



## TAKE THE HIGH ROAD REACHES THE 100 MILE MARK!

**The numbers** have been tabulated. Over the course of the last three months, the top "Take the High Road" walkers logged a combined total of **1,200 miles**, lost more **100 pounds**, burned approximately **82,500 calories**, and strengthened their cardiovascular systems. And those numbers reflect only some of the benefits of walking regularly.

"Take The High Road" is a free walking program implemented by The Greater Downtown Council, St. Luke's Heart Partners and Jubilee Foods. The program, unveiled in February, utilizes Downtown Duluth's vast skywalk system as a course for exercise and is proving to be a successful campaign for better health.


Through the generous donations from St. Luke's and Jubilee foods we've awarded nine walkers with t-shirts and gift cards for logging more than 100 miles each since the start of the program. Congratulations to Bev Rowland, Julie Fredrickson, Madge Erickson, Karen LaLonde, Gail Meister, Carol Vik, Kerri Pettit, Cheryl Olson and Yvonne Hisel!

Several of our winners also shared their stories with us. Madge Erickson, a St. Luke's Heart Partner client, is a success story in progress. Erickson started walking to decrease her blood pressure and lose weight. Her overall goal was to lose 70 pounds and drop 5 dress sizes. To date,

Erickson has already achieved half of her goal—30 pounds and 2.5 dress sizes. Walking has become second nature for Erickson, who actually race-walks 4 miles a day. Ultimately, she strives to enter and finish the "Whistle Stop" half-marathon.

Karen Lalonde, a 60-year old walker, logged 237 miles in March and April alone. Walking is part of her lifestyle and an integral ingredient to reducing the effects of arthritis and fibromyalgia. Lalonde recommends that downtown workers leave their tennis shoes under their desks as a reminder to slip them on and get moving! Additionally, the Skywalk businesses have reaped the benefit of increased pedestrian traffic. The Greater Downtown

Council encourages downtown walkers to head for the skywalk for walking and shopping. It's a perfect combination. Now as an added benefit, the program will kick-off a lunch-time educational series on exercise and health.

The first luncheon will feature Dave Labore, MA, Lead Exercise Physiologist from St. Luke's Heart Partners, speaking at Porters, Lyric Room on Thursday, June 10, 2004. Over a healthy lunch, Labore will give the audience pointers about how to get the most out of their exercise routines. Entitled "Everyday Exercise for those not Running the Marathon," the program is timely for those who are not avid runners, but want to make sure exercise plays a key role in their healthier lifestyle. 

### Take the High Road Lunch-time Educational Series

**Speaker:** Dave Labore, MA, Lead Exercise Physiologist, St. Luke's Heart Partners  
**Topic:** Everyday Exercise for those not Running the Marathon  
**Date:** Thursday, June 10th, 2004, Noon-1:00pm  
**Place:** Porter's (Lyric Room), Holiday Center  
**Cost:** \$10.00, includes a healthy lunch  
**RSVP:** GDC: 727-8549, or srogge@downtownduluth.com



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# Great News

FROM THE GREATER DOWNTOWN COUNCIL

## DULUTH'S DOWNTOWN WATERFRONT DISTRICT INITIATIVE

*After more than a year-and-a-half of research and gaining input, the Greater Downtown Council is prepared to kickoff the petition campaign for a special service district.*

**An Exceptional Return on Investment**  
 The Greater Downtown Council is leading the effort to create a special service district, known as the Downtown Waterfront District. Similar districts have found success across America because the cost, shared by all commercial property owners, provides an excellent return.

District will enhance the Downtown and Canal Park as outlined in the operating plan.

**Clean and Safe**  
 The Downtown Waterfront District will focus primarily on cleanliness and safety. Uniformed ambassadors will be patrolling and cleaning

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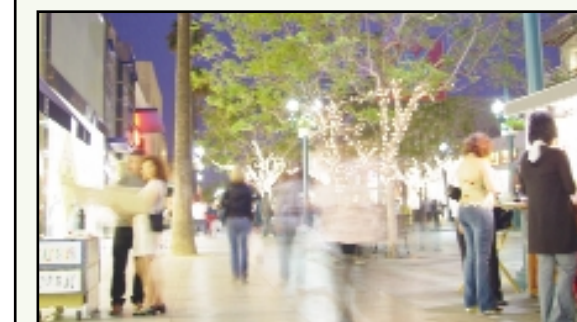


**The Heart of Duluth**  
 Downtown Duluth and Canal Park property owners have the opportunity to make an impressive change in the heart of Duluth. By joining forces to support the Downtown Waterfront District, we can improve the overall atmosphere, decrease crime, increase building occupancy, and better address parking and transportation issues.

The City will continue providing its current level of services. Funds collected by the Downtown Waterfront

Taxable Market Property Value	Estimated Special Service District Assessment/Year
\$100,000 .....	\$141
\$250,000 .....	\$398
\$500,000 .....	\$866
\$1,000,000 .....	\$1,802

*We can enhance vitality in the core of our city.*



### WHAT'S HAPPENING IN THE DOWNTOWN

#### BAYFRONT PARK Concerts

June 17, 24, (Thursday)  
 July 1, 8, 15, 22, 29 (Thursdays)  
 7 p.m.

#### FOURTHFEST

July 2-4 (Friday-Sunday)

#### COMFORT ZONE THERAPEUTIC MASSAGE Saturday Retreat

June 19 & July 17  
 9 a.m.-4 p.m.

#### DECC Duluth Superior Symphony Orchestra

Symphony Ball  
 June 11 (Friday)  
 6 p.m.-Midnight

#### THE DEPOT

*Free Antique Appraisal*  
 June 16 & July 21 (Weds.)  
 Noon-3 p.m.

#### DOWNTOWN DULUTH SIDEWALK DAYS

July 14-17 (Wed.-Sat.)

#### DULUTH PLAYHOUSE "The Wizard of Oz"

July 8-11, 15-18, 22-25  
 (Thursday-Sunday)  
 7:30 p.m. (Thursday-Saturday)  
 2 p.m. (Sunday)

#### FITGER'S BREWERY COMPLEX

*Music in Fitger's Courtyard*  
 June 9, 16, 23, 30 (Wednesdays)  
 July 1, 8, 15, 22, 29 (Thursdays)  
 5-7 p.m.

#### Scottish Highland Dancing Competition

June 12 (Saturday) 9 a.m.

#### Fitger's Sidewalk Sales

July 14-17 (Wed.-Sat.) | 9 a.m.

#### GRANDMA'S MARATHON

June 19 (Saturday) | 7:45 a.m.  
 Half Marathon | 6:45 a.m.

#### LIVE AT LAKE PLACE PARK Concerts

June 18, 25, (Fridays)  
 July 2, 9, 16, 23, 30 (Fridays)  
 12:15-12:45 p.m.

#### NORTH SHORE SCENIC RAILROAD

*Elegant Dinner Train*  
 (Thursday, Friday, Saturday)  
 June 10, 12, 24, 25  
 July 10, 15, 23  
 6:30 p.m.

#### "Murder on the Disoriented Express"

June 14-17 (Mon.-Thurs.)  
 6:30 p.m.

#### Pepsi Marathon Train

June 19 (Saturday) | 7 a.m.

#### RENEGADE COMEDY THEATRE

*Hot Summer Comedy Revue: The Passion of the Cast, A Low Carb Comedy*  
 June 10-12, 17-19, 24-26,  
 (Thurs.-Sat.) | 7 p.m.

#### "All's Well That Ends Well"

July 8-10 15-17, 22-24, 29-31  
 (Thurs.-Sat.) | 7 p.m.



## WELCOME NEW GDC MEMBERS

- Advanstar Communications Inc.
- Angela's Bella Flora Inc.
- Bullseye Silkscreen
- Duluth King Office
- Life's Accessories
- Norshor/Ebb & Flow Promotions
- The Sandpiper of Duluth
- Torke Weihnachten Holidays & Chocolate
- USA Foxx & Furs
- Vintage Duluth

### Board of Directors and Staff

**Chair**  
 Barbara Perrella  
*Labovitz Enterprises*

**Vice-Chair**  
 Daniel Maddy  
*Fryberger Buchanan Law Firm*

**Secretary/Treasurer**  
 Pam Kramer  
*Local Initiatives Support Corp. (LISC)*

**Immediate Past Chair**  
 Michael Polzin  
*Minnesota Power*

**Board Members**  
 Mark Allison  
*U.S. Bank*

Harvey Anderson  
*SMDC*

Abbot Apter  
*Mercury Investment Co.*

Bill Bennett  
*LHB Engineers & Architects*

Tom Cotruvo  
*City Of Duluth, Ex Officio*

Ron Franzen  
*St. Luke's Hospital*

Mary Lundeen  
*Wells Fargo Bank*

Tim Meininger  
*Beacon Bank*

Kathy Pattison  
*Waterfront Art Works/Canal Park Business Association*

Lawrence Stovren  
*Western Bank*

Sara Strom  
*Frame Corner & Gallery*

Tami Tanski-Sherman  
*Fitger's Brewery Complex*

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the sidewalks and skywalks, ensuring security and safety.

New waste and recycling receptacles will help make our Downtown litter free. Physical enhancements such as improved signage, decorative banners and festival lighting will create excitement for visiting, shopping, eating, and living in Downtown and Canal Park.

In addition, the funds will be used to help brand the Downtown Waterfront District. Through the development and implementation of a comprehensive marketing plan, we'll create new excitement and awareness of this vibrant area.

### Join the Effort

We will be holding a meeting at **1:30 pm on Wednesday, June 16 in Minnesota Power's main floor conference room** to discuss the final plans for the district and kickoff the petition drive. In order to create the district, supportive property owners must sign a petition, which is then presented to the City Council. Our goal is to begin implementing the Downtown Waterfront District projects in early 2005.

### Timeline

**June 16, 2004**  
Kickoff meeting at Minnesota Power, main floor conference room—1:30 pm

**July 2004**  
Petition turned in to City Clerk


**September 2004**  
City Council approves petition

**November 2004**  
Downtown Waterfront District becomes a legal entity

**January 2005**  
Downtown Waterfront District begins its work!

Downtown Waterfront District Steering Committee:

- Ron Anderson
- Tom Cotruvo
- Rick Heimbach
- Sandy Hoff
- Pam Kramer
- Mary Lundeen
- Dan Maddy
- Barbara Perrella
- Mike Polzin
- Mike Qualio
- Bill Roberts
- Kristi Stokes
- Russ Stewart
- Roger Wedin

For more information and to download a complete copy of the operating plan/sample petition please visit [www.downtownduluth.com](http://www.downtownduluth.com) or call 727-8549. 


## SECOND ANNUAL "DIG IN FOR THE DOWNTOWN WATERFRONT" IS A SUCCESS

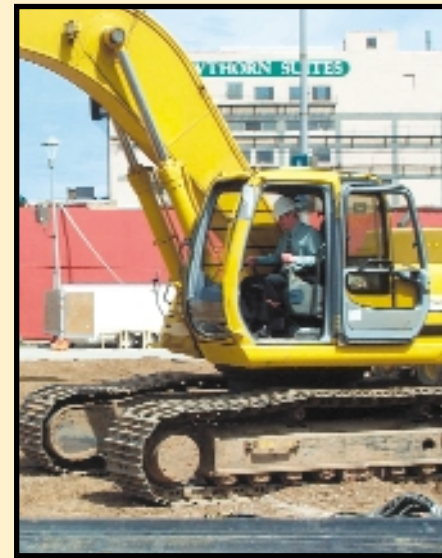


**Volunteers of all ages** provided a helping hand to plant flowers in nearly 180 streetscape planters for the Downtown and Canal Park.


The Second Annual "Dig in for the Downtown Waterfront" was held at Bayfront Park on a dreary day in late May. Approximately 30 volunteers donned their gloves and put their gardening tools to work as they planted petunias and spikes in planters that will adorn sidewalks throughout the Downtown Waterfront.

### Thanks to all of our volunteers for lending a hand!

And a major thanks to the *Greater Downtown Council's* financial partners in the flower project: *Duluth Garden Flower Society* and the *Canal Park Business Association*. The three organizations pooled resources to allow for the purchase and maintenance of the flowers and hanging baskets throughout the summer. 



*Not your typical shovel for a ground-breaking!*

**Duluth Mayor** Herb Bergson got behind the controls to break ground for the Downtown Waterfront's new multi-plex movie theater at the DECC. Construction work is well underway with plans for the 10-screen theater complex to open late this year. 



Proposed Superior Street Development—Strand Site

## DOWNTOWN HOUSING DEVELOPMENT TO BEGIN THIS SUMMER


**Work** will get underway soon for A & L Properties to boost the residential living opportunities in Duluth's Downtown.

The developer has acquired the historic Bridgeman Russell Building on First Street as well as the vacant space at the former Strand Theater site on Superior Street. Plans call for the two

projects to create 54 market rate loft-style efficiency apartments.

A & L will restore the Bridgeman Russell Building, which has sat empty and boarded up for years. It had been previously purchased by the Duluth Economic Development Authority in hopes of finding a developer interested in preserving

the building and creating housing there. In addition, A & L will construct a new building for residential living at the former Strand site. Cost estimates for the two projects total approximately \$6 million. Such projects have gained great support from downtown stakeholders who are eager to

see additional housing in the core of our city. It's expected that young professionals and students will be targeted for these units, which will average rent of about \$850-\$900 per month. A & L plans to have both projects completed within 18 months. 



Bridgeman Russell Building

## DOWNTOWN SIDEWALK DAYS IS BIGGER & BETTER

**Mark your calendar** now for a major summer celebration **July 14-17th** in Downtown Duluth.

There will be something for everyone as we take to the streets and sidewalks for this ever-popular annual event. What better way to celebrate summer in the Downtown than with great shopping, mouth-watering food, and toe-tapping music.

As part of the tradition, Sidewalk Days allows the community spirit to come alive in the Downtown. The festive environment gets workers, visitors and residents in the ultimate buying mode and businesses shine as they bring out their merchandise into the streets.

And don't miss out on the great musical performances this year at the Minnesota Power Plaza. Local and regional musicians will be sharing their great talents including: The Wurst Band, Duluth Superior Harbormasters, Clearwater Hot

Club, Dobro Trio, Ring of Kerry, Hyde Brothers, Hawkridge, Windjammers, and the Jug Band. In addition, street performers will take to their favorite street corners to entertain shoppers as well.

Although Superior Street will be blocked off from Lake Avenue to 5th Avenue West during the day, the event's boundaries extend to a much broader area. From First Street to Fitger's and anywhere in between, businesses are encouraged to join in on the special celebration.

The evenings are also filled with great fun. This year's 4th Annual Classic Car Show and Harley Revue on July 14th is gearing up to be the largest show yet in the Old Downtown. And rounding out the events will be the rockin' street dance on First Street. Come for the day, and stay for the night.

*Make Downtown Duluth your destination!* 

## POLICE DEPARTMENT STEPS UP ITS PRESENCE ON FIRST STREET

**Thanks to** a partnership with the Greater Downtown Council, the Duluth Police Department has announced a new plan to increase patrols and activity along First Street.

The area will be targeted for regular sting operations as well as officer walk-throughs in certain establishments. Over the past year, the First Street area has dealt with a high level of criminal activity, such as prostitution, drug dealing, drunkenness, panhandling and other disturbances. It has prompted many business owners to voice their concerns and ask of the solution to the problem.

Police Chief Roger Waller says that lowering the number of calls in the area is a priority.

"This will mean increased patrolling, and some changes in how we operate," Waller said at a news conference outside the St. Regis Apartments.

The owners of the St. Regis Apartments, and representatives from Fond-Du-Luth Casino and UMD have been working closely with the GDC and Police Department to help improve the overall safety and image of this part of the downtown.

"This is a great example of how partnerships can work to unite and strengthen our community," said Kristi Stokes, President of the GDC. "The downtown is the heart of our community and it's important that we surround visitors and residents with a safe and inviting environment." 

### Member Benefits Corner

**Auto-Owners Insurance** has selected the Greater Downtown Council and its members for special discounts on commercial and personal lines of insurance.

Any member interested in learning more about this additional benefit may contact Young & Associates Agency Inc. or your Auto-Owners agent.

## SNYDER'S AND CORNER STORE TEAM UP

**Two Downtown** stores soon will be joining forces. Snyder's will be relocating to the Holiday Center in July to team up with The Corner Store. The new store, "Snyder's Super Stop," will be occupying 4,000 square feet of space right along the Skywalk System.

Scott Sommer, the owner of Snyder's, said his dad started the business 20 years ago as "The Holiday Extra", a magazine

and newspaper stand that was located near the Holiday Inn elevators. Eventually, he bought into the corporate Snyder's Drug Store chain and moved to the Superior Street location. Currently, he operates as an independent.

According to Sommer, the move to the Holiday Center is a good fit. He's looking forward to capturing the day to day traffic and also reaping the value added

benefit of increased traffic from DECC events and visitors of the Holiday Inn & Suites.

Sommer hopes to continue to satisfy the demands of Downtown shoppers and employees for variety and drug-store type products and an in-house post office. But now the store will "have a fresh new look" according to Barb Perrella, Property Manager for Labovitz Enterprises. With

new shelving, and fixtures, as well as windows with red awnings, the whole look will have an outdoor market feel to it for a great shopping experience.

"The Super Stop is a great addition to the Holiday Center, and all the stores will benefit from the increased foot traffic it will generate," says Perrella.

The new store is expected to open its doors July 15th. 