locate a unique, striking contemporary sculpture or colorful canvas painting.

* Trivia: Who is this creative, artistic hotel named after—the patron saint

of what group of people?

Your Answer:

[] STOP 15: Major Dental Clinics SMILE MKE: Milwaukee (E Wells St)

* Challenge: Locate their modern entrance logo badge. Gather the entire family together and strike your absolute biggest, brightest,

toothiest smile for a photo!

* Trivia: Our custom local dental procedures are led by Dr. Agnes Domagala & Daniel Domagala, who serves as an associate professor at what local university dentistry school?

Your Answer:

[] STOP 17: The Conroy Steakhouse (725 N Milwaukee St)

* Challenge: Safely approach the front windows to locate the elegant menu display and write down the name of their premier hand-cut steak of the day.

Premier Cut:

* Trivia: Along with fine steaks, historic supper clubs in Wisconsin are famous for what multi-item starter tray loaded with carrots, celery, and pickles?

Your Answer:

[] STOP 18: Lupi & Iris (777 N Van Buren St)

* Challenge: Take a dramatic team photo standing directly underneath the sleek, vibrant blue architectural awning framing the main entrance.

* Trivia: This sophisticated restaurant specializes in food from the Riviera, which borders what massive, historic European sea?

Your Answer:

* Bonus Trivia: What is the name of their new restaurant and what type of cuisine?

Your Answer:

[] STOP 19: Knickerbocker on the Lake (1028 E Juneau Ave)

* Challenge: Find the main building canopy and locate the grand, historic architectural lettering spelling out the word "Knickerbocker".

* Trivia: What giant, beautiful North American Great Lake is located just a short walking distance directly east of this hotel?

Your Answer:

[] STOP 20: The Swingin' Door Exchange (219 E Michigan St)

* Challenge: Inspect the entrance layout. Do the entry doors look like old-school, swinging wooden saloon doors from a western movie?

* Trivia: What is the historical nickname for a cozy, hidden back-alley bar or basement restaurant that required a secret password to enter?

Your Answer:

[] STOP 21: The Kinn Guesthouse (N Broadway)

* Challenge: Find the sleek entryway along Broadway and locate the modern residential-style boutique logo badge on the frame.

* Trivia: This innovative boutique hotel concept has two area locations—one is here on Broadway, and what is the name of their sister neighborhood to the south?

Your Answer: -----

[] STOP 22: Cubanitas (728 N Milwaukee St)

* Challenge: Spot an illustration of a tropical palm tree or a colorful dish graphic displayed on their sidewalk patio menu.

* Trivia: What sweet, fried dough pastry is a staple dessert option here, traditionally served hot and dusted in cinnamon sugar?

Your Answer:

[] STOP 23: Zero Proof Pass (Downtown Movement)

* Challenge: Look around nearby cafe counters or host stands to check if you can spot a physical, pocket-sized beverage passport booklet.

* Trivia: What is the trendy nickname given to a fancy, handcrafted mixed drink made with fresh fruits and juices but absolutely zero alcohol?

Your Answer:

[] STOP 24: PNC Bank Downtown (411 E Wisconsin Ave)

* Challenge: Walk past the exterior financial storefront and spot the prominent orange-and-blue corporate logo near the sidewalk line.

* Trivia: What do the financial letters "ATM" stand for in banking terms?

Your Answer: _____

[] STOP 25: Big Brothers Big Sisters of Metro Milwaukee (788 N Jefferson St)

* Challenge: Locate the front building foyer and point out the official green-and-black community logo emblem.

* Trivia: What is the traditional word used to describe an experienced, trusted advisor who helps guide and mentor a younger person?

Your Answer: _____

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LEG 3: THE GREATER REGIONAL & RIVERFRONT LOOP

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[] STOP 26: Maharaja (1550 N Farwell Ave)

* Challenge: Locate the prominent main entry sign on Farwell Avenue and identify the majestic crown graphic or royal design element hidden in the lettering.

* Trivia: The name "Maharaja" originates from ancient Sanskrit. What grand royal title does this word translate to mean?

Your Answer: _____

[] STOP 27: The Milwaukee Repertory Theater (108 E Wells St)

* Challenge: Find the main theater corridor and locate a large poster or digital marquee advertising their latest live stage production or play.

* Trivia: What is the traditional theatrical name for the elevated floor or platform where actors stand to perform live in front of an audience?

Your Answer: _____

[] STOP 28: The District Row (N Water St Retail Block)

* Challenge: Look through the storefront display glass along Water Street and point out a creative clothing layout or unique fashion arrangement.

* Trivia: What do you call a life-sized model doll used by clothing stores to display outfits and apparel items in their front windows?

Your Answer: _____

[] STOP 29: Club Charlie's (320 E Menomonee St)

* Challenge: Walk past the sidewalk tables and point out the historic, weathered painted brick details visible on the building's exterior.

* Trivia: The surrounding Historic Third Ward district is famous for what type of old brick industrial buildings that were converted into modern shops?

Your Answer: _____

[] STOP 30: Saz's State House (Regional Hub)

* Challenge: Look over their signature catering or appetizer listings to find the name of their award-winning festival mozzarella wraps.

* Trivia: What massive local summer event takes place along the lakefront and is officially known as the "World's Largest Music Festival"?

Your Answer: _____

[] STOP 31: Baked Cheese Haus (Milwaukee Public Market Booth)

* Challenge: Head inside the market hall, locate their specialty cheese stand, and take a family photo pointing out their signature outline banner frame.

* Trivia: Along with their hot, melted Juusto cheese blocks, what is the crowd-stopping name of their signature hot dog loaded with alpine cheese?

Your Answer: _____

[] STOP 32: Milwaukee Downtown, BID #21 (301 W Wisconsin Ave)

* Challenge: Keep your eyes sharp as you walk! Spot one of our friendly local Clean Sweep or Public Service Ambassadors working on the city sidewalks.

* Trivia: What is Milwaukee's most famous historic building nickname, inspired by the distinctive light-colored clay used to make local bricks?

Your Answer: _____

[] STOP 33: Halloran Law Offices (E Mason St)

* Challenge: Find the building directory board or entryway frame and locate the professional gold or silver corporate nameplate for this business.

* Trivia: What is the traditional name for a professional who is officially licensed to practice law and represent clients in a court of law?

Your Answer: _____

[] STOP 34: MKE Benefits

* Challenge: Search the office building directory or information board layout to find the official city abbreviation "MKE" printed in bold text.

* Trivia: The letters "MKE" serve as the official three-letter international transportation code for which local airport hub?

Your Answer: _____

[] STOP 35: Alliance Française de Milwaukee (1800 E Capitol Dr)

* Challenge: Check the cultural information posting board or window display to find a traditional French greeting word like "Bonjour" or "Merci".

* Trivia: What iconic, soaring metal tower stands as the ultimate architectural landmark of Paris, France?

Your Answer: _____

[] STOP 36: 1000 Friends of Wisconsin

* Challenge: Locate a community pamphlet, poster, or informational sheet highlighting bike trails, clean water initiatives, or city transit lines.

* Trivia: What is the official state bird of the state of Wisconsin, easily

recognized by its bright orange chest?

Your Answer: _____

[] STOP 37: Buzz Shack Apiaries

* Challenge: Look closely at product labels to locate a drawing of a multi-sided geometric cell or a natural honeycomb pattern.

* Trivia: How many straight sides does a single individual cell of a honeybee's hexagon-shaped honeycomb have?

Your Answer: _____

[] STOP 38: Chillwaukee (Mobile Pushcart)

* Challenge: Spot their vibrant mobile summer pushcart or find a menu board listing their artisan, hand-crafted local fruit flavors.

* Trivia: What cold, frozen treat on a wooden stick was accidentally invented by an 11-year-old child who left a sugary drink mix outside overnight?

Your Answer: _____

[] STOP 39: Ben & Jerry's Ice Cream (203 N Broadway)

* Challenge: Step inside the scoop shop, read over the menu board, and write down the single most whimsical, funny flavor name you can find!

Funniest Flavor: _____

* Trivia: Which classic bean-extracted flavor is traditionally ranked as the number one most popular ice cream flavor across the entire world?

Your Answer: _____

[] STOP 40: Forklift Trader

* Challenge: Examine the corporate machinery logo design and point out the graphic illustration of heavy cargo lift forks.

* Trivia: What do you call a small, heavy industrial vehicle equipped with two metal prongs used to elevate and transport heavy warehouse pallets?

Your Answer: _____

[] STOP 41: Great Lakes Distillery (616 W Virginia St)

* Challenge: Look through the windows or patio layout to spot their massive, shiny industrial copper distillation still equipment.

* Trivia: Lake Michigan belongs to a famous interconnected group of how many total North American "Great Lakes"?

Your Answer: _____

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THE GRAND FINALE: EAST TOWN ASSOCIATION

[] STOP 42: East Town Association (825 N Jefferson St)

* Challenge: Head to the corporate headquarters located right across from the park at 825 N Jefferson St and locate their official Heritage Crest Logo.

* Event Match-up Challenge: Draw a clean line matching each signature East Town event to its correct community descriptor!

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|----------------------------|---|
| A. Bastille Days | * The legendary nighttime 5K run/walk tradition. |
| B. Storm the Bastille | * Free interactive fitness, yoga, & park classes. |
| C. Jazz in the Park | * North America's largest French-themed festival. |
| D. Cathedral Square Market | * Free Thursday night outdoor concert tradition. |
| E. Wellness Weekends | * Sunlit open-air market packed w/ local growers. |

* Mega-Trivia Question: The East Town Association's official downtown boundary lines extend from the banks of the Milwaukee River all the way east to what massive body of water? What are the northern & southern boundaries (Note: streets or neighborhoods will suffice)

Your Answer: _____

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EXTRA PRIZE QUESTION

Riddle: Why should a local resident or business owner become an official

registered member of the East Town Association? What special perks do they receive?

Your Answer:

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GRAND MASTER BONUS PHOTO CHALLENGE

Before you cross the finish line, snap a creative family group photo directly beneath any historic architectural archway or standalone Cream City Brick building structure along your walking route to unlock an extra 25 bonus points!