



# GROW YOUR BUSINESS IN DOWNTOWN JANESVILLE

Janesville, Wisconsin is a Midwestern city in the middle of an exciting, multifaceted revival that begins in the core of the downtown, where a new Town Square uniquely embraces both sides of the Rock River, and a whole host of redevelopment plans and public improvement projects are following, drawing new residents and businesses from all over the region. A collaborative effort between the City of Janesville, Downtown Janesville Inc., the Business Improvement District, ARISE Now, Forward Janesville, and the Janesville Performing Arts Center has turned Downtown Janesville into an attractive destination for companies to relocate and do business.





# COLLABORATIVE DOWNTOWN

Momentum is stronger than ever with the collaborative efforts of these organizations that share the goal of transforming the downtown into a vibrant neighborhood where commerce, culture, entertainment, and history intersect:



[growjanesville.com](http://growjanesville.com)

The City of Janesville established the ARISE plan as a bold vision for downtown Janesville's long-term future, solidly grounded in community engagement and focused on feasible action steps. From 2004-2018, COJ made \$22 million in downtown improvements and secured \$19 million in federal, state and other funding totalling \$41 million in investments.



[janesvillearise.com](http://janesvillearise.com)

A public-private sector team that facilitates and strengthens the implementation of ARISE. Goals include placemaking, activating public places with a focus on the Rock River; connecting downtown areas to ensure walkability and accessibility, and creating new business and activity. Key stakeholders contribute resources to attain the \$10 million goal.



[downtownjanesville.com](http://downtownjanesville.com)

Made up of local business people, in conjunction with key team members from the City of Janesville and other local agencies, DJI provides the direction and organization for the continued growth and development of Janesville's historic downtown.



[downtownjanesville.com](http://downtownjanesville.com)

BID provides leadership and management for revitalizing the downtown area, creating a safer and more welcoming downtown to attract visitors, embrace new businesses, and foster the growth of existing businesses.



[forwardjanesville.com](http://forwardjanesville.com)

The local chamber of commerce that leads private sector economic and community development efforts to ensure the continued health and prosperity of business and industry in the downtown, the City of Janesville and Rock County.



[janesvillepac.org](http://janesvillepac.org)

The primary performing arts and entertainment center in the area, JPAC enables a diverse mix of performances by resident user groups and touring professionals to enhance the quality of life for current patrons and future generations.



[janesvillecvb.com](http://janesvillecvb.com)

A non-profit corporation whose mission is to lead, support, and promote Janesville as a prime visitor destination, creating a positive economic impact on the community and enhancing the quality of life.



[rchs.us](http://rchs.us)

The Rock County Historical Society is the area's premier resource for historical research, thought-provoking programming, and one-of-a-kind historic sites.





# ACTIVATED DOWNTOWN

There's always something happening in Downtown Janesville. Local businesses benefit from the many activities that draw residents and visitors from all over the Midwest. A sampling of annual events held downtown include:

**Flannel Fest** This outdoor, winter event is complete with craft beer sampling, a home-brewing competition, a 0.1K fun run, games, food vendors, and more. The inaugural 2019 event attracted 450 people to downtown.

**Janesville Farmers Market** Rock County's largest vendor-produced farmers market on N Main St. This outdoor market features produce, crafts, baked goods, live music, and more every Saturday, May to October.

**Rock River Wine Walk** Walk around downtown (or jump on the trolley) every spring and fall to shop and roam the streets of downtown while sipping different wines. This event has sold out every year since its inception.

**Music at the Marv** A free, 13-week concert series located at the Marvin Roth Pavilion every summer.

**608 Day** Taking its name from the local area code, this celebration of Janesville offers deals at downtown businesses, a downtown-wide scavenger hunt, and an evening concert in Lower Courthouse Park.

**Playpalooza** A free, family-friendly event in June where attendees can play giant-sized games, and then close out the day at dusk with a free movie screening.

**Downtown Street Fair** Grab a bite to eat on Festival Street, check out local vendors selling their wares, and groove to the live music at the JP Cullen Pavilion in the Town Square.

**Janesville Town Square Gran Prix** Part of the Tour of America's Dairyland, this event is a world-class bicycle racing experience that takes place downtown the entire day.

**Rock Aqua Jays Ski Shows** Catch the 29-time national championship water ski team perform at Traxler Park every summer with pyramids, jumping and barefoot water skiing from local performers of all ages and skill levels.

**Meander Downtown** Shop for unique gifts and kick off the holiday season with great deals at participating businesses, stores, and pop-up shops. This event is held on the Friday before Thanksgiving every year.

**Jolly Jingle** A family-friendly three-day event held throughout the downtown on the first weekend in December. Activities include musical performances, Christmas markets, and a lighted parade with fireworks.





# ENTERTAINING DOWNTOWN

**Downtown Janesville has numerous opportunities to enjoy the arts and be entertained, from local talent to nationally touring artists, the downtown has plenty of exhibits and performances to enjoy throughout the year.**

**Hedberg Public Library** is part of the Arrowhead Library System, a consortium of public libraries in Rock County. Though their collection of reading material is extensive, the library is so much more, from free events and resources for all ages, to tools for genealogy researchers, to a community meeting space with a gift and coffee shop.

**Janesville Performing Arts Center (JPAC)** has a 633 seat theatre, lobby, art gallery, box office, and administrative office in the historic Janesville High School/Marshall Junior High School building in downtown Janesville.

**Janesville Jets Hockey Games** are a Junior A hockey team in the North Division of the North American Hockey League. Catch game at the Janesville Ice Arena on select weekends from September through April.

**Janesville Art League** is comprised of a collection of local artists whose work is housed in the gallery on the second floor of the Woman's Club Building at 108 S Jackson St. and at JPAC, 208 S Main St.

**Voigt Music Center** is dedicated to educating, creating and performing music for all ages and skill levels. Voigt offers guitars, drums, amps, keyboards, sheet music and more, as well as providing service to more than 20 area school districts. They have a full stage where they offer open jams, clinics and other events.

**Live music** can be found at most every downtown bar and restaurant. You don't have to travel far to hear local bands playing downtown year-round.

And, **Rotary Botanical Gardens** an award-winning 20-acre, botanic showcase with over 24 different garden styles and 4,000 varieties of plants is just minutes away.

There is always something to do downtown!





# PROGRESSIVE DOWNTOWN

The new heart of the community, Downtown Janesville is establishing itself as a fun, vibrant, healthy place to live work and visit, making it an attractive destination for residents, visitors and businesses.

**Festival Street** This highly visible area is a focus of Janesville's festival and riverfront activity, with a pavilion that is available to rent, a water feature with lights and music, a small watercraft launch/access to the Rock River, an adjacent great lawn area and Ice Age Trail access.

**Main Street Riverfront** The accessible public riverfront helps anchor the historic area and provides a lively destination. A variety of new businesses and urban living opportunities keep Main Street a vibrant and lively place.

**Milwaukee Street Commercial** Prime real estate along the main commercial corridor is evolving into a walkable, continuous commercial district. There are diverse opportunities to reuse renovated historic buildings and quality infill development. The area is also a prime spot for a new restaurant or bar with outdoor seating.

**Outdoor Fitness Court** Get a quick workout at any skill level, from fitness beginners to competitive athletes, totally free. The Court has 30 individual pieces of equipment, a shock-resistant sports flooring, and exercise stations that allow up to 28 people to use at once.

**Riverfront Housing** The City of Janesville is enhancing this area with an extension to the River walk, making it an appealing, continuous ribbon of activity that will set the stage for new housing development and urban living.

**Janesville Transit System (JTS)** offers regular bus service Monday through Saturday on six routes inside Janesville, with the Beloit-Janesville Express operating weekdays between the two cities. All local JTS routes run through the Downtown Transfer Center, allowing a rider to catch a bus to nearly any part of Janesville or to Beloit on the Beloit-Janesville Express. The downtown location is close to many businesses, shops and places of interest.

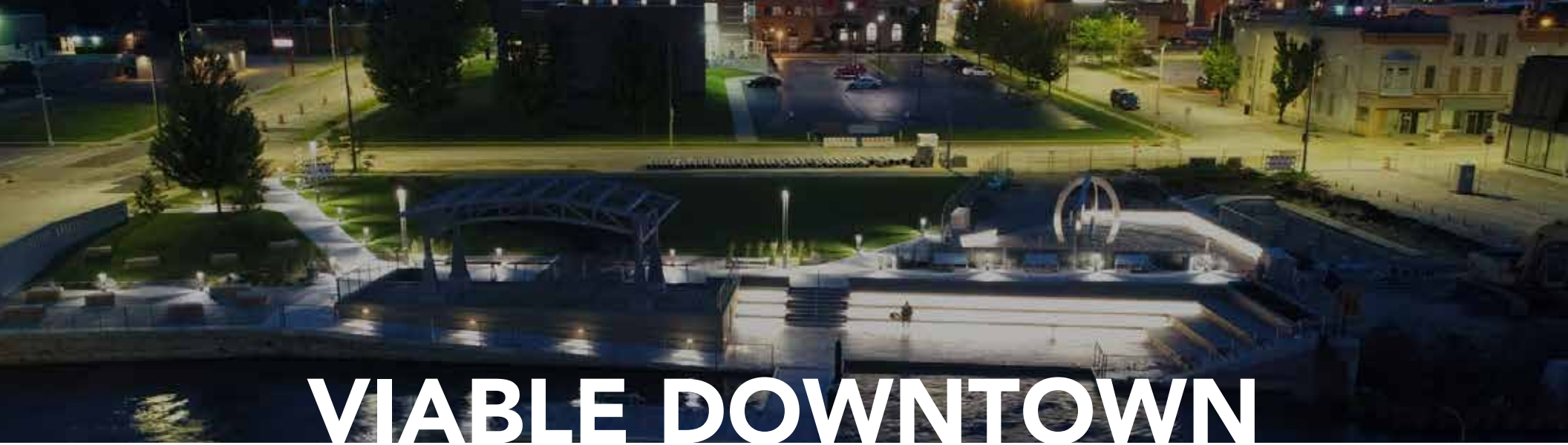
**Meeting spaces** 15 meeting spaces are located throughout downtown for individuals and businesses looking to hold business meetings, weddings and receptions, rehearsal dinners, showers, holiday parties, and other celebrations and can accommodate up to 350 people.

Bike or walk the **Janesville Trail System** and access a diverse set of open green space in Traxler Park, Courthouse Park, Jeffris Park, Jefferson Park, and Fourth Ward Park—all connected to or in the vicinity of Downtown Janesville.

**Recent Investments in Downtown** include Rock County Brewing Company, SASid, Bodacious Shops of Block 42, Riley's on the Green, Velvet & Tulle, Cobblestone Hotel & Suites, Grey Goose, The Venue and many more!

Known as "Wisconsin's Park Place," Janesville has both indoor and outdoor activities downtown to satisfy all ages.





# VIABLE DOWNTOWN

**Janesville's downtown has great potential for business development given the location, the safe and walkable environment, the beautiful riverfront, the striking architecture and the existing businesses operating downtown.**

Defined and united by its setting on both the east and west sides of the Rock River, Janesville's downtown business district is an engaging, safe, walkable, commercial neighborhood with a strong mix of locally-owned, specialty retailers, services, and over 100 dining and entertainment options.

Downtown Janesville is accessible from I-90/39, with a full-service interchange just one and a half miles directly east of downtown's southern gateway. Based in Rock County, Janesville is located within 500 miles of one-third of all manufacturing operations within the U.S.

And, it is also served by its own regional airport (KJVL), three railroads and is connected to the world by four major airports—all within 90 minutes of the city limits.

The City of Janesville (COJ) has dedicated and invested considerable resources to the downtown's redevelopment and revitalization in order to fully realize its potential. As a member of the Wisconsin Economic Development Corporation's "Connect Communities" program, Janesville has direct access to a number of resources, programs, and methodologies for success at a statewide level.

Entrepreneurs seeking to establish a small- to mid-size retail, dining, or service presence will find surprisingly

affordable lease rates and ownership options in downtown Janesville as compared to other downtowns in the region. COJ offers multiple opportunities to assist the development or redevelopment of sites including:

- Tax increment financing for qualified projects
- Revolving loan funds
- Historic (state and federal) tax credits

For more information on development incentives call the City of Janesville Economic Development Department at 608.755.3059.

Downtown Janesville also has a Business Improvement District (BID) in place which provides leadership and management for revitalizing the downtown. Some of the downtown activities that the BID is responsible for include:

- Beautification efforts throughout the downtown
- Seasonal decorations and banners
- Increased snow removal services
- Informational materials for new and existing businesses
- Promotion of available real estate

For more information about how BID helps finance the future of downtown, email [bid@downtownjanesville.com](mailto:bid@downtownjanesville.com).



# DOWNTOWN JANESVILLE BY THE NUMBERS



Walkability score of

**86**



Bicycle score of

**79**



1 regional airport only **15** minutes from downtown

Connected to the world by **4** major airports... all within **90** minutes of the city limits



**over one hundred** annual events held in the downtown



**13** historic districts

**10 minutes**

walking distance between Janesville City Hall and the Rock County Courthouse

Award-winning healthcare facilities admitting patients to emergency rooms

**four minutes**

earlier than the national average

**25 million dollars**

private and public investment in downtown development

**8**  
green spaces and parks

**4**  
indoor golf simulators

**24**  
bowling lanes

ranked in the

**TOP 10**

hottest zip codes in the national housing market in Sept. 2018

median ages within 1 mile

**23%**

20-34 yr olds

**28%**

35-54 yr olds

**20%**

55 and older



**39**

median age

**51**

% female

**49**

% male

**13,156**

people within a mile radius of downtown

**743**

businesses within one mile of the downtown

**27**

dining options right downtown

**every darn one of them**

areas that offer free parking, including 2,069 public stalls and 1 ramp



DESTINATION DOWNTOWN  
**JANESVILLE**

[downtownjanesville.com](http://downtownjanesville.com)

