



DOWNTOWN FOR A VIBRANT COMMUNITY

Go to YOUTUBE to see the "Downtown Green Bay is Calling" video.

Green Bay downtown snapshot

DEVELOPMENT NEWS 2009

ACE Marine Rolls First Coast Guard Boat Off Assembly Line

ACE Marine, LLC recently celebrated the manufacture of the first of 100 of the US Coast Guard's 45 foot aluminum medium response boats which began production late last year. The company is located at 201 Pearl Street on downtown Green Bay's waterfront.

Chefusion Opens on North Broadway

Green Bay's newest restaurant, Chefusion, opened in June at 311 North Broadway. The restaurant offers an eclectic menu of favorite American cuisine. Fine dining is located on the main floor, with an upstairs bistro themed bar area.

CityDeck Construction

The first phase of this \$12 million quarter-mile promenade along the east bank of the Fox River will be completed in November 2009. Phase one includes the main walkway and Shopko Landing. Construction of phase two will begin in the spring of 2010 with the building of the Cherry Street Landing and transient docks.

Black & Tan Moves

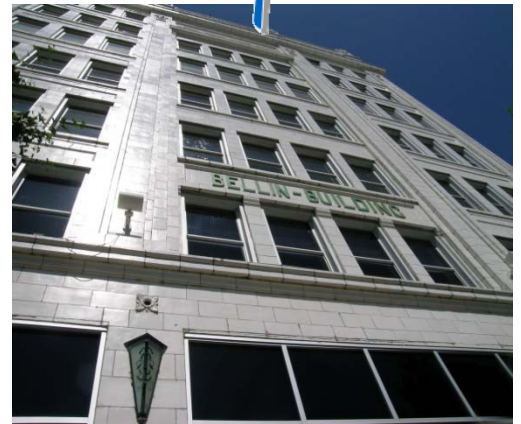
The Black & Tan Grille moved in May to the historic Bellin Building on South Washington Street. The restaurant previously was located in DePere. It features a piano bar first floor, fine dining on the second floor, and 3 private dining rooms overlooking the Fox River on the top floor.

APAC Customer Services Adds 450 Jobs in Downtown Green Bay

APAC, Inc announced it will be creating 450 new jobs at their facility in the Baylake City Center. Over the past few years the company has made substantial technological investments to their facility which led to their remarkable growth.

Downtown Food Project Survey

A growing interest in local food has prompted several organizations to collaborate on developing a sustainable food-centered project located in Downtown Green Bay. The initiative will look to combine three major components of food-related businesses: a wholesale/retail food cooperative, a commercial kitchen and consumer education. The steering group received a \$12,000 Wisconsin Department of Commerce grant in August for a feasibility study.



EVENTS

Each year over **300,000** people are drawn to downtown for its abundant special events.

- Fire over the Fox • Green Bay Cellcom Marathon • Summer In the Park • International Bayfest • Artstreet • Riverfront Fun Run • Wednesday & Saturday Farmers Markets • Tall Ships Festival • Taste On Broadway • Leicht at nite • Holiday Parade • Gallery Nite • Butterflies & Friends • Titledown 3 on 3 • Winterfest • Pumpkin-Palooza • Holiday Lighting Ceremony.

ATTRACTIONS *(annual attendance)*

Brown County Main Library	385,000
KI Convention Center	250,000
Meyer Theater	64,000
Neville Public Museum	60,000

MAJOR EMPLOYERS

- Wisconsin Public Service (1573)
- APAC Customer Service (1233)
- Brown County Government (793)
- Schreiber Foods (700)
- Associated Bank (320)
- Green Bay School District (261)
- Green Bay Press Gazette (250)



New Businesses '09

- Chefusion (N Broadway)
- First Business Bank (Washington St)
- Stanley Art Gallery & Supply (Main St)
- NorthCoast Productions (N Broadway)
- Hat cetera (N Broadway)
- Broadway Supper Club & Lounge (N Broadway)
- Plant People Floral (Main St)
- The Black Pelican (S Broadway)
- Vita RAWstaurant (N. Broadway)
- LaCocina (S Broadway)
- Turn and Burn (Cedar St)
- Los Arcos (Bodart St)

Expansions/Relocations '09

- Pacific Tanning Company (Main St)
- United Way (Main Street)
- ARTgarage (Cedar Street)
- Artessence (Main Street)
- House of Homebrew (Dousman St)
- Black & Tan (Washington St)
- Anderson Insurance (Main St)
- Adullum Vineyard Church (Main St)
- Foxy Lady Cruises (Main St)
- ColorBox (N Broadway)
- Grubb Ellis Pfefferle (Main St)

Local incentives

The Economic Development Authority provides a job growth incentive to companies within the City of Green Bay for creating new jobs. The low interest rate loan provides \$35,000 per full-time job created up to a maximum of \$250,000.

Tax Increment Financing is available in designated Tax Increment Districts based on significant additional tax value created. Projects must demonstrate financial need and pass the "but for" test.

Projects located in targeted redevelopment areas, which include certain areas of downtown, may be eligible for additional incentives.

Green Bay Receives Honors

- On Broadway, Inc. is a 2009 Winner of the Great American Main Street Award, a program of the National Trust for Historic Preservation.
- 2008 Winner in '100 Best Communities for Young People' (America's Promise Alliance)
- Top 25 Best Cities for married people with children (Kiplinger's Personal Finance, 2007)
- Ranked #2 Hot Cities for Entrepreneurs (Entrepreneur.com—2006)
- 4th Best City overall in the USA to start a business (Inc. Magazine—2005)
- #1 Medium Metro Area for doing business (Inc. Magazine—2004)

DOWNTOWN BUSINESS DISTRICTS

Name	District	Industry Focus
Downtown Green Bay, Inc.	Downtown Central	finance, insurance, government, services, entertainment
On Broadway, Inc.	Downtown West	boutique retail, eateries, arts, services
Olde Main Street, Inc.	Downtown East	arts, entertainment, services

DOWNTOWNGREENBAY.COM

ONBROADWAY.ORG

Downtown Stats

Daytime employment downtown	11,000+
Total number of downtown establishments.....	640+
Office space occupancy rate	95%
Population in a 5 minute drive time.....	45,000+
Population in a 5 mile radius.....	151,000
Population in a 30 mile radius.....	500,000
Major PRIZM NE Segmentation*.....	Middleburg Managers/Country Casuals/Fast Track Families

*PRIZM NE by Claritas is a market segment's demographic traits, lifestyle preferences and consumer behaviors

CITY OF GREEN BAY:
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 Departments/Contacts



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