



Great News

FROM THE GREATER DOWNTOWN COUNCIL

HISTORIC DISTRICTS PROPOSED FOR DOWNTOWN

Downtown Duluth stakeholders recently had their first chance to hear more about a proposed nomination to the National Register of Historic Places.

Staff members from the National Trust for Historic Preservation and the State Historic Preservation Office have donated their time over the last six months to compile information on properties Downtown in order to write the application to the National Register. Such a listing is often referred to as the honor roll of properties worthy of designation.

But what does this mean for property owners within the proposed designated boundaries? One of the greatest benefits is that it creates an opportunity to tap into federal preservation tax credits if property owners are looking to rehabilitate a commercial structure. An owner can apply for a 20% tax credit as long as the rehabilitation follows the Secretary of the Interior's Standards for Rehabilitation. This is a key opportunity to spur further investment in our wealth of historic buildings

Downtown. However, according to the State Historic Preservation Office, such a listing on the National Register does not interfere with the property owner's right to alter or dispose of their property if they use their own money. At this time, there are two proposed districts comprised of 137 properties, as illustrated on the map below.

Please be aware, this initiative didn't just come out of the blue. Hopefully you have been aware that Duluth was selected as a Preservation Development Initiative community by the National Trust in 2003. Through this project,

Story continued on inside...

The shaded areas provide reference to the two proposed historic districts in Downtown Duluth.



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Immediate Past Chair Barb Perrella with outgoing board members Mike Polzin, Pam Kramer and Tom Cotruvo.



GDC Annual Dinner attendees crowd the renovated Great Lakes Ballroom at the Holiday Inn.

Meeting the New Year

The GDC's 20th Annual Dinner Meeting marked another success with more than 200 people in attendance.

The event provided a great venue to celebrate the kick-off of the Duluth Downtown Waterfront District, and it enabled participants to hear more about a service district's success in another community. Keynote speaker David Ginsburg of Downtown Cincinnati, Inc. shared stories about the renaissance of Cincinnati's Downtown over the past years and the impact that has been made by their business improvement district. DCI's Clean, Safe and Welcoming programs are credited as the foundation upon which all of the Downtown's progress, and future progress, is built. Such a presentation served as an inspiration to many in the audience as the GDC takes on its new initiative.

Board members were also recognized at this event, as there was a changing of the guard. After two years as the Chair of the GDC Board of Directors, Barb Perrella of Labovitz Enterprises handed over the gavel to Dan Maddy of Fryberger, Buchanan, Smith & Frederick PA. Perrella provided strong leadership as the organization took on the challenging initiative of creating a service district and she will remain with the board as the Immediate Past Chair. In addition, we also had to bid farewell to outgoing board members Mike Polzin of Minnesota Power, Pam Kramer of LISC and Tom Cotruvo of the City of Duluth. The GDC staff and members thank you for your great dedication to our organization! **GDC**

Bridging the Decades with art

It's likely that if you have traveled over the years, there may be a picture in your vacation photos of a large Snoopy statue in St. Paul, a colorful Cow in Chicago, a graceful horse in Louisville or a ten-foot tall guitar in Cleveland. It's a statue craze that has traveled the world and now it is coming to Duluth.

In honor of this year's centennial celebration of Duluth's treasured landmark, the Aerial Lift Bridge, the Greater Downtown Council is proud to help present "Bridging the Decades...with Art," a public art display of 25 Aerial Lift Bridges throughout the Downtown and the rest of our community. The GDC has partnered with Visit Duluth and the City's Public Arts Commission and

it is hoped that this campaign will be one of many events coordinated in conjunction with the citywide celebration of the Bridge's 100 years.

Campaigns similar to this have generated considerable interest by residents and visitors. Pedestrian traffic has increased in city-centers that host the intriguing art displays as people follow a map and one-by-one visit the various statues that can also lead them to neighboring business districts. Plus the campaigns have managed to bring together the arts and business communities to celebrate a common bond. That's because just like other communities, we are seeking local and regional artists to paint the bridges and we are asking businesses or organizations to sponsor the statues and artists. It's a great promotional opportunity for the business community and it's an opportunity to showcase the talents of the area's many artists. And finally,



Example of "bridge game" provided by: **TWOLOCO**

it's a fun and exciting method to promote tourism, increase the city's local economy and pay tribute to our treasured landmark. So, help us embrace this new project in our community. Encourage artists and businesses to get involved, and mark your calendars for our first public event, the unveiling of the statues during a paint-a-thon starting May 16th, 2005 at the DECC. Following the week-long painting project, the statues will be delivered to their sponsor-designated locations for all to enjoy through mid-October. This allows our community to celebrate the 100 years of the bridge everyday throughout the summer-long campaign of "Bridging the Decades...with Art." **GDC**

MARK YOUR CALENDAR

CITY-WIDE Art for Earth Day Gallery Hop
April 23 (Sat.) • 11 am-5 pm

Clean & Green City-Wide Clean up
April 18-23

DECC Lion's Pancake Day
May 5 (Thurs.) • 6 am-8 pm

DULUTH SUPERIOR SYMPHONY ORCHESTRA The Musical Clown with Dan Kamin
April 24 (Sun.) • 3 pm

Love of Music
May 7 (Sat.) • 8 pm

MINNESOTA BALLET STUDENT PERFORMANCE
May 13 (Fri.) 7 pm

LABO AWARDS
May 18 (Wed.) 11:30-1:30 pm

THE DEPOT "Wine & Chee"
April 21 (Thurs.) • 5 pm

FREE Antique Appraisal
April 20 and May 18 (Wed.) • Noon-3 pm

Lunch with the History People
Bring Bag Lunch
May 10 (Tues.) • Noon-1 pm

DULUTH PLAYHOUSE "Little Shop of Horrors"
April 21-24, 28-30 and May 1 (Thurs.-Sat.) • 7:30 pm (Sat.) • 2 pm

FITGER'S BREWERY COMPLEX BENNETT'S DINNER THEATRE "Forever Plaid"
April 22-24, 29-30 and May 1 (Fri. & Sat.) • 6:30 pm (Sun.) • 12:30 pm

John Henry Race
May 21 (Sat.) • 12:30 pm

GRANDMA'S SPORTS GARDEN Twin Ports Idol Semi-Finals
May 5 & 12 (Thurs.) • 6-9 pm

NORSHOR THEATRE "The Phantom of the NorShor"
A Colder by the Lake Production
April 22-23, 28-30 (Thurs.-Sat.) • 8 pm April 24 • 2 pm

Pyramid Belly Dancers
May 7 • 5 & 8 pm

Link Wray (Electric Guitarist)
May 18 • 9 pm

RENEGADE COMEDY THEATRE Outrageous PG-Rated Show
April 30 (Sat.) • 8 pm

Wild and Crazy R-Rated Show
April 30 (Sat.) • 10:30 pm

SACRED HEART MUSIC CENTER
The Schaefer Players
April 23 (Sat.) • 7 pm

YWCA MOTHER'S DAY WALK/RUN
Park Point
May 7 (Sat.)

VISTA FLEET
Mother's Day Cruise
May 8 (Sun.) • 1:00 pm

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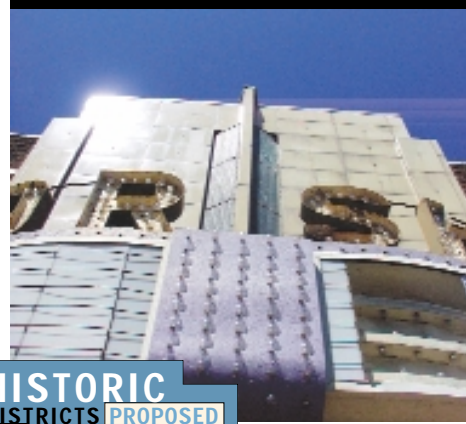
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HISTORIC DISTRICTS PROPOSED FOR DOWNTOWN

continued...

funded by the Knight Foundation, several recommendations came forward on how Duluth could promote economic development opportunities through its historic architecture and cultural heritage. Locally, among the highest priorities identified was the development of an incentive tool for the rehabilitation of older buildings in our central business district.

Property owners and Downtown stakeholders will have another opportunity to learn more about this process, as well as provide their input during a meeting on Wednesday, April 27th at 7:00pm at the Depot. Please come prepared to ask questions and share your thoughts on the proposal.

Clean & Safe Campaign Steps into High Gear

With the warmer weather and the melting of snow banks, the Duluth Downtown Waterfront District's Clean & Safe Team is making a significant impact. During the month of March, Clean Team members collected more than 1,500 pounds of litter from the streets, sidewalks and public spaces throughout the district boundaries. In addition, since the beginning of the year, Team members have provided more than 750 personal assists to the public by providing help with such things as directions and safety escorts.

"We've been ramping up efforts since January and it's exciting to see things clicking along now. Plus with more visibility, we're receiving greater input from the stakeholders," said Greater Downtown Council President Kristi Stokes.

The DDWD is operated by the Greater Downtown Council and gained approval late last year. Under the district's creation, property owners agree to pay a charge for enhanced services and programs within the district's boundaries.

"Because the property owners are investing in this effort, we will rely upon them to

provide us with very important feedback," said Stokes. "We've also gone door-to-door delivering deployment plans to the owners so they are better aware of the services we provide, hours of operation and how to get in touch with the Team."

To reach the Clean & Safe Team when you see something amiss, call 727-8317 or 390-8899.



DDWD Clean & Safe Team members (left to right) Jim Janousek, Ashley Orourke, Mike Jones, Brian Denter, and Ed Forrestal.



COMMUNITY OFFICER'S CORNER

Hi, my name is Officer Laura Napurski. I am the downtown community officer for the Duluth Police Dept. I often walk foot patrols through the skywalks and downtown areas and respond to 911 calls. I also work with downtown businesses, employees, property managers, and residents to resolve safety and security issues. The police dept is continually working to strengthen ties with the downtown community.

I am available for personal safety presentations, shoplifting presentations, security surveys of your business and property, and for general advice on crime in the area. All of these programs are free. If you'd like me to stop by, please call me at 730-5657 and let me know a time that would be convenient for you. I would also be happy to chat with you at the downtown police substation located at 207 West Superior Street (the Holiday Center) on the skywalk level.

I can also be reached online through email lnapurski@ci.duluth.mn.us. The Duluth Police Dept has a website which can be accessed at www.ci.duluth.us/city/police.

I will be a regular contributor to the GDC newsletter and welcome suggestions on future crime prevention topics. The topic for this month will be *How to Spot a Shoplifter* (recommendations taken from Security and the Small Business Retailer...US Dept of Justice.)

HOW TO SPOT A SHOPLIFTER

1. Carefully watch the **hand and arm movements** of your customers
2. Many potential shoplifters use **abnormal eye and neck movements**, be aware of shifting, 'jittery' eye movements
3. Be aware of customers who try to **distract you**, those who loiter, congregate in groups, and who carry open purses or large packages
4. Potential shoplifters are **unusually nervous**, and may be startled when they are approached
5. **Post warning signs** that state your business vigorously watches for and prosecutes shoplifters
6. **Follow suspected shoplifters** to make them nervous but don't attempt to physically confront them.
7. **Greet and make eye contact** with all customers as they enter the store to discourage shoplifting.



Downtown Parking Program Improves and Expands

In an effort to further enhance parking options in the Downtown, we are pleased to introduce Park Plus. This program offers customers and employees discounted or even free parking in the ramps, as a way to help alleviate the demand for on-street parking.

As part of the Park Plus program, businesses can purchase discounted coupons to hand out to their customers for free or reduced parking at any of the ramps or for a ride on the Duluth Transit Authority. In addition, due to the high number of requests to help find parking for employees, especially part-time employees, we are offering reduced rate day passes at the DECC.

While there are thousands of parking spaces Downtown, sometimes it is difficult to navigate around the streets and ramps in search of a space. So our organization is also leading a charge to implement a way-finding signage program to help steer drivers in the right direction.

You have shared your concerns, and we have listened. Now we encourage you to take advantage of the Park Plus program offerings; coupons are available for purchase through any of the following locations: GDC office, US Bank, Wells Fargo Bank and North Shore Bank of Commerce.

PARK PLUS coupons are accepted at the following:

- DECC Lot/Ramp
- Fourth Avenue Auto Park
- Fond-du-Luth Casino Ramp
- Lake Superior Plaza
- Shoppers Auto Park
- Tech Village Ramp
- US Bank Ramp
- Wells Fargo Bank Ramp
- And good toward a ride on the DTA buses/trolley

Make Way for the DAC Deli

The owners of the Duluth Athletic Club are taking on yet another venture in Downtown Duluth. Get ready for the June opening of the DAC Deli in the former Nutty Meg's space of the Technology Village on East Superior Street.

"We have been looking around and keeping our options open for another space, and this seems like the perfect fit," said owner Mike Emerson. "There's a lot of activity going on in the Old Downtown and we're excited to be a part of it."

The DAC Deli will provide a contemporary feel, with hopes of also offering outdoor dining during the summer season. Emerson says the menu will include hot and cold sandwiches along with salads and soups, something that is bound to be a good match for employees and visitors.

"There are 1,200 employees in the Tech Center alone, so we have a built-in potential customer base. Plus we are excited about serving surrounding employees and visitors," said Emerson.

This is the third venture for the Duluth Athletic Club. The Bar & Grill at 21 North 4th Avenue West opened its doors in 2003 followed by the addition of their nightclub, "21 North" in 2004. Emerson says they had intentions from the start to look at several opportunities for expansion and he's proud to be on track.



More than 18 teams of downtown employees are embarking on a corporate challenge to better wellness.

As part of the "Take the High Road" skywalk walking program, there is now a concentrated effort to provide some added

benefits to the employees who make up our downtown business community.

Businesses were asked to assemble teams of five individuals who would be willing to accept the challenge of a 9 month program focused on healthier lifestyles. Employees are encouraged to walk the skywalk system for exercise, plus they receive four free health assessments during the course of the program. Their mileage is tracked on a website and they are provided special access to exercise physiologists who can answer any of their health-related questions. Points are awarded based on the outcome of the health assessments and the team that ends up losing the most points at the end of the program wins the challenge.

"Take the High Road" was created last year as part of a partnership between the GDC, St. Luke's Heart Partners and Jubilee Foods. Because our Downtown is effectively linked by more than three miles of skywalk system, the program partners wanted to promote the use of the skywalk for daily exercise. Such an initiative helps improve the overall health of individuals and it attracts more traffic throughout the system. **If you would like to find out more about the corporate challenge and how to get a team involved, please contact the GDC office at 727-8549.**



Team members of the Take the High Road corporate challenge gain the benefit of one of four free health assessments.

Old Downtown Area is Focus of Knight Charrette

The east downtown and adjacent hillside and waterfront areas of Duluth will be in the spotlight this summer thanks to the Knight Program in Community Building. The program has selected Duluth as this year's Charrette site, which means great things for our community.

This intensive public design workshop will focus on a number of aspects related to the revitalization of this area. We are fortunate that several development projects are in the works within the Charrette boundaries, only adding to the project's potential outcome.

Approximately 30 Charrette team members, who specialize in urban design, planning, economic development and other areas will lead the community in the design process, which is essentially a combination

of an urban design studio and a town meeting. They will be asking for input and ideas from community stakeholders on future development and ways to improve the neighborhoods to develop a community-driven vision that is both practical and achieves consensus.

"We're going to Duluth because it's ready to take the next step in rebuilding the city in a post-industrial age," commented Charles C. Bohl, director of the Knight Program. Bohl noted that after decades of decline, the City has a positive future and the Charrette intends to key in on ways to direct and encourage development downtown.

The Charrette, to be held July 13-18th, is co-sponsored by the City of Duluth and the Local Initiatives Support Corporation.



WELCOME NEW GDC MEMBERS

- Bullyan Homes
- Era Laboratories, Inc.
- Historic NorShor Theater
- Northern States Basement System
- Northwoods Trucking, Inc.

Things are heating up at Fitger's



Fitger's Brewery Complex is pleased to announce the addition of a new restaurant. **Baja Billy's Mexican Grill and Cantina** will be opening at the complex in the former site of Chi Chi's Mexican Restaurant.

While Baja Billy's is new to the area, the local owners are veterans in the restaurant industry. Brian Roy and Jamie Wilson have a vast array of experience, including owning and operating the Buena Vista Restaurant and Lounge on Mesaba Avenue.

The owners are eager to offer up a new fare with their latest venture by stepping into the specialization of presenting a vibrant blend of classical regional foods of Mexico with influences of the Caribbean, Central America and the California Coast.

It is expected that Baja Billy's will open its doors in June.

