



**Marquette Downtown Development Authority**

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**DDA Begins Identity Enhancement Project**

Community branding and urban planning firm Arnett Muldrow & Associates was in Marquette the third week of June to meet with local leaders, business representatives, and the public to begin the process of developing a brand and marketing strategy for Marquette's Downtown District. The Marquette DDA Board of Directors solicited proposals for the "Identity Enhancement Project" in March and awarded the contract to AMA in May. The intent of the project is to define a cohesive branding and marketing

effort to enable Marquette's DDA to more effectively focus their resources for business retention and attraction. During roundtable discussions and one-on-one interviews, the team met with over 100 people during their June visit to gather information and perspectives on Marquette's downtown area. The company places great value in their ability to offer communities an objective mirror. One major goal of the project is to determine how to integrate North Third Street into the "Downtown". Marquette's downtown is more than just the historical core, it also encompasses several unique and distinct areas: North Third, West Washington Fifth to Seventh, and Baraga Avenue. According to the DDA Board, the branding project is an opportunity to identify the unique needs and opportunities of each area. The team from Arnett Muldrow also spent a day evaluating gateways, entryways, street amenities, and signage. The firm will be back in Marquette in late summer or early fall to engage the community in focus group sessions to further define the branding efforts. In addition, the firm will be launching a survey to further poll the community.

**Blueberry Festival Returns for 17th Year**

Blueberry Festival returns for its 17<sup>th</sup> year on Friday, July 28, from 10 a.m. to 7 p.m. on Washington and Front Streets in Downtown Marquette. The streets will be bustling as local businesses offer sidewalk sales and specials alongside crafters and performers. Pony rides, arcade jumps and children activities will delight the youngsters. Mounds of fresh plump blueberries are always featured and downtown restaurants will satisfy your cravings for blueberry fare with creative offerings from blueberry pizza to blueberry beer.



Once again this year, the festival will feature the Children's Talent Show sponsored by Superior Arts Youth Theatre. The streets will rock with live music as local favorite bands entertain the crowd. For more information on the Blueberry Festival, including the full band line-up, visit [www.downtownmarquette.org/blueberry-festival](http://www.downtownmarquette.org/blueberry-festival).



**Tip Toe Through the Butterfly Garden**

The Marquette DDA has once again provided a unique art installation in the Rosewood Walkway to celebrate Art Week in Marquette. The project is sponsored by VAST and coordinated by the DDA. According to Mona Lang, DDA Executive Director, "The 'Umbrellas in the Walkway' project last year was a huge success, and we wanted to provide another whimsical installation this year to celebrate Art Week. We are fortunate to have VAST support our efforts once again this year." The DDA is planning on having the installation displayed through July 7. "Dependent on the weather conditions, we are hopeful that we have the opportunity to expand the project time period," said Lang. We would like to thank the DDA maintenance staff for their ingenuity and resourcefulness in installing the butterflies so beautifully.

**It's the Greatest Fourth in the North!**

Every summer on the Fourth of July, residents of Marquette and the surrounding area gather to watch the parade, enjoy delicious food, and take in a spectacular fireworks in Downtown Marquette. The Exchange Club's International Food Fest, <https://www.facebook.com/events/615563648818904/>, will open on Monday, July 2 and will run through Wednesday, July 4. The parade will take place at 2 p.m. on Wednesday, July 4, featuring the theme "You're a Grand Old Flag." Beginning at the intersection of McClellan Avenue and Washington Street, it proceeds east on Washington Street to South Third Street. The fireworks will follow at dusk in Elwood Mattson Lower Harbor Park.

Again this year, the Rotary Club of Marquette will be supporting the fireworks through the popular 50/50 raffle. Tickets are available for \$5 each or 5 for \$20 from any Rotarian, along the parade route, or daily at the Rotary Food Fest tent July 2 through 4. One lucky winner will win up to \$10,000 so get your ticket today!

If you would like to donate to the parade and fireworks display, contributions can be made online at <https://marquettefireworks.com/> or mailed to Marquette Area Fourth of July Committee, P.O. Box 782, Marquette, MI 49855.

## 2018 Blueberry Festival Poster Contest Winner Announced



Blueberry Festival poster contest Winner

On Thursday, June 7, the Marquette DDA named the winner of the 2018 Blueberry Festival poster contest during an artist's reception at the DDA office, 203 S. Front Street, Suite 1-B. The winning entry was "Larry's Chippy" by artist Taryn Okesson.

Okesson is a local to the Marquette area and a member of the Marquette Artist's Cooperative. In response to winning, Taryn states, "I remember the first Blueberry Fest, and I have watched the contest year after year. It was a goal to enter 'someday', and I finally did so this year. I totally did not expect to win, there are so many great pieces that were entered."

There were 19 entries in the 2018 Blueberry Festival poster contest. The winner was determined by a combination of votes online and in person, with additional input from a panel of judges. Along with winning the contest, Taryn will receive \$150 in gift certificates from downtown businesses and 10 high quality poster prints of her work.

The official 2018 Blueberry Festival poster will be available at Blueberry Festival on Friday, July 27, from 10 a.m. to 7 p.m. in Downtown Marquette, and at several downtown businesses after the festival.

## DDA Donates to Janzen House



The Marquette Downtown Development Authority recently donated \$2,500 to the Janzen House, located at 146 West Spring Street. The donation comes from the proceeds of the Downtown Spring Open Twisted Tea Off held in Downtown Marquette on Saturday, April 28. Pictured (L to R) are Rebecca Salmon, DDA Assistant Director; Susan Payant, Janzen House Board member; Brent Clark, Janzen House Director; Mona Lang, DDA Executive Director; and Tara Laase-McKinney, DDA Events and Promotions Coordinator.

## Classic Cars on Third Street Returns for Second Year

The Marquette Downtown Development Authority is once again collaborating with Third Base Bar to put on the 2nd annual "Classic Cars on Third Street" car show on Saturday, August 18. The car show will commemorate Jessica Drummond, and all proceeds from this event will benefit the Women's Center of Marquette County. The car show will take place in Marquette's Downtown District on North Third Street, between Ohio and Park Streets. Registration is just \$5. The show takes place from 10 a.m. until 5 p.m. Those wishing to enter a classic car should enter the car show area from Washington Street, heading north on Third Street to the corner of Ohio and Third Streets, where the show area starts. For more information, please contact the DDA office at 906-228-9475 or visit <https://downtownmarquette.org/classic-cars-on-third-street/>.



## Music on Third Continues

June 21 kicked off the first of four Music on Third events taking place throughout the summer. The



popular music series continues the third Thursday of the month July 19, 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 of various genres. Over 100 unique shops and restaurants lining Third Street offer the perfect way to round out a perfect summer evening in Marquette's Downtown District.

## DDA Welcomes Patagium

The DDA recently welcomed Patagium Sewing Company to the Downtown District. Located at 610 North Third Street, Patagium Sewing specializes in recreational clothing and material repairs as well as the Sugarglider sail for stand-up paddleboards. Owner Cathe Hahn conceptualized the Sugarglider and produces them in-house. For additional information, visit their website at <https://patagiumsuppsails.com/> or Facebook page, <https://www.facebook.com/patagiumsewingco/>. Pictured (L to R) are Tara Laase-McKinney, DDA Events & Promotions Coordinator; Cathe Hahn, Patagium Owner; and Mona Lang, DDA Executive Director.



## This Month at the Downtown Marquette Farmers Market

The Downtown Marquette Farmers Market features live music weekly from 10 a.m. to 1 p.m. and food demonstrations regularly throughout the season. The following musicians will share their talents in July:

- July 7: Harold South
- July 14: Danielle Simandl (9 a.m. to 10 a.m.) and Troy Graham (10 a.m. to 1 p.m.)
- July 21: Monte Pride
- July 28: Chris Valenti



On Saturday, July 28, market goers will enjoy a pasta demonstration by Gina Eggers. Be sure to visit the market website, <http://mqgfarmersmarket.com/>, for the latest information, vendor schedule, and market programming. 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.

The DDA would like to extend a sincere thank you to Andy and Erica Smith of The Gathered Earth, 131 West Washington Street, for spearheading the landscaping efforts in the Phil Niemisto Pocket Park. The Smiths, along with a band of helpers, planted a multitude of red geraniums to honor the work of the late Phil Niemisto, who lovingly tended the park for many years prior to his passing.



## 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.