



“Downtown Color”

Some very cool things are happening in regard to Manty and our effort to spruce up our central city area both to attract more business and make ourselves more inviting to visitors.

We’ve also made a major alteration to our website that will hopefully make Manitowoc far more interesting and appealing to our global audience. The website modification is meant to assist all of us in our recruiting efforts whether that be for a Pastor or teacher for our church or school, a new Chief Financial Officer for our corporation, new professionals for the health industry, public school teachers, retirees looking for a high quality/low crime area in which to live or businesses looking for a historic building in which to locate their high tech business.

If you go to our home page at www.manitowoc.org and scroll down the right side of the screen, you find your way to a space featuring an icon that looks like a movie ticket. Click on it and it will take you to a location that features our sponsor businesses for this service and a list of videos that describe a variety of themes that you can view.

Video themes include arts and entertainment, economic development, recreation and things to do, relocating to Manitowoc, our quality of life, a quick overview of our city called the “Manitowoc Blast” and a welcome by the mayor.

The videos run from about three to several minutes in length and they are designed to draw people into the idea of just how amazing our city really is. Take a look, we think you’ll really like what you see.

And please, don’t forget to use the videos when you’re looking for that special someone to fill an important role in your organization or business.

Let’s get on to some things happening in our downtown. The biggest thing to happen on our waterfront in some time is getting close to completion.

At a recent meeting of representatives of the Central Brown County Water Authority (the Authority), their contractors, our city, and our contractors that are building the Quay Street extension to the Carferry dock we were able to put together a timeline for the completion of all tasks necessary to open Quay Street for the summer visitor and recreation season.

It appears that the pipeline will be completed and ready for pressurization about mid April. The Authority’s contractors will turn over the site to our contractors by about the third week of the month which will allow us to grade and gravel the final leg of South Lakeview Drive joining it to Quay Street. Street paving will happen in May, along with the paving of the recreation trail and the building of a large retaining wall that will be both functional and decorative. Landscaping will be completed simultaneously with the construction work. The final touches of the landscaping will occur while the pavement “cures” or hardens for automobile traffic.

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3 MINUTES WITH The Mayor



If the weather is with us, we should have the entire project completed in time for the carferry's heaviest passenger traffic which begins about July 1st.

This project will have a very positive impact on our downtown, finally creating a true nexus between our central city and visitors using *the* Lake Michigan Carferry. This project will also "grow" Mariners Trail south along the lakefront to the MPU facilities, bringing the dream of extending it all the way to Silver Creek Park closer to reality.

This year, our downtown will also feature new streetside banners and "wayfinding"/directional signage that will also extend throughout our city.

It also looks like our city may consider a partnership with the Wisconsin Maritime Museum that will once again add color and energy to both Maritime Drive and the Riverwalk area of Mariner's Trail. The museum owns the tall, lighted spun aluminum "banner" polls along the riverfront and would like our city to consider some matching funds to help erect new banners to tell both the story of the museum and the Manitowoc built submarines that helped to win World War II.

Seems like a perfect project and a perfect partnership to me!

Manitowoc Mayor Kevin Crawford may be reached at 920-686-6980.