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Creativity, Community and Connection at the TOSA Locally Made Spring Pop-Up

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WAUWAOTSA, April 16, 2026: The spring 2026 TOSA Locally Made Pop-Up is back on Saturday, May 2 outside around the beer garden at The Landing at Hoyt Park & Pool in Wauwatosa. The May 2 event kicks off the pop-up's sixth season and is organized by James Steeno Gallery's husband/wife creative duo James and Heidi Steeno and is hosted by the Friends of Hoyt Park & Pool.

More than 25 local artists, makers and small businesses will be participating and selling their wares on May 2 at this free-to-attend event. The pop-up connects area creatives with the community for an opportunity to shop and support local micro businesses that do not have traditional brick and mortar storefronts. Shoppers will find handcrafted lifestyle goods, artwork, vintage finds and more from vendors like The Bezert, Eco Evie Apparel, Dog Goods for Good Dogs and Not Just Jam.

Katie Daly Weiss, owner of Big White Yeti, participating maker and pop-up favorite has vended since the pop-ups began in 2020. "Big White Yeti has been part of the TOSA Locally Made Pop-Ups at Hoyt Park for over five years because they're an integral part of how we connect with the Milwaukee area community. Without a brick-and-mortar shop, these events give us a meaningful way to connect face-to-face in a way you simply can't replicate online. The makers and artists here feel like coworkers in the best way; we may not share a studio, but we're all building something really cool together."

Attendees can reconnect with their neighbors around Wauwatosa's favorite outdoor beer garden for conversation, seasonal brews and beer garden fare offerings. Children are invited to participate in a free spring/Mother's Day make & take project hosted by Cloud 9 Workshop during the pop-up. A family friendly playground is also located nearby for family fun.

"The Tosa Locally Made Spring Pop-Up at Hoyt Park is my official "sneak peek" into summer. Visiting great artists and buying their locally made goods, running into old friends, making new ones, grabbing a yummy snack and even petting a few pups ... all in one place! It's the best local shopping experience and makes it feel like summer is right around the corner. You've gotta go!" shares longtime shopper and Elm Grove resident Sue Fronsee.

The TOSA Locally Made Spring Pop-Up will take place on Saturday, May 2, 2026 from 10AM-3PM at The Landing at Hoyt Park & Pool located at 1800 N. Swan Boulevard in Wauwatosa, Wisconsin. Both family-friendly and dog-friendly, the spring pop-up is free to attend with plenty of free parking in the parking lot and along Menomonee Parkway. Shoppers can make their purchases directly with each vendor using cash, credit card and other digital payment options (varies by vendor). The Landing's outdoor beer garden will be open throughout the event offering their full food and beverage menu. No matter what Wisconsin's weather may bring, this outdoor event will take place rain or shine.

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James and Heidi Steeno, husband/wife creative duo are owners of James Steeno Gallery (Milwaukee, WI). Since 2020, with the disruption of the pandemic, they've had the unique opportunity to organize arts events in a variety of settings, activating front yards and parks, collaborating with organizations and neighborhood business owners to bring local events to life. Working with non-traditional creative businesses (i.e. businesses that do not operate out of a traditional brick and mortar store front), their events have become part of the fabric that makes our communities unique.

The Friends of Hoyt Park & Pool is a non-profit organization. Their mission is to enhance the quality of life for all members of the community.

