



# ripple effect

MilwaukeeDowntown.com • Milwaukee Downtown Business Improvement District #21

**October 2004**

## **Good Vibes In Downtown**

Last November, a retailer unlike anything downtown has ever seen hit Westtown. Ultra Fidelis, co-owned by Jonathan Spelt and Scott Wilson, along with more recent partner, Roger Legner, is a high-end audio/video boutique specializing in traditional stereos, sophisticated home theater, and multi-room audio/video systems.



Before opening their doors, Spelt and Wilson searched high and low for the perfect freestanding location—one where sound demonstrations would not be a nuisance to neighbors. “We knew we wanted to be downtown. Downtown is a great location to attract customers from all parts geographically and we wanted our customer base to be broad,” said Wilson.

Uncovering the gem at 740 N. James Lovell Street, the two were confident that the location would meet all their needs. Investing thousands into revamping the property, which at one time was a day care center, they’ve transformed the space into a home theater atmosphere.

With their combined wealth of knowledge and experience, they’re gurus in the audio/video industry. They design, install, and support systems to meet all budgets with products running the gamut from a \$199 pair of speakers to a \$25,000 plasma display.

Unique boutiques like Ultra Fidelis fuel the retail expansion downtown needs to continue its renaissance. Check them out at 740 N. James Lovell Street, 414.221.0200 or visit [www.ultrafi.com](http://www.ultrafi.com). They even have designated parking right out front for their customers!

Hours: Tuesday – Saturday: 10 am – 5 pm

Thursday: 10 am – 7 pm

Sunday, Monday and evenings – by appointment