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Look Back: Review of ARISE, ARISENow & Accomplishments



Current State: Evaluation Process

B Slide 16

Look Forward: 2022 Plan

Janesville: A city on the rise but held back by a downtown neglected over the decades





Good educational system
State of the art healthcare
Vibrant employers



Expansive park systemAdventuresome Rock River



Hub of county government
Smaller neighborhoods
Strong civic bonds

AMERICAL STATES CONTRACTOR CONTRACTOR STATES AND A STATES

"Your downtown is the most visible indicator of community pride, along with its economic and social health."

"It is either an asset or a liability in the effort to recruit new residents, new businesses, tourists, and others to your community and to keep those you already have."

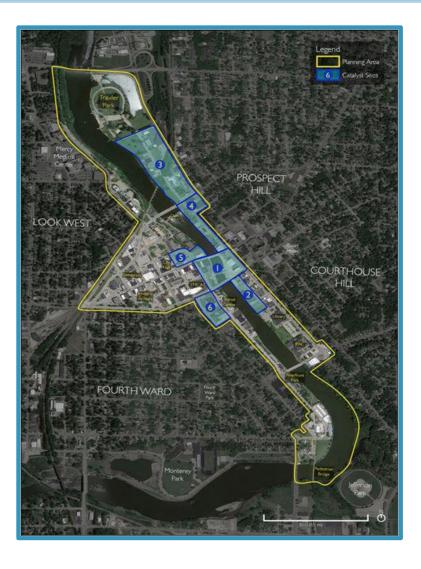
National Main Street Center, 2017

Based on a USEPA Brownfield Planning Grant, six downtown sites were identified for action and redevelopment in 2015 ARISE Plan



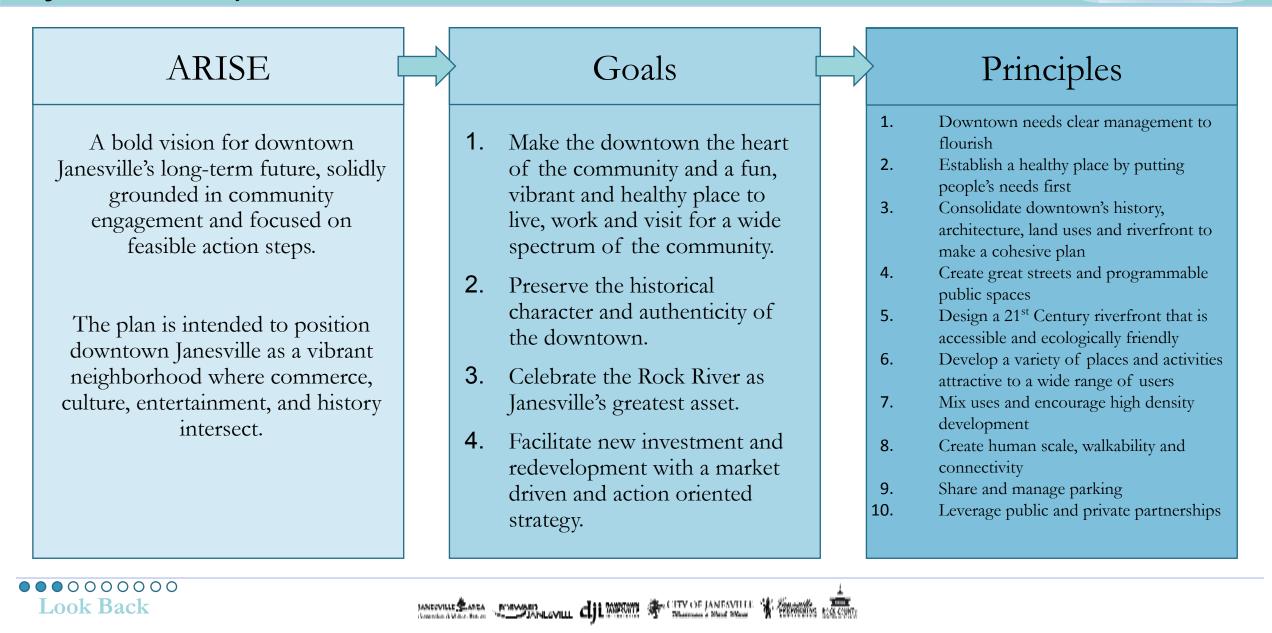
Parking Deck Over River

- Former Rock County Jail Site
- ³ South Traxler Park
- 4 North Main Street
- - 5 West Milwaukee Street/North River Street
- ⁶ South River Street/South Franklin Street



ARISE: A playbook for downtown revitalization was approved by Janesville City Council in 2015





ARISENow: Created in 2016 as a public-private partnership to ensure ARISE Goals were achieved through four primary efforts

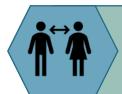




Placemaking to make downtown Janesville an iconic destination *Start with Town Square!*



Activating spaces by supporting efforts to draw people downtown *I* More than just about the buildings



Connecting downtown's areas together and the community at large *Ensure walkability & connectivity*



 Exploring opportunities that will enhance the overall experience

 I
 Be an agent for change & remove barriers to revitalization

ARISENow strategy was to ensure a community-wide vision and community-wide effort to raise private funds to implement key, iconic downtown projects. The group fundraising is facilitated and supported through the Forward Foundation, the charitable arm of Forward Janesville. Town Square: Removal of Parking Deck and Establishment of 21st century Town Square was top priority of ARISE & \$20mm invested









Date	Accomplishment	_
2014	Marv Roth Pavilion	
	New Event: Janesville Jolly Jingle	2
2015	ARISE Plan approved by Janesville City Council	1
	Main Street rehabilitation	
	Streetscape enhancements to connect Downtown to RCHS Campus	-
2016	A new downtown Tax Increment Financing District (TIF)	
	Milwaukee Street 2-way conversion	
	The Venue renovation	1
	The Gray Goose renovation	5 (8)
2016/17	Demolished parking deck over river	









Date	Accomplishment
2017	Block 42 and the Bodacious Shops renovation
	Lark Restaurant renovation
	A new downtown Business Improvement District
	ARISENow Capital Campaign launched
	Great Lawn on West Bank
	The Carriage Works renovation
	N1 Critical renovation









The BID's façade grant program awarded six grants in its first year	AMERIC	
JP Cullen Memorial Pavilion	PRES	
Velvet & Tulle Renovation		
Court Street 2-way conversion	W	
Outdoor Fitness Court - first in the state!	5 10 S	
The Bubbler		
Doty Mill Alley improvements		
Pop-up stores, mobile food vending trucks, sidwalk dining, sandwich board advertising	1	
New Event: Janesville Town Square Gran Prix, 608 Day and Downtown Trick or Treat & Flannel Fest		
Music at Marv expanded to 13-weeks		
Community engagement opportunities (Business Expo 2017, ARISENow Community Talks, Public Celebration S 2018)	eptember	
Festival Street		
Downtown Revolving Loan Fund (2014) - supported five new renovation projects of historic buildings		
	JP Cullen Memorial Pavilion Image: Construction Velvet & Tulle Renovation Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Outdoor Fitness Court - first in the state! Image: Court Street 2-way conversion Pop-up stores, mobile food vending trucks, sidwalk dining, sandwich board advertising Image: Court Street 2-way conversion New Event: Janesville Town Square Gran Prix, 608 Day and Downtown Trick or Treat & Flannel Fest Image: Court Street 2-way conversion Music at Marv expanded to 13-weeks Image: Court Street Community engagement opportunities (Business Expo 2017, ARISENow Community Talks, Public Celebration S 2018) Festival Street Imag	











2019

New business occupancies like SHINE Medical, Foremost Media, SASid and CCI

Everett's Place (115 S. Main) redevelopment

Streetscape amenity improvements (planters, banners, etc.)

Standardized downtown parking signage

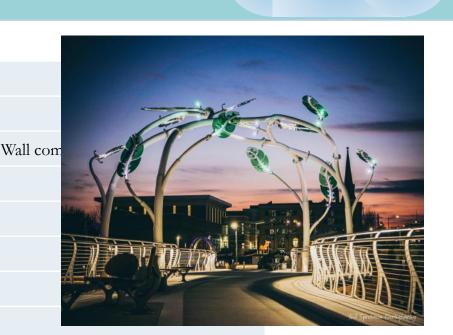
Ordinance amendment to allow for first floor residental occupancy in downtown buildings



New events: Meander Downtown, Best of Janesville Vintage Market, Nights on Festival Street, Pride in the Park

Demolitions (Mercy Options, Mercy Manor, 101 N. Franklin, 201 Rockport, 13 N. Main, 51 S. River, 55 S. River, 319 W. Milwaukee, 202 S. Water, 411 N. Main)





2020 Milwaukee Street Bridge reconstruction completed Blain Gilbertson Family Heritage Bridge (and lighting) construction completed Town Square East Side improvements to include the Cope-Ryan Pavilion and the Donor Wall com New Event: Art Infusion - Mural and Chalk Art Festival adding Five Murals downtown Underdeck lighting installed on Milwaukee and Court Streets bridges 13 North Main blighted property demolished; ready for redevelopment River Flats Affordable Housing Project begun Monterey Apartments TIF Deal completed; construction to begin in 2021 Town & Country blighted property demolished; ready for redevelopment 415-419 W. Milwaukee buildings (Mick Gilbertson) renovated as apartments and office space Continued activation of the downtown during a pandemic by offering safe programming at the Farmer's Market, Music at the Mary, the Vintage Market, the Janesville Jolly Jingle, and the Town Square Grand Opening

Opened overnight parking/sleeping at HPL and City Hall parking lots

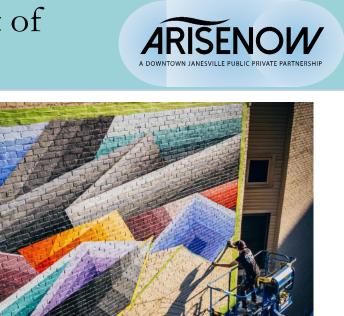
"Bird Alley" painting and art decorating begun











5 new murals completed/painted as part of Art Infusion & Public Art Brochure Published
Refurbishment and reinstallation of the historic YMCA sign
Designed, bid, and awarded \$1.5M investment in the downtown Transit Transfer Center rehabilit
401/403/405 West Milwaukee Street apartments complete and first floor tenant spaces defined.
South Main Street reconstruction between St. Lawrence and Racine complete.
Public Art Committee named co-chairs, Sue Burkart & Mary Rekowski, adopted the name Art in
Birdwalk Alley (100 block of W. Milwaukee St.) committee was formed to activate alley into a creative, ever-changing "gallery.")

Bert Blain Heart Walk Moves to Downtown



2021

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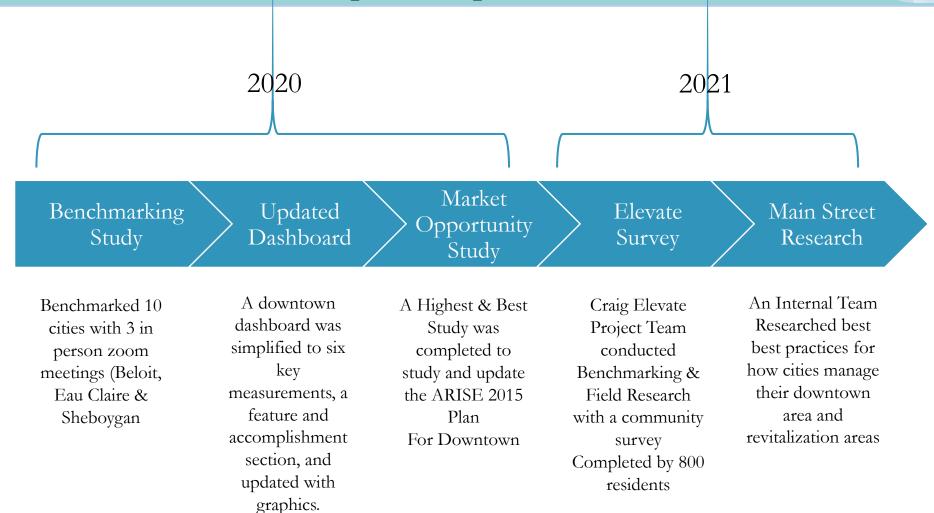
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Look Forward: 2022 Focus



2020-21: The Steering Team took a deeper dive into status of downtown revitalization to help develop Go Forward Plan





B



Main Street Transformational Strategies



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Steering Members

Steering Members represent both public and private organizations. The primary purpose of Steering is to set, review and execute the overall direction and goals of the ARISENow public private partnership. Members attend monthly meeting. Members elect Chair every two years.

Other Members

Affiliate Members are downtown organizations committed to ARISE Goals but do NOT make commitment to attend monthly meetings.At Large Members are Individuals asked to join Steering for a year as advisor to ARISENow.

Current Steering Membership

CITY OF AMENDER

City of Janesville

Current State

- Downtown Business Improvement District
- Downtown Janesville, Inc.
- Forward Janesville, Inc. & Forward Foundation

- ✤ Janesville Performing Arts Center
- ✤ Janesville Area Convention and Visitors Bureau
- Rock County Historical Society
- Staff: Provided by Forward Foundation Coordinator
 .2 FTE

B Driving Outcomes: Below is a sample ARISENow Steering





Steering Gommittee AGENDA

Freitag, Gruber, Eagan, Gilbertson, Conley, C. DeGarmo, N. Burkart, Arthur, Maahs, Roe, Cole, Marshick, Rebout, Ryan, Bagley, Brandt, Beckord, Squire, Lindau, Rekowski, S. Burkart

Wednesday, February 24th; 11:30 a.m. – 12:30 p.m.; Zoom Conference Call

Updates

1. Organization / Committee Updates (see summary on page 2):

City of Janesville Report	Freitag
Infrastructure Report	Gilbertson
DJI / BID Report	
RCHS Report	
JPAC Report	
JACVB Report	Rebout
ARISE Now Fundraising Report	
Art Committee Report	

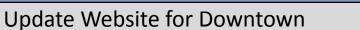
Areas of Impact

2. Market Opportunity Study UpdateRyan

3. Other Items Not on Agenda

Note each partner organizations provides written update prior to meeting to include in the agenda.

Meetings are 4th Wednesday of the month.



ARISENOW PUBLIC PRIVATE PARTNERSHIP

Launch Janesville Business Hub

Increase Downtown Janesville as Regional Visitor Destination

Create Full Time position to manage Downtown Activities

Launch 1st Public Project of Art in Place Alliance

Explore placement of a new playground

Increase foot traffic to businesses

Identify ways to enhance Downtown a Cultural/Educational/Historical Destination

Improve Downtown "Environment"

Increase Resident Units located downtown

Support Development Plan for Children Museum

2022 Strategic Operating Plan



A DOWNTOWN JANESVILLE PUBLIC PRIVATE PARTNERSHIP

JANESVILLE LAREA Convention & Victors Bureau Convention & Victors Bureau Questions/Comments AriseNow@forwardjan esville.com