



Great News

FROM THE GREATER DOWNTOWN COUNCIL

Downtown
Duluth's Skywalk System is taking on a dual role. Employees, residents and visitors are being urged to



the fair and received free cholesterol checks, blood pressure screenings, body composition testing, pressure point foot analysis, 5-minute massages, food and vitamin samples and heart healthy advice.

"Take the High Road," and pursue their fitness goals by walking the convenient climate-controlled system. "Take The High Road" is a Skywalk fitness program developed by St. Luke's Heart Partners, Jubilee Foods and The Greater Downtown Council. It encourages people to incorporate walking into their daily routines to help contribute to cardiovascular fitness, weight loss and reduced stress.

There are four main walking routes throughout the system, ranging in length from 1/3 mile to 3/4 mile. Each route starts and finishes at the escalator on the skywalk level of the Holiday Center. To assist walkers in tracking their progress, brochures with maps, mileage, log sheets and exercise tips are available at the Greater Downtown Council office, St. Luke's, Jubilee Foods and in the Skywalk System near the "High Road" advertising panels.

Because we are dedicated to a "healthy" downtown, the Greater Downtown Council would like to encourage businesses to be involved in this program through corporate fitness challenges for the betterment of their employees. In addition to increased productivity and less absenteeism, the President's Council on Physical Fitness and Sports says it enables us to perform up to our potential. Fitness can be described as a condition that helps us look, feel and do our best.

"The great thing about walking is that anyone can do it," says Dave Labore, Lead Exercise Physiologist at St. Luke's.

To unveil this program, we hosted a health fair on February 24th in the Holiday Center. More than 450 people attended

Let's walk!



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

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NATIONAL TRUST PROVIDES SESSION ON REHABILITATION TAX CREDITS

More than 50 people turned out for a February session to learn about the use of federal tax incentives that encourage the rehabilitation of historic properties.

Eric Kuczarski, a representative of the National Trust for Historic Preservation, shared his expertise during an educational program in downtown Duluth. Kuczarski's visit was part of a Preservation Development Initiative grant. Duluth is one of only four communities in the country that was selected for the PDI by the National Trust and the Knight Foundation.



Federal Rehabilitation Tax Credits have encouraged the rehabilitation of more than 30,000 historic properties across the country since 1976. They have proven to be an invaluable tool in revitalizing communities, attracting private investments, and enhancing property values.

For more about the use of tax credits, visit: www.cr.nps.gov/hps/tps/tax/index.htm. **GDC**

DOWNTOWN DEVELOPMENT PROPOSALS UNDER REVIEW

The Duluth Economic Development Authority has received three proposals to renovate the historic Bridgeman-Russell Building. The Bridgeman-Russell Building, located on West First Street, was purchased by DEDA to save the building from neglect or inappropriate renovation. Proposals for converting the property into market-rate housing use were strongly

encouraged. In addition, the vacant site of the former Strand Theater on East Superior Street was also included in the request for development proposals.

At print time of the Great News, the proposals were under review by city staff, with the intent that a development agreement would be brought before DEDA in April.



MARK YOUR CALENDAR March/April Calendar

- MARCH 30, 2004 (TUESDAY)**
GDC Board of Directors Meeting
7:30 a.m.
Greater Downtown Council
- APRIL 6, 2004 (TUESDAY)**
Neighborhood District 5 Meeting
7:00 p.m.
Central Hillside Community Center
- APRIL 24, 2004 (SATURDAY)**
Clean & Green City Wide Clean-up Day
10 a.m.-Noon
City Wide
- APRIL 27, 2004 (TUESDAY)**
GDC Board of Directors Meeting
7:30 a.m.
Greater Downtown Council

WHAT'S HAPPENING IN THE DOWNTOWN

ART FOR EARTH DAY GALLERY HOP
Displays of Art-Works of the Heart
April 24 (Saturday)
11 a.m.-5 p.m.

AMERICAN HEART ASSOC.
Go Red for Women Luncheon
March 31 (Wednesday)
Holiday Inn
11 a.m.-1:30 p.m.

COMFORT ZONE THERAPEUTIC MASSAGE
Saturday Retreat
(Saturdays) Mar. 20 & Apr. 17
9 a.m.-4 p.m.

DECC
Duluth Superior Symphony Orchestra
"Greed & Generosity"
April 17 (Saturday)
8 p.m.
April 28 (Wednesday)
"Old Turtle"
3 p.m.

DECC (continued)
Arrowhead Home & Builders Show
March 31, April 1-4
5-10 p.m. (Wed. & Thurs.)
Noon-10 p.m. (Friday)
11 a.m.-5 p.m. (Sat. & Sun.)

Duluth/Superior Entertainment League
"The Unsinkable Molly Brown"
April 5 (Monday)
7 p.m.

Shrine Circus
April 23-25 (Fri.-Sun.)

THE DEPOT
Lunch with the Historic People
April 13 (Tuesday)
Noon-1 p.m.

Family Day
April 6 (Tuesday)
8 p.m.

Free Antique Appraisal
April 21 (Wednesday)
Noon-3 p.m.

Second Harvest Food Bank
"Empty Bowl" Fundraiser
April 7 (Tuesday)
10 a.m.-6:30 p.m.

DULUTH PLAYHOUSE
"Love, Sex and the I.R.S."
April 15-18 (Thursday-Sunday)
7:30 p.m. (Thursday-Saturday)
2 p.m. (Sunday)

FITGER'S BREWERY COMPLEX
Fitger's Bock Fest
March 17-20
6 p.m. (Friday)
Noon (Saturday)

Fitger's Taste of the Nation
March 26 (Friday)
6-9 p.m.

Fitger's Easter Egg-stravaganza
April 10 (Saturday)

Bennett's Dinner Theatre
"The Haunted Through Lounge and Recessed Dining Nook at Farndale Castle"
April 16-17, 23-25, 30
6:30 p.m. (Fridays & Saturdays)
12:30 p.m. (Sundays)

RENEGADE COMEDY THEATRE
Comedy Olympics
March 20 & 27 (Saturdays)
10:30 p.m.

"One Flew Over the Cuckoo's Nest"
March 18-20, 25-27
(Thursday-Saturday)
7 p.m.

SACRED HEART MUSIC CENTER
Symphonic Brass & King of Instruments
March 27 (Saturday)
7 p.m.

TUGBOAT CHILDREN'S THEATRE
"Ramona Quimby"
April 3-4, 10, 17-18, 24-25
(Saturday-Sunday)
3 p.m.

DOWNTOWN THEATER PROJECT ON TRACK

Construction is scheduled to get underway this spring at the site of downtown's new 10-screen movie theater complex. Cinema Entertainment Corporation will build and operate the multiplex on Duluth Entertainment Convention Center property, with a connection to the skywalk system. DECC board members approved the lease agreement after initially proposing to have the DECC build and operate the theater.

"This is a win-win for everyone," said DECC executive director Dan Russell. Last year Russell announced plans for the DECC to pursue the theater project, and soon after the announcement they were approached by CEC. "We just wanted to play a role in further revitalizing the downtown," said Russell.

The 34,500 square foot theater complex will offer the most up to date amenities for moviegoers, including digital sound and high

43% of moviegoers enjoy dining out before or after going to the theater. In addition, 14% may also take in some shopping, and another 6% reported going to a drinking establishment following the show.

back chairs. With 1,750 seats, it will be the largest theater in this market. And according to CEC Vice President Tony Tillemans, it's a good fit for them.

"Downtown Duluth has several unique things that made this site attractive, including the freeway system with good, visible access and available parking at the DECC."

CEC owns Lakes 10 and Cinema 8 in Hermantown as well as Superior 7 in Superior. They were proposing to build a replacement

for the Cinema 8 complex when the downtown project came together. Instead, Cinema 8 will turn into a discount theater for second-run shows.

"We're really looking forward to getting this project underway," said Tillemans. "It's going to be a nice addition to the movie going experience in the Duluth-Superior market."

Area businesses are also eager to see the new addition in the entertainment offerings downtown. Statistics from last year's Arbitron Cinema Advertising Study indicate that approximately 43% of moviegoers enjoy dining out before or after going to the theater. In addition, 14% may also take in some shopping, and another 6% reported going to a drinking establishment following the show. All of this translates into more activity, higher traffic and another tool in creating a more vibrant downtown.

It's expected that the theater will be open before the end of the year. **GDC**



19TH ANNUAL DINNER MEETING DRAWS RECORD CROWD

It was a celebration of a new year and new opportunities at the Greater Downtown Council's 19th Annual Dinner Meeting and Silent Auction.

More than 260 people attended the January 21st event, which included a Keynote Address by David Feehan, President of the International Downtown Association.

Feehan has devoted a 35-year career to rebuilding and revitalizing cities, and shared the secrets to a great downtown. Among them, are the ability to provide the magic, moments and memories. According to Feehan, the key to any downtown's success is to create the "experiences" that will be

embraced, and that begins with a clean, safe and friendly environment.

Feehan tapped into statistics to highlight how a special service district helped transform the downtown in Washington D.C. He also encouraged those in attendance that the timing is right to pursue such an endeavor in downtown Duluth. The GDC has been working with property owners to create a service district here, with the intent to seek approval later this year.

Mayor Herb Bergson also addressed the crowd of downtown stakeholders, pledging his support and



reaffirming that the downtown was at the top of his priority list. Bergson also gained a lot of attention through his contribution to the silent auction. Bergson donated two hours of his time to greet customers at the winning bidder's place of business.

The competition heated up as banks, retailers, hospitals and hotels vied for the popular item. At last, Steve Bianchi, President of Wells Fargo Duluth, placed the winning bid of \$625. No official date has been set yet to redeem the purchase. **GDC**



RETAIL NEWS

Superior Street is brimming with some positive changes in the retail market.

Catherine Imports is the first of three Duluth retailers to move into the street level of the Technology Village. The store is known for its broad selection of quality items, ranging from authentic stone jewelry and Norwegian wool sweaters to specialty soup and greeting cards. It opened its doors on February 7th, and owner Catherine Pharis says she is thrilled with the new space and location.

"It's wonderful to be in a new building, with a space customized for our needs," says Pharis. "Plus the downtown location with attached parking is absolutely fantastic."

Work is also underway for Catherine Imports to soon have neighbors in the Village. **Torke Weihnachten**, a specialty Christmas and chocolate shop, is scheduled to move into its space in late March, while the **Sandpiper of Duluth**, a fine ladies' and children's clothier that also sells accessories and gifts, is scheduled to move in April.

Meanwhile, Fitger's Brewery Complex will welcome a new retail tenant geared toward outdoor enthusiasts. **Trail Fitters**, an outdoor apparel, footwear and gear retailer will be opening this spring at Fitger's. Storeowners Erik and Denise Kaitala feel the location on Lake Superior, with access to the Lakewalk, provides a great environment for their customers.

"Fitger's is a great gathering place for locals, as well as tourists," says Denise



Kaitala. "We're really interested in helping our customers by fulfilling a niche."

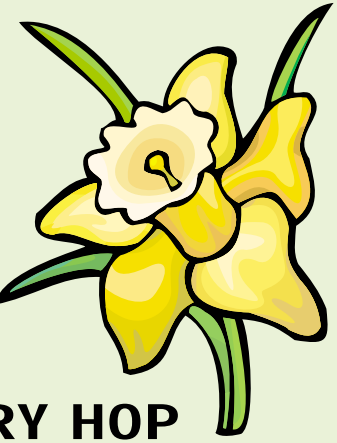
The business, which specializes in hiking, walking and trail running, is scheduled to open in May. Fitger's is expected to make additional announcements on new tenants in the near future.

And finally, another great addition to Superior Street is **Betty Lou's Health Foods**. It is a one-stop shop, providing a variety of nutritional supplements, essential oils, healthy lunchtime entrees, snacks, beverages, weight loss and personal care products. Betty Marsaa, the owner, brings more than 20 years experience in the nutrition industry, providing knowledgeable advice to her customers.

The original Betty Lou's is located in the Village Mall and Marsaa is excited about branching off with this second location in Downtown Duluth.

"I love Downtown Duluth and this will fill a niche for a health food store here," says Marsaa.

Betty Lou's will hold a grand opening on April 14th with Mayor Herb Bergson joining them for a 2:00 p.m. ribbon cutting ceremony. **GDC**



GALLERY HOP

JUMP INTO SPRING with the 14th annual Gallery Hop scheduled to run 11:00 a.m.-5:00 p.m. on Saturday, April 24th. This year's gala event boasts the largest turnout yet with 17 organizations representing all types of art.

There will be something for everyone with each gallery presenting something unique and different.

The Gallery Hop is the kickoff for the art season, which corresponds with the art educator's conference being held in Duluth that weekend. Two trolleys and one mini-bus will transport art lovers (for free) to each gallery, with live artistic demonstrations and special giveaways for all to enjoy. **GDC**



WELCOME NEW GDC MEMBERS

- **BETTY LOU'S HEALTH FOODS, INC.**
- **CATHERINE IMPORTS**
- **DULUTH-SUPERIOR SYMPHONY ORCHESTRA**