



## Marquette's Downtown District

# Building Blocks

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## Downtown Identity Enhancement Project: Your Input is Needed

Progress continues on the Downtown Identity Enhancement Project, aimed at developing a comprehensive brand and marketing strategy for Marquette's Downtown District. The community branding and urban planning firm, Arnett Muldrow & Associates, held a series of roundtable



Photos courtesy of Arnett Muldrow & Associates

discussions and interviews during their initial visit in June to gather information and community perceptions of Downtown Marquette. To further these efforts, the firm, along with the Marquette Downtown Development Authority, has launched an online

survey to garner additional feedback from the community.

The DDA invites all members of the community to provide input into this important initiative by completing the survey at <https://www.surveymonkey.com/r/downtownmarquettebrand>.

The survey takes approximately 15 minutes to complete and will be active through the month of August. Arnett Muldrow & Associates will compile the data, along with the information already gathered and the results from upcoming focus group sessions, to formulate a cohesive branding and marketing strategy that incorporates each distinct area of the Downtown District.

Arnett Muldrow & Associates will return in early October to host a number of focus group sessions to further define the branding efforts. For more information on this project, contact the DDA office at 906-228-9475.

## South Front Street to See Improvements



100 block South Front Street

To complete the South Front Street streetscape improvement project that has been phased in throughout recent years, the sidewalk on the west side of the 100 block will receive a facelift in coming weeks. The brick pavers will be replaced with stamped concrete, the sidewalk resurfaced, and the curb repaired to improve safety for pedestrians. Work is scheduled to begin the week of August 13. Although traffic shifts may be necessary, the street will remain open throughout the course of the project. This

\$62,152 improvement project is paid for by the Marquette Downtown Development Authority.

## Speaking of Front Street...

The 100 and 200 blocks of North Front Street will see the installation of parking meters in August. These meters were part of the original meter implementation plan begun last year; however, their installation was delayed to accommodate last fall's North Front Street resurfacing project. The meters will allow for 3-hour parking at a rate of 50 cents per hour and will accept coin or credit card.



Classic Cars on Third Street

## Classic Cars on Third Returns by Popular Demand

Preparation is underway for the second annual Classic Cars on Third Car Show on Saturday, August 18, from 10 a.m. to 5 p.m. on North Third Street. Classic cars will fill Third Street between Park Street and Michigan, with registration starting at 10 a.m. next to Third Base Bar, 726 North Third Street. The event will be open to the public for viewing between 12 p.m. and 5 p.m., with awards taking place at 3:30 p.m. First and second place will be awarded in numerous different categories. New this year, two divisions for custom and vintage motorcycles will be offered.

All proceeds from Classic Cars on Third will benefit the Women's Center, in remembrance of Jessica Drummond, a victim of domestic violence. North Third Street from Michigan to Park Street, will be closed for this event from 7:00 a.m. to 6:30 p.m. For more information contact the DDA at 906-228-9475 or visit <https://downtownmarquette.org/classic-cars-on-third-street/>.



Music on Third

## Music on Third Summer Series Continues

With its variety of musicians and genres, the popular Music on Third series continues the third Thursday of the month, August 16 and September 20, on Third Street from 6 p.m. to 8 p.m. The community is invited to stroll Third Street, enjoying the musical stylings of over a dozen bands and musicians. The unique shops and restaurants lining Third Street offer an ideal way to round out a perfect summer evening in Marquette's Downtown District.



## Marquette Marathon: September 1

The Marquette Marathon race day is Saturday, September 1, with the full marathon, half marathon, and 5K ending on Third Street. The finish line will be at the intersection of Third and Michigan Streets. Fair Avenue (from Pine to Third Street) and Third Street (from Fair Avenue to Michigan Street), will be officially closed down at 5 a.m. and will re-open at 2:30 p.m. Michigan Street, between Third and Front Streets, will continue to be closed off until 4 p.m. for post-race festivities.

For shopping convenience at Third Street businesses, Marquette City Police will be available to allow vehicles to cross Third Street at Magnetic Street during the race, however, priority will be given to runners on the course. There will be parking along Second Street and along all access streets to the east and west of Third Street. Most every business along Third Street will be accessible with only a short walk for customers.

The race is an exciting opportunity for the local businesses on Third Street to be front and center to 1,000+ runners, 250+ volunteers, 3,000+ family members, and countless community spectators in one day alone. It is a great community-building event that not only promotes healthy living for all ages, but also showcases the beautiful city of Marquette and boosts our local economy!

### Welcome New Businesses!

**The Huber Agency -  
Farm Bureau Insurance**  
325 West Washington Street  
906-273-2190  
<http://yooperins.com/>

**Superior Salon & Spa**  
318 North Third Street  
906-273-1330  
<https://www.superiorsalonandspamt.com/>



## August at the Downtown Marquette Farmers Market

August is abundant and awesome at the Downtown Marquette Farmers Market! While summer and fall seem to be colliding as we enter August, the selection at the Downtown Marquette Farmers Market is hot! Tomatoes are in season; paired with crispy greens, crunchy bacon, and fresh bread, you have a delicious, quick, and easy meal from the market. All the other favorites are in as well: summer squash, beans, sweet corn, beets, carrots, onions, and so much more. One of the fun things about shopping at the market is finding the unusual produce, such as red and black currants, gooseberries, different types of mushrooms, and more. Purple is not just for the gorgeous flowers at the market; look also for purple beans, broccoli, carrots, or potatoes.

The Downtown Marquette Farmers Market is pleased to introduce the Power of Produce program, beginning August 4 and running through September 22, for children ages 4 through 12. Children are invited to come to the Power of Produce tent, register, receive their passport, taste the produce of the week, receive \$2.00 in Power of Produce bucks, and shop for their own produce. The Power of Produce bucks can be spent each week or saved to increase purchasing power in a couple of weeks. The Power of Produce program is generously underwritten by Upper Peninsula Health Plan (UPHP) as the principle sponsor; Orthodontic Specialists of Marquette as a major sponsor; and ACHIEVE Coalition of Marquette County, Lions Club of Ishpeming, Lions Club of Negaunee, and the Marquette Downtown Development Authority as generous supporters. Partridge Creek Farm and UPHP are providing the volunteers. We are so grateful for the community support to offer this program.

The Downtown Marquette Farmers Market accepts cash, credit/debit cards, SNAP benefits, Senior Market FRESH, and WIC Project FRESH. We also distribute Double Up Food Bucks and Hoophouses for Health vouchers to qualifying customers. Be sure to visit the market website, <http://mgtfarmersmarket.com/>, for the latest information, vendor schedule, and market programming.

Each Saturday the Market features live music from 10 a.m. until 1 p.m. The following musicians are scheduled for August:

- August 4:** Chris Valenti
- August 11:** Harold South
- August 18:** Michelle Czygan
- August 25:** Da Upper Yoopers' Barbershop + Chorus Variety Show



## Blueberry Festival Delights Downtown

Cooler than normal temperatures didn't dampen the spirits of the large crowd gathered to enjoy the 17th annual Blueberry Festival on Friday, July 27. Approximately 100 vendors, including downtown shops, restaurants, organizations, and more, took to the streets in celebration of blueberries and summertime fun in Downtown Marquette. An estimated 5,000 people enjoyed the festival's offerings, from sales and specials to blueberry treats and menu-items, live music, and children's activities. Blueberry Festival takes place annually on the last Friday in July. See you there July 26, 2019!

## Upcoming August Events

**Historical Bus Tours**  
Marquette Regional History Center  
1 p.m. - Tuesday, August 7  
6 p.m. - Wednesdays, August 1, 8 & 15  
<http://www.marquettehistory.org/>

**Ore to Shore**  
Saturday, August 11  
<https://www.facebook.com/oretoshore2017/>

**Harborfest**  
Mattson Lower Harbor Park  
Friday, August 24  
Saturday, August 25  
<https://marquettewestrotary.org/>

**Lake Superior Theater**  
<http://www.lakesuperiortheatre.com/>

*Godspell*  
August 14 - 17, 19  
August 21 - 24, 26

*Sandra Joseph*  
August 28

*Broadway at the Boathouse*  
August 29 - 31

**Marquette Maritime Museum**  
Maritime Month Activities  
<http://mgtmaritimemuseum.com/>

## Purebody Presents August Fitness Classes

Purebody is pleased to offer two exciting fitness classes for the month of August! *Dance Fitness by Gabby* takes place every Wednesday night in August from 6 p.m. to 7 p.m. at their 147 West Washington Street location. This new dance fitness class features easy to follow pop and hip hop dance moves for a total body burn.

In addition, their boot camp workouts bring together basic training circuits of intense exercise, working every muscle group. Classes are held Tuesdays and Thursdays throughout the month of August, from 7 p.m. to 8 p.m., near the break wall at Presque Isle Park.

Purebody Fitness offers discounts for students and downtown employees. For more information on these classes, call 906-273-2420.

### Comments and Suggestions Welcome

This newsletter is brought to you by the Marquette Downtown Development Authority (DDA) to keep you informed of progress, developments, and changes within the Downtown District. We welcome any suggestions or comments. If you have any news items you would like covered in future issues of *Building Blocks* please contact Rebecca Salmon at [Becky@downtownmarquette.org](mailto:Becky@downtownmarquette.org). Visit [www.downtownmarquette.org](http://www.downtownmarquette.org) for more information on these articles.