

This section is an important connection!

Help us develop the connection between the Fox River Trail and the East River Trail through the Olde Main Street District

The Concept

Planning for the trail connection is in the early stages. Many local people are working on the project including neighborhood associations, business people, trails advocates, the City of Green Bay, and Olde Main Street Inc. The trail would eventually become part of the City of Green Bay Parks system, and funding for this project would be sought through grants and public/private partnerships. But before taking the next steps, we would like your input and support.



Photo courtesy of We Bike

Do you believe that we can make our community better? Would you like to support a project that will enhance Olde Main Street and the surrounding neighborhoods? Here's your chance to make a difference in a simple way: support the East River Trail continuation!

The Opportunity

Economic Advantage: Increased access and customer traffic in the Olde Main Street District.

Natural Capital: Improved accessibility and visibility of the East River (traditionally a "hidden resource") with restoration and beautification to come.

Safe Routes: More options for getting to work, school and play in a safer way.

Healthy Living: Closer opportunities for more neighborhood residents to walk, bike, run and rollerblade on an attractive trail.

Neighborhood Livability: Supporting the enjoyment, attractiveness, and overall quality of life of downtown neighborhoods.

Business Climate: Supporting the redevelopment, enhancement, and overall quality of the business district.

"A good majority of our business comes from walking customers in the summer. The Fox River Trail has definitely added to our customer base – people enjoy taking a walk on a beautiful day and being able to access our restaurant without the hassle of parking lots and cars. We even have a solid client base from the Appleton area who ride their bikes to Zesty's for Frozen Custard! Without the trail, we could expect to see a 10-15% drop in sales."

-Owner Ted Ziemann, Zesty's Frozen Custard and Zesty's Frozen Custard and Grill

SUPPORTERS

City of Green Bay
NeighborWorks Green Bay
Members from Three Corners Neighborhood Association Board, Navarino Neighborhood Association Board and Downtown Neighborhood Association Board
Brown County
Allied Insurance Centers
Macco Financial Group, Inc.
Berners-Schober Associates, Inc.
Advisor Management
Friends of The Fox River Trail
Olde Main Street, Inc. & Downtown Green Bay, Inc.



GREEN BAY



For more information please visit
www.downtowngreenbay.com/eastrivertrail

Contact us if you would like to volunteer or get involved in this exciting project for our community!



East River Trail

Making the Connection From the East River Trail at Joannes Park to the Fox River Trail.

The East River Trail Connection will bridge the gap between Joannes Park and the Fox River Trail through the historic Olde Main Street District. The first steps have already been taken. Now it's time to roll out the first draft of the plan and make the trail a reality!

The Vision

This “missing link” will connect the urban environment to the natural beauty of our City Parks and the East River. The trail will offer a safe area to enjoy recreational activities or to just get from place to place. Everyone can enjoy the trail!

- 🚶 Walkers
- 🏃 Runners
- 🚲 Bicyclists
- 🛹 Rollerbladers
- ♿ Those in wheelchairs

This connection will benefit the entire regional trail system, but will especially become an asset to neighboring homes and businesses. The success of the Fox River Recreational Trail offers a shining local example of the positive impacts of new trails – enhanced property values, enhanced health and wellness opportunities, economic development, and neighborhood stabilization. But the East River corridor is unique from the Fox River in many ways, and holds the potential to enhance the vibrant urban environment of Olde Main Street and the Three Corners, Downtown, Joannes and Navarino Neighborhoods.



Photo courtesy of We Bike