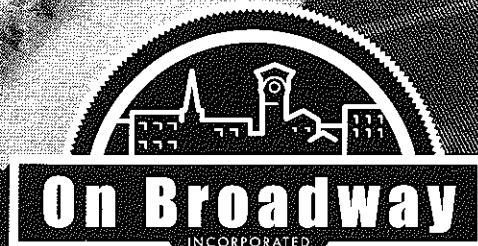


Annual Report

2002



A MAIN STREET PROGRAM

Annual Report

2002



A MAIN STREET PROGRAM

MISSION STATEMENT

On Broadway, Inc. is a community-based redevelopment group (non-profit) organized to promote the economic development and historic preservation of Green Bay's near downtown west side, known as the Broadway District.

VISION STATEMENT

To redevelop a historic neighborhood anchored by a vibrant and diverse blend of businesses, housing and people.

Board of Directors

Greg Larsen, President	Agrilink Foods
Dee Guerts-Bengtson, Vice President	Green Bay Packers
Jennifer Heckmann, Treasurer	Schenck Solutions
Brick Murphy, Past Secretary (Jan.-July)	Liebmann Conway Olejniczak & Jerry SC
Tim Polack, Secretary	Czachor & Polack L.L.P.
Amy Arndt (Jan.-Aug)	NEW Community Shelter
Robert Atwell (Jan.-April)	Nicolet National Bank
Linda Bengtson	KaVarna
Jim Beaudoin (Jan.-Aug)	Neighborhood Representative
Nicole Bertrand (Jan.-April)	Bertrand's Sporting Goods
Jeanette Biese (April-Oct)	Pyxis Marketing LLC
David Buck	Fort Howard Neighborhood Association
Cole Buergi (Jan.-April)	Leonard & Finco Communications
Mark Decoster	Click! Visuals
Mark Goltz	M&I Bank
Ian Griffiths, RIBA	Berners-Schober Associates, Inc.
Mayor Paul Jadin	City of Green Bay
Tom Jensen	Nicolet National Bank
James Lemke	Green Bay Area Public Schools
Mark Mathis	Humana Inc.
Julie Nenahlo (Jan.-April)	Green Bay Press Gazette
Glenn O'Dell	Schreiber Foods, Inc.
Mary White (Jan-Oct)	Body 360

On Broadway Staff

Director	Naletta Burr
Program Coordinator	Jessica Cowen
Office Assistant	Brenda Krauss

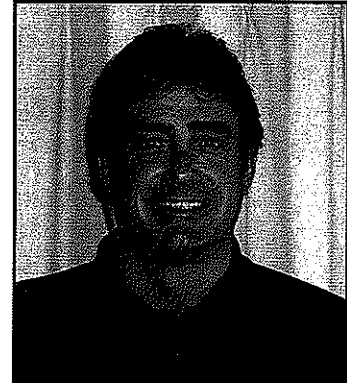
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A Word from the President

Every time I am in the Broadway District, it gives me great pride to see all that has been accomplished in seven short years. I look around and there is always something new – a piece of art, the beginnings of a new building, or an old building that has taken on new life. People are walking the district as if they have discovered a new treasure in the heart of our city.

I say it every year that none of this would have been possible without the dedication of our volunteers, as well as strong public and private partnerships. On Broadway, we have seen what can be achieved when business, government, development interests and residents all take an active role in shaping their neighborhood. The results testify to the true power of cooperation.



On Broadway, Inc. (OBI) has grown to become a widely respected and award-winning organization, and it is easy to see why. In the past year alone, 13 new businesses have sprouted on Broadway. Tens of thousands of visitors attended special events. And, word of the Broadway District's transformation is spreading even beyond Northeast Wisconsin.

We are truly fortunate, but we are far from finished. The accomplishments and awards will mean little if success is not sustainable. The Broadway District is and must always be considered a work in progress. To rest now is to risk everything that we have worked so hard to build.

OBI has already begun to examine alternatives and explore options to ensure the district continues its remarkable development as a vibrant place to shop, live and conduct business. We are looking for ways to build on the tremendous momentum the district has generated in such a short time.

These efforts will take shape over the months and years to come, and throughout the process, OBI is pledged to maintain its ongoing partnership with the district's many stakeholders – be they business owners, developers, residents or elected officials. After all, these are the people that have made Broadway what it is today. I am confident the same spirit of cooperation that proved so powerful these past seven years will continue to carry Broadway forward.

All of us at On Broadway, Inc. want to thank you for your continued support, and we invite those of you who have not participated to get involved in 2003.

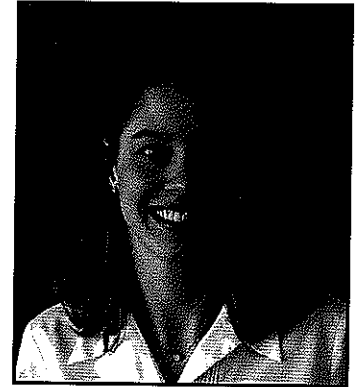
A stylized, handwritten signature in black ink, appearing to read 'Greg Larsen'.

Greg Larsen
President

A Word from the Executive Director

As we enter in to each new year it is hard to see how the next year will top the past one, but somehow it happens. Simply put this is the key to the Broadway District's success.

Each year On Broadway, Inc. (OBI) volunteers, business owners, area residents, the City of Green Bay, and many other partnerships build upon the successes of the past. They remember the struggles they took to get the district to where it is today and strive to improve any potential weakness.



Since 1995, when OBI started, there have been several key transformations of the district. Here are a few:

When OBI started the Broadway District had the worst crime rate in the City of Green Bay; today the district is as safe as any other area of the city.

When OBI started almost all the historical buildings in the district were in dire need of restoration; to date 12 of buildings have been brought back to their original beauty.

When OBI started there were no special events to draw people to the west side downtown; today over 140,000 people annually visit the district through the special events.

When OBI started there were several gaps that stopped pedestrian traffic from continuing down the street; to date four new in-fill projects have filled those gaps and added businesses to the street.

When OBI started many business owners did not know or want to know their neighbors; today the businesses meet monthly to discuss their needs and strengthen their customer base.

When OBI started the sidewalks were crackled with weeds, making it difficult to walk enjoy a stroll; today families, joggers, and shoppers of all ages frequent the street.

Did OBI single-handedly make all these changes? No, but they built the partnerships that worked toward the community vision that made these things possible. From creating incentive programs for development, to being a resource for new and old businesses in the district, OBI has worked to develop Broadway for the community.

Often the question arises, when will Broadway be done? Although the Broadway District has made great progress, there is still much more to accomplish. From developing the entrances to the beautiful historic district to strengthening the newly formed businesses, OBI still has work to do. To achieve these additional visions, OBI must become more sustainable. This, in addition to the contagious excitement of OBI volunteers, businesses, and staff, will continue to make the Broadway District the place "Where Green Bay Comes to Life!"

Naletta Burr
Director

Economic Restructuring COMMITTEE

GOAL:

To improve the economic health of the Broadway District.

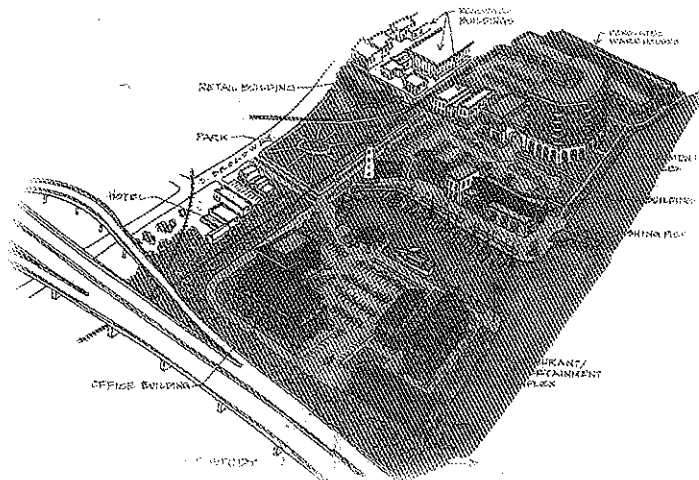
OBJECTIVES:

- 1 Recognizing free-market forces; provide assistance to the Broadway district businesses for the purposes of business retention.
- 2 Based on the On Broadway, Inc. business criteria, identify and target new businesses to bring to the district.
- 3 Implement parking policy.
- 4 Promote and solidify the concept of Broadway as a Business District.

ACCOMPLISHMENTS:

- Encouraged seven businesses to start-up in the Broadway District including: Little Toyko, Uprisings, Corner Coin Laundry, Jacques Dessange, Somewhere in Time Antique Mall, Coppertop, Face Station.
- Attracted thirteen business to relocate or expand in the Broadway District including: Kolors by Dawn, Czachor and Polack, Urban Hope, Bay Undercar Distributors, BayCare, Aurora Health Marketing Department, Time After Time Clock Repair, Shieck and Widule, Paragon Day Services, Vagabond Imports, DOTI, Bonnie Lee & Associates, Burnham Richards Advertising.
- Worked with Direct Development to build their new buildings at 201 and 154 N. Broadway.
- Developed business meeting format useful to Broadway District businesses.
- Supported the businesses in planning and implementing new promotion and marketing ideas, such as a co-op ad for television.
- Worked on establishing transient boat docking at Leicht Memorial Park.
- Held the Broadway District's Seventh Birthday Bash, with participation from over 75% of the businesses in the district.

- Created an additional 23 customer parking spaces for the Broadway District at 412 W. Walnut. This encouraged the development of 107/109 and 111 N. Broadway.
- Attracted Direct Development to develop 111 N. Broadway for in-fill. Target completion date is May 2003.



A WORD FROM GREG LARSEN:

With a net of 55 businesses opening in the district since 1995, On Broadway, Inc. focused many efforts towards retaining these businesses in 2002. This has in turn assisted in the recruitment of businesses, with 20 businesses opening in the district in 2002. Although the past two years have been a struggle for small and large business, the Broadway area continues to grow; a testimony to being a "district."

ECONOMIC RESTRUCTURING COMMITTEE:

Greg Larsen and Linda Bengtson (co-chairs), Daphne Coplin-Levatter, Mark Goltz, Ernie Johnson, Bill Lockery, Chris Pirlot, Tim Polack, Dan Roarty, Mary White

GOAL:

To improve the physical attributes and preserve the historic integrity of the Broadway District.

OBJECTIVES:

- 1 Develop ideas to improve the environs of the district.
- 2 Assist building and business owners with building improvements.
- 3 Offer assistance to other OBI committees.

ACCOMPLISHMENTS:

- Sign grants were awarded to the following businesses: Somewhere in Time Antique Mall, Bonnie Lee & Associates, Vagabond Imports, May's Supermarket, DOTI, KaVarna, Jacques Dessange, Amazing Records, Save-A-Lot, Czachor and Polack, Titledown Brewing Co., Corner Coin Laundry, Coppertop, Uprisings
- Worked with City of Green Bay Parks Department to design concept for Leicht Memorial Park.
- Historic restorations at 400 Douman, 107/109 N. Broadway, and 319 N. Broadway were completed.
- Two new buildings were constructed at 201 N. Broadway and 154 N. Broadway.
- An in-fill project at 111 N. Broadway is under construction.
- Developed a historic recognition plaque program with the City of Green Bay Historic Preservation Commission. Nine plaques signifying historic buildings and sites were awarded.



- Phase III of the streetscape project was completed, adding trees, lights and other amenities to North Broadway.
- Designed the new parking lot at the corner of Walnut St. and Chestnut St.
- Worked with Agrilink to develop a plan in which the building and site would be suitable for reuse in the Broadway District.

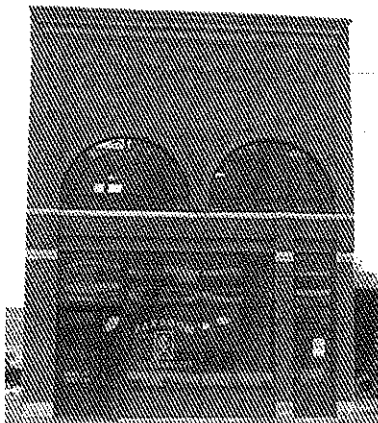
A WORD FROM IAN GRIFFITHS:

Working with the City, business owners, signage vendors and contractors continued to be the focus of the Design Committee's volunteer efforts in 2001. Several new developments and the preservation of a number of architecturally significant buildings reflect the positive changes that continue to define this area of the City. Collaborative efforts this year include the development of streetscape plans for the northern section of the district and the creation of a historic plaque program, both implemented in 2002.

TITLEDOWN BREWING CO.
RESTAURANT & BREWERY
NEW YEARS EVE-ROOM FOR TW
DINNER FOR TWO AND MORE!
STOP IN OR CALL 437-BEER
IMMEDIATE SEATING

DESIGN COMMITTEE:

Ian Griffiths and Jim Schlueter
(co-chairs), Christine Brown,
Marcelo Cruz, Mark Dillenburg,
Jesse Geurts, Brian Fowle, John
Miller, Dan Roarty, Don Schunke



Organization COMMITTEE

GOAL:

To develop and maintain an organizational framework that will enable a community coalition to improve the Broadway District.

OBJECTIVES:

- 1 Monitor and implement internal systems, which assure long-term success of the organization.
- 2 Maintain and update an ongoing recruiting and training program for volunteers.
- 3 Develop a fiscal program incorporating a wide range of approaches assuring long-term support.
- 4 Assure that all important stakeholders in the community are integrated into OBI's revitalization efforts.
- 5 Continue the work on the West Side Story.
- 6 Develop a Crisis Management Plan.

ACCOMPLISHMENTS:

- Received four Main Street Awards: Best New Building Project (163 N. Broadway), Best Program Promotion and Planning (OBI's newsletters, annual report, and workplan), Volunteer of the Year (Daphne Coplin-Levatter), and Board Member of the Year (Mayor Paul Jadin).
- Received two Wisconsin Downtown Action Council Awards: Best Downtown Event (Shopko Fireworks Celebrate Americafest) and Volunteer Achievement in Downtown Leadership (Daphne Coplin-Levatter).
- Received the 2002 Award for Historic Preservation Activities from the Brown County Historical Society.
- Elected officers and recruited new members for the Board of Directors.

ORGANIZATION COMMITTEE:

Jim Lemke and Mark Mathis (co-chairs), Karen Palmer, Gail Ives, Amy Arndt, Jennifer Heckmann, Brick Murphy.



- Completed the 2003 workplan.
- Held annual Town Meeting to update the community on accomplishments based on the list of ideas generated at last year's Town Meeting.
- Held a volunteer recognition event at Blues on Broadway.
- The West Side Story committee was re-established and is currently working on publishing a book on the history of the West Side.
- Attracted six interns to work with OBI staff.
- Completed visits by board members to Broadway District Businesses.
- Greatly strengthened participation and partnerships with businesses in district.
- Continued fundraising cycle for 2002-2004.
- Held a business networking breakfast during the Broadway Birthday Week.

A WORD FROM JIM LEMKE:

The Organization Committee plays a key role in the success of the On Broadway, Inc. Main Street Program. The committee's efforts establish the standard procedures of all the committees. The responsibilities of the Organization Committee include the recruitment, training, and recognition of OBI's many volunteers. The committee also oversees internal operating systems, staff hiring and OBI's fundraising activities.

In 2002, the Organization Committee coordinated implementation of changes in protocols and processes needed because of restructured staffing. The coordination of fundraising efforts were also continued. Many positive changes continue to take place in the Broadway District. We welcome you to visit the area, volunteer your time, and experience why Broadway is "Where Green Bay Comes to Life."

Promotions COMMITTEE

GOAL:

To create opportunities that improve the public's perceptions about the businesses, neighborhood and people of the Broadway District.

OBJECTIVES:

- 1 Continue to implement events that will attract people to Broadway.
- 2 Enhance efforts of the Marketing Committee to attract people to the district.
- 3 Work with businesses in the district to plan additional events to increase awareness of the businesses in the district.

ACCOMPLISHMENTS:

- Taste of Broadway event was held outside with record attendance.
- Participated in Shopko Fireworks Celebrate Americafest. Held Korean War Veteran Salute honoring men and women who served in the Korean conflict. Governor McCallum and Mayor Paul Jadin handed out the Republic of Korea War Service Medal and a letter of appreciation from the Korean government to 120 veterans at the ceremony.
- Worked with PMI to coordinate the first "Blues on Broadway" event held in Leicht Memorial Park. Event included performances by Double Trouble, Otis and the Alligators, and Reverend Raven and the Chain Smokin Alter Boys.
- Coordinated the first "Broadway Birthday Week" with Broadway Businesses. Held week-long event to celebrate the anniversary of On Broadway, Inc. and Broadway Businesses, which included a district wide birthday party.
- Hosted West Side Tree Lighting Ceremony, and special evening on Broadway.
- Expanded Old Fashioned Holidays with new entertainment including Randy Peterson. Activities included carriage and reindeer through the district and live reindeer.
- Worked with Broadway Businesses to coordinate the summer series event "Art on Broadway". Shoppers enjoyed music on Broadway and in-store specials.

- Coordinated "Irish on Broadway" with Broadway Businesses to celebrate St. Patrick's Day. Activities included carriage rides, a bagpiper, and bingo.

A WORD FROM GLENN O'DELL:

The Promotions Committee of OBI is made up of many volunteers from all walks of life within the community. Each volunteer donates their time to help make a difference in the Broadway District by working with local businesses to further promote and grow profitable businesses. Whether it's helping out with promoting a sidewalk sale to coordinating an event like the Taste of Broadway, our emphasis is always on finding new ways to promote Broadway Businesses. Many new events took place in 2002, such as the "Broadway Birthday Week" and the "Blues on Broadway" music festival. In 2003, we all look forward to working on many of the events that we have all come to know and support, and continue to improve and add new events that benefit the Broadway District.



PROMOTIONS COMMITTEE:

Dee Guerts-Bengtson and Glenn O'Dell (co-chairs): Silvija Fisher, Jim Genrich, Tom Kohlbeck, Dale Phillips, Jim Beaudoin, Jill Rodrian, Brian Danzinger, Ryan Chernick, Kevin Rohde, Don Schunke, Patrick McFadden, Deanna Malcore, Tom Jensen

2001 Budget

2002 BUDGET

REVENUE:

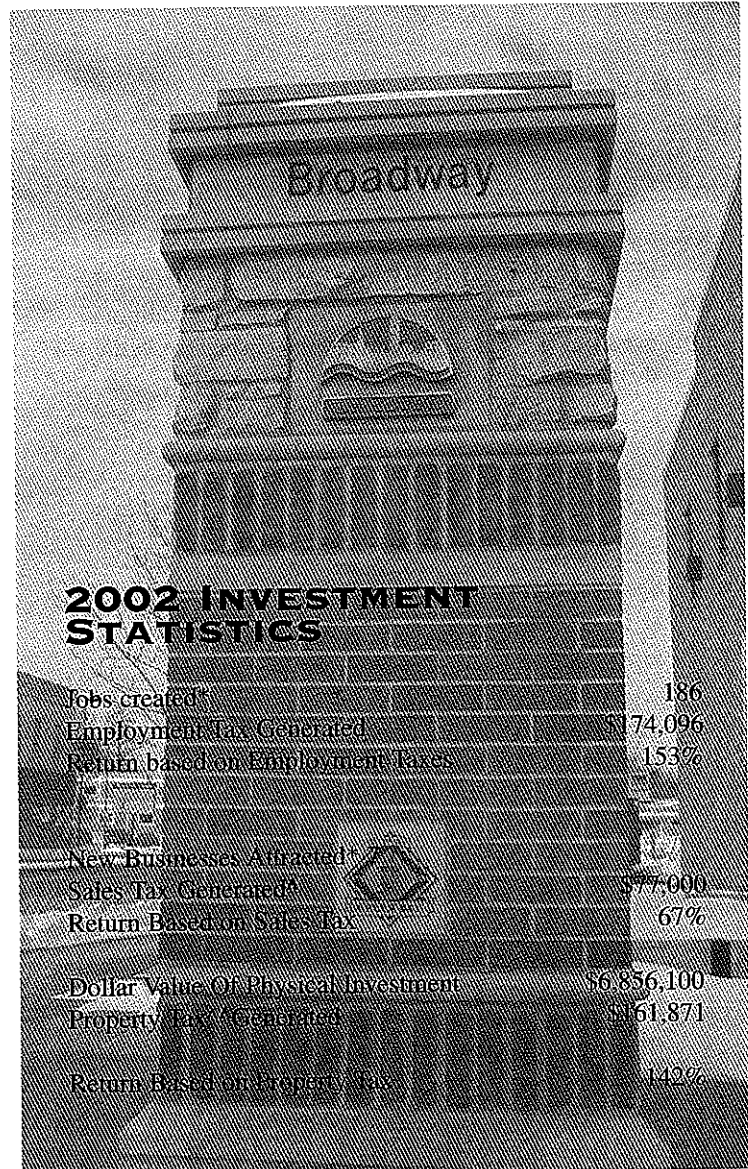
Pledges and Gifts	\$ 33,850
In-kind Contributions	\$ 18,694
Project Income	\$ 19,492
Sponsorships	\$ 9,980
Total	\$ 82,016

EXPENSES:

Administration	\$ 83,760
Organization Committee	\$ 1,018
Marketing Committee	\$ 9,152
Promotions Committee	\$ 17,171
Design Committee	\$ 21

Economic Restructuring Committee	\$ 2,967
Total	\$ 114,089

The investment of cash and in-kind donations not only goes to support the on-going operations of the organization, but also results in increased investment by the City, State and Federal Government.

2002 INVESTMENT STATISTICS

Jobs created	186
Employment Tax Generated	\$174,096
Return based on Employment Taxes	153%
New Businesses Attracted	17
Sales Tax Generated	\$77,000
Return Based on Sales Tax	67%
Dollar Value Of Physical Investment	\$6,856,100
Property Tax Generated	\$161,871
Return Based on Property Tax	142%

CONCLUSION

For every dollar spent on OBI in 2002, \$3.62 came back to the community through taxes.

*These are net numbers.

^Sales tax based on \$200K sales/business.

^^Property taxes based on mill rate in effect at time of improvement.

Donations

I N-KIND:

AB Dick
Advanced Aquarium
Airport Settle Inn
Allouez Village Band
BayCare
Bangkok Garden
Beemster Electric Inc.
Beernsten's Candies
Bertrand's Sporting Goods
Best Western Washington Street Inn
Body 360
Burnham Richards Advertising
Camera Corner/Connecting Point
Click! Visuals
Coca-Cola Company
Commercial Horizons
Cup O' Joy Coffeehouse
Czachor & Polack
Daphne Coplin-Levatter
Designs of the Interior
Downtown Green Bay, Inc.
Exclusive Company
Fast Signs
Festival Foods
Fete
Firststaff Staffing Services
Fulfillnet Inc.
Gail Ives
Gerczak Liquor
Grant Staszak
Green Bay Community Theater
Green Bay Fire Department
Green Bay Net
Green Bay Packaging
Green Bay Press Gazette
Hinterland Brewing Company
Holiday Inn City Centre
Home Depot
Imports Plus
Instacare
Insty Prints
Jabberwocky
James Street Inn
Janet Macklin
KaVarna
Kress Inn

Launch Photography
Lamers Bus Lines
Lox, Stock & Bagel
M&I Bank Northeast
Maria's Mexican Restaurant
McDermott's Dream
Midwest Communications
New Horizons Learning Center
Notre Dame Academy students
NWTC Electricity Program
Office Depot
Packer Association
Packer Hall of Fame
Primal Eye
Print King
Promotion Management, Inc
P.S.A. Productions
Pulse Communications
Pyxis Marketing
Quick Signs
Raw Materials
Regency Suites
Rent-A-Tent
Sam's Club
Save A Lot Foods
Scanhome Furnishings
Schreiber Foods
Seaway Printing
Small Business Development Center
Storhiems Frozen Custard
Target
Terry Pasterski
Tesch's Bistro
TDS Metrocom
The City of Green Bay
The Gift Itself
The Historic West Theater
The Mother Bead
The Wear 2 Shoppe
The Weidner Center
Three Thirty-Five Framing
Time Warner
Titledown Brewing Company
Trinity Lutheran Church
Vanden Plas Sanitation
Wal-Mart
Wells Fargo Bank
WFRV Channel 5

Wipfli Ullrich Bertleson LLP
Wisconsin Public Service
Yikes! Salon

M ONETARY:

Agrilink Foods Vegetable Company
Allen Boyle
Bangkok Garden
Beemster Electric Company
Beernsten's Candies
Bob and Sally Atwell
Body 360
City of Green Bay
Connie's Bowery
Designs of the Interior
Dubois Formal Wear/Custom Fitting
Fete
First Northern Savings Bank
Firststaff Staffing Services
Furniture Seconds
Grant Staszak
Greg Larsen
Harry Maier
Harry the Hipster
Hinterland Brewing Company
LaSalle St. Securities
Lars & Mary Rydell
Leicht Transfer & Storage
Lucille Pruski
Martinson Architects
May's Supermarket
Nicolet National Bank
Paul Dernehl, D.D.S.
Primal Eye
Pro Chemicals Factory Store
Scanhome Furnishings
Schreiber Foods, Inc.
The Historic West Theater
Titledown Brewing Company
Ultra Plating Corporation
Vandrisse Insurance



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