

2026 Metro Fire Chiefs Conference | Milwaukee, WI | June 7-11 | Attire Guide



Hello,

We are excited to welcome you to Milwaukee, Wisconsin for the 2026 Metro Fire Chiefs Conference. As we prepare to host you, we look forward to showcasing the best of our city, from the Lake Michigan waterfront and vibrant downtown to our rich public safety tradition and Midwest hospitality. Everything has been thoughtfully planned so that upon arrival you can focus on professional development, meaningful conversations, and camaraderie.

We understand that packing for this type of event can be challenging, so we hope to make it easier with the attire suggestions below. Milwaukee's style is professional yet practical. Business attire is appropriate for conference sessions, with polished casual wear for evening and social events.

We also recognize that "casual" can vary internationally. You may reference U.S. dress code definitions here:

<https://emilypost.com/advice/attire-guide-dress-codes-from-casual-to-white-tie>

Average temperatures in Milwaukee during June typically range from highs of approximately 71 °F/ 22 °C to lows of approximately 53 °F/12 °C. Due to our proximity to Lake Michigan, evenings can be cooler, so a light jacket or extra layer is recommended.

Here is the week's breakdown:

Sunday, June 7th - Ice Breaker Event @ 3rd Street Market Hall - Casual



This will be a casual, high-energy welcome event in the heart of downtown Milwaukee. With exclusive access to the Topgolf Swing Suite simulators, Selfie Museum, and Video Game Wall, there will be something for everyone to enjoy. Dress comfortably: jeans, shorts, casual pants, polos or T-shirts, and sneakers are all appropriate. This is a relaxed social evening focused on reconnecting, networking, and having fun.

Monday, June 8th – Lake Geneva Boat Ride – Casual



Join us for a historic boat tour around Lake Geneva, one of Wisconsin's most scenic destinations. This relaxed cruise offers beautiful shoreline views and a narrated glimpse into the area's rich history. The boat features both open-air seating and an indoor cabin for those who prefer shade or a break from the sun.

Dress comfortably for a summer day on the water. Shorts, casual pants, polos, T-shirts, sundresses, and comfortable footwear are all appropriate. We recommend flat shoes or sandals suitable for boarding and moving around the vessel. Light layers may be helpful if temperatures cool off on the lake.

Monday, June 8th – Golf Event – Golf Attire



The golf outing will take place at Geneva National Resort & Club, Trevino Golf Course, which follows a traditional golf course dress code. Collared shirts are required for players, along with tailored, hemmed shorts, trousers, or skorts. Denim and cutoffs are not permitted. Golf shoes are required, and metal spikes are not allowed. T-shirts and tank tops are also not permitted on the course.

Monday, June 8th – Opening Ceremony & Dinner – Dress Casual



Our Opening Ceremony and Dinner will be held at Milwaukee's historic The Pfister Hotel, in the Grand Ballroom. Guests should plan to dress casual to elevated or cocktail casual for the evening. Jackets, collared shirts, dresses, skirts, dress pants, or polished casual attire are all appropriate.

Tuesday, June 9th – Lakefront Brewery Tour & Lunch – Casual



This tour and lunch is primarily indoors, but there is an outdoor patio if guests choose to step outside. Casual, comfortable attire is recommended for the brewery tour. Please wear neat clothing and comfortable closed-toe shoes suitable for walking through the brewery.

Tuesday, June 9th – Milwaukee Public Market Chef Cooking Class – Casual



This is an indoor cooking presentation. Casual, comfortable attire is recommended for the brewery tour. Please wear neat clothing and comfortable shoes suitable for walking through the facility.

Tuesday, June 9th – Sponsor Appreciation Reception – Dress Casual



The Sponsor Appreciation Reception will be held in the Imperial Ballroom of The Pfister Hotel. Guests should plan to dress casual to elevated or cocktail casual for the evening. Jackets, collared shirts, dresses, skirts, dress pants, or polished casual attire are all appropriate.

Wednesday, June 10th – Kohler Waters Spa – Comfortable Casual



Comfortable casual attire is recommended for the spa event. Guests should dress in relaxed clothing appropriate for a spa setting and may want to consider easy-to-remove footwear or layers depending on their selected services. While at the spa, guests should change into swimwear in the provided locker rooms. Guests will be provided robes and sandals to wear during the event.

Wednesday, June 10th – City Tour MKE – Casual



This guided tour through the streets of Downtown Milwaukee, will take place in oversized golf carts and vans, which can both be fully enclosed for inclement weather. Guests should plan for the weather and dress in comfortable outdoor casual attire. Jeans, casual pants, shorts, polos, T-shirts, sundresses, and comfortable footwear are all appropriate.

Wednesday, June 10th – Harley Davidson Museum Street Festival – Casual



Join us for an open-air street festival at the iconic Harley-Davidson Museum. The evening will feature live music from Chasin Mason, a Milwaukee favorite known for its country roots and rock-and-roll edge, along with locally inspired food and beverages. Guests will also have indoor access throughout the event and the opportunity to explore the museum exhibits.

Dress in comfortable outdoor casual attire. Jeans, casual pants, shorts, polos, T-shirts, sundresses, and comfortable footwear are all appropriate. Given the venue's proximity to the river, a light jacket or extra layer may be helpful as the evening cools.

Thursday, June 11th – Milwaukee Art Museum and Discovery World – Casual



The art museum event will be indoors. Following the art museum event, guests will proceed to the luncheon at Discover World, where they will enjoy a private indoor lunch with patio access, overlooking Lake Michigan. Dress in comfortable casual attire. Jeans, casual pants, shorts, polos, T-shirts, sundresses, and comfortable footwear are all appropriate.

Thursday, June 11th – Closing Ceremony – Dress Uniform/Semi-Formal/Business Formal



The closing ceremony takes place in the newly expanded Baird Conference Center. The event is indoors, with access to a rooftop patio, overlooking downtown Milwaukee. Highest-level dress uniform for uniformed attendees is encouraged. Semi-formal/business formal wear for spouse/partners/guests.