

need to know

Useless waste of fossil fuels at the Indy 500 (5/25) • "Reno 911!" season premiere (5/22) •

Bradford Beach Cleaning up its act



MILWAUKEE JOURNAL SENTINEL FILE PHOTO

The bathhouse at Bradford Beach (shown here in 2005) has been converted into a retail and entertainment center.

Bradford Beach has been an environmental nightmare for most of the past half-century, but with the construction of innovative eco-friendly amenities like the Bradford Beach Watergarden, it looks like the beach is cleaning up its act.

The old bathhouse has been converted into a modern retail and entertainment center by Hi Hat Group, which expects to operate it every day this summer at Bradford Beach, beginning with a deck party featuring live music, beach volleyball and more on Sunday, May 25.

Upcoming events at Bradford Beach

Memorial Day Deck Party 10 a.m.-5 p.m. Sunday, May 25

Bradford Beach Rock 'n' Roll Art Show 10 a.m.-5 p.m. June 14

U.S. Open Beach Volleyball Midwest Qualifier 8 a.m.-7 p.m. June 21

Bradford Beach Bikinis, Boardshorts and Bands Beach Party 1 p.m.-10 p.m. Sunday, July 4

ADAM LOVINUS

BRADFORD BEACH TIMELINE

1933-'41 Nearly a million people flocked to Bradford Beach each year for the Midsummer Festival, a lakefront bash featuring live music, beer and fireworks — just like Summerfest, but with everyone wearing old-timey bathing suits.

1960s Heaps of dead, rotting alewives (a parasitic ocean fish that infested the Great Lakes via the St. Lawrence Seaway) closed Milwaukee beaches for weeks at a time.

1997 Beach volleyball star Karch Kiraly was forced to withdraw from an AVP tournament at Bradford when his partner, Adam Johnson, was hospitalized after stepping on a used hypodermic needle.

2004-'05 Sewer runoff coated the beach with a putrid layer of bacteria. E. coli concentrations frequently exceeded 10 times the federal danger level.

2007 Milwaukee County approves a \$1.2 million water garden to divert sewage runoff.

SOURCES MILWAUKEE JOURNAL SENTINEL ARCHIVES; "THE MAKING OF MILWAUKEE" BY JOHN GURDA; ASSOCIATION OF VOLLEYBALL PROFESSIONALS



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June Entertainment Schedule
All programs begin at 6:30 pm - Rain or Shine

Real Jazz - Mondays June 2 - Lamont & Vickie & Co. June 9 - Gary Meisner Trio w/Jeanne Woodall June 16 - Stefke & Kishline June 23 - Anita Stemper Quartet	Opera Classics - Wednesdays June 4 - Kay Sparling & Co. June 11 - Florentine Opera Chorus Members June 18 - Master Singers of Milw. June 25 - Milw. Opera Theater
Tuesday Variety Nights June 3 - B.B. Swing June 10 - Manuel Guerra presents George Stancell Blues Band June 17 & 24 - Las Vegas Nights w/Kim Marie	Rock and Roll - Thursdays June 5 - Those Good Intentions June 12 - Oldies But Goodies Spectacular June 19 - Four Guyz in Dinner Jackets

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