

DEAL OF THE CENTURY: AN AUCTION OF BRIDGES

Save the date for October 27th, as it's your chance to cash in on the Deal of the Century. The Greater Downtown Council in partnership with Visit Duluth and the Duluth Public Arts Commission will be hosting an evening art auction of bridges from the Bridging the Decades public art exhibit.

Here is your opportunity to take home an exciting piece of art that honors one of Duluth's most beloved and oldest landmarks, the Aerial Lift Bridge. These small scale bridge sculptures would make a perfect addition to a business, or a backyard garden.



Attendees can expect an exceptional spread of fine hors d'oeuvres and fantastic music that will take you back to Duluth's golden years. Get set to step back in time as you enter the Lake Superior Railroad Museum at the Depot to enjoy an evening of nostalgic debauchery as we continue to celebrate the 100th anniversary of the Aerial Lift Bridge.

Tickets are available at the door for \$10. All proceeds from the auction will benefit The Duluth Legacy Fund, Visit Duluth, and the Greater Downtown Council. **GDC**



5 West First Street
Duluth, Minnesota 55802
218-727-8549
www.downtownduluth.com



WELCOME NEW GDC MEMBERS

Starbucks Coffee Company
331 W. Superior St.

CHARRETTE GENERATES EXCITEMENT AND UNITY

It's been interesting to listen in on conversations between Downtown stakeholders since the Knight Program in Community Building converged on Duluth with its Charrette in July. For those who were unable to attend, experts in such fields as planning, development, engineering and architecture conducted several days of input sessions to help generate new visions for connecting Duluth's East Downtown, Hillside and Waterfront.

There tend to be mixed emotions when such events take place, as there is excitement about the opportunity for community planning and a chance to get a vision down on paper, but there is some pre-visit apprehension when experts from out-of-town swoop into a community and offer their advice.

What is commendable to the Knight Fellows involved in the project is that they listened to our community members and

really did their research before converging on the Downtown for the intense planning event. They took into account past studies and reports and they also relied on their knowledge of what has succeeded and failed in other communities. They were respectful of all who took time to share their comments and the Fellows' ability to collaborate will bring forth some great things for our community.

For several years, we have heard from some businesses in the Old Downtown that they have felt neglected, and it was reassuring to see them share their opinions and ideas in various sessions as they look toward a very positive future. With redevelopment and investment already well-underway in the Old Downtown, there will be some great momentum for the outcome plans from the Charrette. In addition, this can help serve as a complement to the Duluth Comprehensive Planning Process, as many common themes also emerged.

As an organization that focuses on the promotion and development of the Downtown, this effort appeared to be another shot in the arm that can assist in further enhancing our central business district. I know our members will look forward to reviewing the proposed final plans and determining priorities in implementation.

Sometimes, it takes an outsider to remind all of us what a jewel we have in the heart of our community. The Charrette Team took on the motto, "Boost Duluth," and that should encourage all of us to serve as ambassadors of this fine community. We are building tremendous momentum in our Downtown Waterfront, so let's embrace it and continue to help our community prosper. **GDC**

From the July *Budgeteer News* Business Column by Kristi Stokes

STARBUCKS JOINS THE DOWNTOWN COMMUNITY

The Internationally renowned Starbucks Coffee Company chain has celebrated its one-month anniversary in its new downtown location.

The GDC was proud to join Starbucks for the grand opening of its second Duluth location on July 8th with a ribbon cutting ceremony. Store employees were joined by Mayor Herb Bergson and members of the downtown business community, all of whom are excited to welcome this new addition to the downtown.

Starbucks is thrilled about serving the downtown community at its new Superior Street location. "There is a lot of energy and excitement in the downtown...it's a perfect fit for Starbucks Coffee Company," says store manager Lisa Olson.

With a seemingly endless selection of coffees, teas and pastries, shoppers can enjoy a wide variety of treats served up by friendly staff that is eager to improve your Starbucks experience. With a cozy, welcoming atmosphere, customers are treated to a taste of the downtown on a bustling street corner. Starbucks Coffee is located in the Phoenix Building at the corner of 4th Avenue West and Superior Street. This location offers the convenience of nearby parking and a skywalk connection.



WHAT'S HAPPENING IN THE DOWNTOWN

LAKE SUPERIOR TRAIN MUSEUM/THE DEPOT

Deal of the Century: An Auction of Bridges
October 27 (Thurs.) 5:30 pm

BAYFRONT FESTIVAL PARK

Aerial Bridge Centennial Celebration
August 20 (Sat.) 10 am

Kiwanis Family Kite Fly

Sept. 10 (Sat.) 10 am-3 pm

Black Woods Rib Fest

Sept. 17 (Sat.) 4-10 pm

CITY OF DULUTH

Cruise Ship "Columbus" Duluth Harbor
Sept. 16, 26 (Fri. & Mon.) 12 Noon-6 pm

DECC

Gingerbread Arts & Crafts Show
August 27-28, October 29-30
10 am-5 pm (Sat.)
11 am-4 pm (Sun.)

United Way Chili Cook-Off

Sept. 8 (Thurs.)

THE DEPOT

Free Antique Appraisal
August 17, Sept. 21, Oct. 19
Noon-3 pm

Halloween Party/

Vanilla Ice Concert
Oct. 30-31 (Sun.-Mon.)
9 pm-1 am

GRANDMA'S SALOON & GRILL

Grandma's Oktoberfest
Sept. 21-25 (Wed.-Sun.)
8 pm-12:30 am (Fri. & Sat.)

GRANDMA'S SPORTS GARDEN

Bike Nights
August 1-25 (Thurs.)
5:30-9 pm

Halloween Party/

Vanilla Ice Concert
Oct. 30-31 (Sun.-Mon.)
9 pm-1 am

HISTORIC NORSHOR THEATER

Live Music
August 5-26 (Fri.)
Sept. 2, 12:15 pm

NORTH SHORE INLINE MARATHON

10th Annual N.S. Inline Marathon
Sept. 17 (Sat.) 7:30 am

NORTH SHORE SCENIC RAILROAD

Elegant Dinner Train
Sept. 9, 14, 15, 17, 6:30 pm

Sunday Afternoon Tea Train

August 28, Sept. 18, 25,
Oct. 2, 12:30-2 pm

MURDER ON THE DIORIENTED EXPRESS

August 15-18, (Mon.-Thurs.)
6:30 pm

PICKWICK RESTAURANT

Oktoberfest
Sept. 26-Oct. 2 (Mon.-Sun.)
11 am-10 pm

VISTA FLEET

Fall Colors Brunch Cruise
Sept. 23-25 (Fri.-Sun.)
Oct. 1-2 (Sat.-Sun.) 12:30 pm

"Fins & Feathers: Celebrating All Things That Swim or Fly"

August 1-Sept. 25, 10 am-5 pm

FITGER'S BREWERY COMPLEX

Sailboat Races
August 3-31 (Wed.) 6-8 pm

Music in the Courtyard

August 3-31 (Wed.) 5-8 pm

Fitger's 122nd Anniversary Celebration

August 18-21 (Thurs.-Sun.)
5-8 pm

Fitger's Harvest Moon

Fun children's activities
Oct. 27-30 (Thurs.-Sun.)

GRANDMA'S SALOON & GRILL

Grandma's Oktoberfest
Sept. 21-25 (Wed.-Sun.)
8 pm-12:30 am (Fri. & Sat.)

GRANDMA'S SPORTS GARDEN

Bike Nights
August 1-25 (Thurs.)
5:30-9 pm

Halloween Party/

Vanilla Ice Concert
Oct. 30-31 (Sun.-Mon.)
9 pm-1 am

HISTORIC NORSHOR THEATER

Live Music
August 5-26 (Fri.)
Sept. 2, 12:15 pm

NORTH SHORE INLINE MARATHON

10th Annual N.S. Inline Marathon
Sept. 17 (Sat.) 7:30 am

NORTH SHORE SCENIC RAILROAD

Elegant Dinner Train
Sept. 9, 14, 15, 17, 6:30 pm

Sunday Afternoon Tea Train

August 28, Sept. 18, 25,
Oct. 2, 12:30-2 pm

MURDER ON THE DIORIENTED EXPRESS

August 15-18, (Mon.-Thurs.)
6:30 pm

PICKWICK RESTAURANT

Oktoberfest
Sept. 26-Oct. 2 (Mon.-Sun.)
11 am-10 pm

VISTA FLEET

Fall Colors Brunch Cruise
Sept. 23-25 (Fri.-Sun.)
Oct. 1-2 (Sat.-Sun.) 12:30 pm

PRSR-STD
U.S. POSTAGE
PAID
DULUTH, MINN.
Permit No. 212

AUGUST/SEPTEMBER/OCTOBER 2005 • VOLUME 22 • NO. 4



Great News

FROM THE GREATER DOWNTOWN COUNCIL

Downtown Parking Made Easier

A frequent concern the GDC hears from people is that there is not enough parking in Duluth's Downtown. But the reality, as is the case in many downtowns, is that it is more of a perception problem than anything else. Recent parking studies have documented substantial available parking in Downtown Duluth. Even the July Charrette implemented by the Knight Program in Community Building highlighted the significant land-area downtown that is designated to parking.

What appears to be at the crux of our challenge is the ability to direct motorists to the available parking. And now it's our hope that challenge will soon be overcome.

Over the past year, the GDC and the Duluth Downtown Waterfront District teamed up with the City of Duluth to closely examine a way-finding system that would provide simple directional signage to guide motorists to public parking. With the numerous one-way streets and avenues in the heart of our city, navigating to a ramp can be a bit confusing and sometimes even frustrating. It is for that reason; we are looking forward to the unveiling of this way-finding system yet this summer to make even the shortest venture downtown easy and enjoyable.

Volunteers poured over maps and diagrams of city streets and avenues to help determine the best routes for motorists, and approximately 70 signs will be placed around the Downtown Waterfront to help serve as a guide to finding public parking. This initiative was enthusiastically supported by the Duluth Parking Commission.



"The parking commission, along with the GDC, is constantly struggling to find a balance with parking issues and requests from merchants, employees and downtown visitors," said Mike Polzin, a commission member and past GDC Board Chair. "Due to the limited amount of street parking available, we need to use all of our resources to their full potential. I believe parking ramps are underutilized in many locations. Having the Wayfinding signs in place throughout downtown and Canal Park will certainly help tourists and visitors to quickly identify where the ramps and public parking lots are and should encourage everyone to use them."

With nearly 4,500 public parking spaces in ramps in Duluth's Downtown, it is important to help motorists identify with that option.

In conjunction, the GDC and DDWD are promoting an enhanced parking program, Park Plus. Through this program, businesses can provide coupons to their customers for free parking at the ramps, or a ride on the DTA. Above please find a sampling of the latest marketing efforts on this program and check out www.downtownduluth.com to learn more about it. **GDC**

"Stop in at my space"

[...said a spot in a parking ramp to a sexy car.]



www.downtownduluth.com
GREATER DOWNTOWN COUNCIL

Board of Directors and Staff

Chair
Daniel Maddy
Fryberger Buchanan Law Firm

Vice-Chair
Tim Meininger
Beacon Bank

Secretary/Treasurer
Bill Bennett
LHB Inc.

Immediate Past Chair
Barbara Perrella
Labovitz Enterprises

Board Members
Mark Allison
U.S. Bank

Harvey Anderson
SMDC

Abbot Apter
Mercury Investment Co.

Ron Franzen
St. Luke's Hospital

Mary Lundeen
Wells Fargo Bank

Laura Ness
Vintage Duluth

Kathy Pattison
Waterfront Ari Works/Canal Park Business Association

Russ Schumacher
Minnesota Power

Lawrence Stovern
Western Bank

Sara Strom
Frame Corner and Gallery

Tami Tanski-Sherman
Fitger's Brewery Complex

John Ivey Thomas
John Ivey Thomas Associates, Inc.

Roger Waller
City of Duluth, Ex Officio

Merry Wallin
Clear Channel Radio

Tom West
The Budgeteer News

Staff
Kristi Stokes
President/C.O.O.

Susan Rogge
Administrative Assistant
Laura Nelli
Marketing and Events Coordinator

Published by the Greater Downtown Council.

DULUTH DOWNTOWN WATERFRONT DISTRICT MAKES GREAT STRIDES

The DDWD is pleased to share this sampling of information with you to highlight services and programs that have been implemented within the district since its inception earlier this year. Thanks to the support from property owners and the City administration, this program is off to a successful start.

CLEAN & SAFE TEAM

The Clean & Safe Team was introduced to the public in January, with three staff members on board. Since then, the Team has ramped up to a full complement of 8 team members, with several working as seasonal employees.

Recorded statistics indicate the Team has provided 2,675 pedestrian assists and 660 property owner/manager contacts since January. The pedestrian assists cover a broad range of hospitality offerings, beyond the overall friendly greetings to all pedestrians they encounter, such as:

- 1) Providing directions to tourists,
- 2) Escorting late-night employees to their cars,
- 3) Returning lost items to owners,
- 4) Answering questions about the community, attractions and parking.

This staff is trained to go above and beyond to make people feel welcome in the Duluth Downtown Waterfront District and we are pleased that some property owners have shared testimonials with us about their positive encounters with Team Members.

Additionally, the Team has collected more than 7,800 pounds of litter and debris from our sidewalks, streets and open spaces and they have removed 151 tags of graffiti from various properties. During the winter, they accumulated 53 man-hours of snow removal at intersections or handicapped accessible locations and so far this summer, more than 20 hours of power washing on sidewalks has been recorded.

Most importantly has been the Team's visibility. In their safety green and navy uniforms, they can be easily recognized by employees, visitors and residents. And since the start of the program, they are finding that more individuals are actually calling upon them for assistance or approaching them as they are aware of the role they now play in our community.



Because of their outgoing and friendly nature, they are well-suited to leave a very positive lasting impression with anyone they encounter.

SUPPLEMENTAL HORTICULTURE

The DDWD expanded the amount of hanging flower baskets throughout the district to 130 this year, and hopes to build upon that number in the years to come. In addition, there are 180 streetscape planters, now overflowing with colorful blooms. Due to our extremely warm conditions this summer, the Clean & Safe Team has remained busy with maintaining this environmental aesthetic, as the watering schedule has become a routine daily ritual.

MARKETING SURVEY

In order to better promote the Downtown Waterfront, we teamed up with the experts at WestmorelandFlint to provide guidance and creative flair to the DDWD marketing. First on the agenda was a random sampling survey of local residents to identify how often they visit the area, what they see as strengths and weaknesses, what could be done to get them to visit more often and how satisfied they are with the downtown area as a place to work (if they are employed downtown).

Among the findings, the area is most frequented for dining experiences, followed by shopping and entertainment. The most frequently mentioned top-of-mind strength was the variety of quality dining, while the biggest negative was parking concerns. While many describe the downtown to be unique, fun, and upscale, it is not always considered safe or convenient.

This survey has assisted the DDWD in creating its marketing campaign, and it will serve as a tool in benchmarking the success of the district.

MARKETING CAMPAIGN

The six-month branding campaign has been targeted at local residents to help improve their perceptions about the Downtown. The campaign "THIS is the Downtown Waterfront," helps reinforce the district's image as a unique place for culture, shopping, dining, recreation and history. We want the local residents to embrace the heart of our community and share the passion that is exhibited by so many visitors.

RESTAURANT GUIDE

Because the DDWD is viewed as a destination for dining, a guide has been created to showcase the restaurants within the district boundaries. Our Clean & Safe Team members will be equipped with these guides to provide to tourists who may ask for a dining recommendation. It is also our hope to distribute them through various other venues.



PARKING ENHANCEMENT

The Courtesy Park Program has been improved and expanded, as it is now called the Park Plus Program. Through this program, property owners can also purchase coupons at a discounted rate that was previously only offered to GDC members. These coupons encourage parking in ramps, and a new addition includes a discounted daypass at the DECC (ideal for part-time employees in Canal Park). We have also provided each ramp with posters and stickers to further market the program as motorists enter or exit the ramp and businesses who offer the coupons to customers are asked to place a decal in their window, recognizing them as a participant.

EVENTS AND PHYSICAL ENHANCEMENTS

Dig in for the Downtown Waterfront: The DDWD teamed up with the GDC to recruit volunteers to assist with planting flowers for the district. This resulted in dozens of volunteers lending a hand to fill 180 streetscape planters with flowers.

Sidewalk Days and the 5th Annual Classic Car Show: This event grew substantially this year, providing a very positive image for the Downtown. Both events generated more traffic than in past years and also attracted a broader market of attendees. The DDWD Clean & Safe Team assisted with such things as additional litter control, logistics for vendors and parking for car show participants. In addition, a portion of DDWD marketing dollars supplemented the already large investment by the GDC to generate a greater awareness of the events.

The DDWD was developed to help create a clean, safe and friendly environment in our Downtown Waterfront and we are grateful for the positive reception of this new initiative. Its success is also based upon your input as a stakeholder. So if you see something amiss, please feel free to contact the GDC office or our Clean & Safe Team at 390-8899. **GDC**



The winner of the Classic Car Show Downtown Choice award went out to Steve Kaplan a local Duluthian and the proud owner of a 1962 Oldsmobile Starfire.

IT'S A SIDEWALK DAYS WRAP

Sidewalk Days took over the streets of Downtown Duluth again this year providing fun for everyone! It busted out of its usual boundaries to provide 7 blocks of activity that generated healthy sales for the majority of Downtown merchants. This year's festival proved to draw in a larger and more diverse crowd than in past years, exposing the Downtown area to a potentially new market base. Tom Henderson, co-owner of Mainstream Fashions for Men, noted that, "There were more young mothers with their children than in past years and the evening car show proved to be an event that brought families into the Downtown. The

whole three day festival exposed the Downtown to a more diverse audience than in years past; this is exactly what we need Sidewalk Days to achieve".

Sidewalk Days was not only a festival of great deals, entertainment and food, but it was also an excellent opportunity for the Downtown to be showcased to the entire community.

Visitors to the Downtown during Sidewalk Days enjoyed strolling down Superior Street hunting for fantastic deals, listening to music, watching unique performances, and as always feasting on a smorgasbord of flavors provided by Downtown restaurants and vendors alike.

On Wednesday night the 5th Annual Classic Car Show and Harley Revue also expanded to 7 blocks of Superior Street with Harleys, Classic Cars and crowds of people. There was music, dancing, and food from 3rd Avenue East to 4th Avenue West offering sightseers a delight on every block. With more than 240 cars and 75 Harleys visitors had a great deal of automotive history to look at as they walked down the street. This new and successful expansion is credited to the following sponsors: Muffler Clinic, Fond-du-Luth Casino, Bullseye Silkscreen, A & L Properties, the Greater Downtown Council, US Bank, Mainstream Fashions for Men, Ace Hardware Downtown,

The Holiday Inn, and Republic Bank. Without their support the 5th Annual Classic Car Show and Harley Revue would not have been nearly as successful as it was. The winner of the Classic Car Show Downtown Choice award went out to Steve Kaplan a local Duluthian and the proud owner of a 1962 Oldsmobile Starfire. Brad Nelson took the Harley Revue's People's Choice Award with an amazing 400 people voting on the competition. The night proved to be one of the most exciting nights in the Downtown of the summer and left many store owners and businesses wanting more. In the end both

the Sidewalk Days Festival and the 5th Annual Classic Car Show and Harley Revue were a great success offering to the Downtown visitors a great deal of excitement and fun! A special thank you also goes out to Abalans, Ace Hardware Downtown, Allenfalls, Electric Fetus, Lizzard's Framing and Art Gallery, Mainstream Fashions for Men, The Medical Arts Pharmacy, Minnesota Surplus, and The Frame Corner for sponsoring The Big Fun Show! We would also like to thank Wells Fargo for sponsoring the Kid Rides and Minnesota Power for sponsoring the live music in

Lake Place Plaza. Your contributions added to the event tremendously and were greatly appreciated. Mark your calendars for the 2006 Sidewalk Days Festival. On July 12, 13, and 14, Sidewalk Days will once again spread over the streets of Downtown Duluth and Fitger's offering great shopping and fun for everyone. Start planning now to come up with some creative ideas to promote your business at the event. **GDC**