



Parks, Recreation & Forestry Department
100 North Jefferson Street - Room 510
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6/23/25

To Whom it May Concern,

Military Avenue Inc. is partnering with the City of Green Bay Parks Department to create a unique community, gathering space within Murphy Park called The Market on Military. This proposed building will be used by Military Avenue Inc. to connect people towards year-round farmers market offerings and various seasonal events. This will provide a permanent home to host their farmers' markets throughout the changing seasons and activate an area of Green Bay that is supportive of change.

When Military Avenue Inc. is not utilizing the building, the Parks Department will program the space to host a variety of classes, programs, events. This community building is designed with a large flexible, open concept space. This will provide us with the ability to be creative and reimagine how we engage, create and interact with guests/participants within our community.

There are many examples of how Parks can activate the open space design throughout the year, not just the summer months. We would aim to activate programming tailored around social, physical and wellness initiatives. This would give us an opportunity to engage with all ages, preschool, youth, adult senior programming. The building will help us fill a need with direct access to a facility within our Parks system that we currently don't have access to.

The Parks Department will actively engage with potential programming/event partners to ensure this dynamic community space can be activated up to 5 days a week.

People may be able to sign up for more structured classes like dance, tot, parent/child, golden year programming options. In addition, we can provide more leisure organic "open programming" tailored towards free time, where kids can engage in open play while parents have a chance to connect with each other. Indoor pickleball, fitness classes, arts, chess, cribbage, drama, reading programs, are all examples of how we would envision programming the space. This building would also serve as a great asset for Parks/City Job Fairs, Wellness Expo, Lifeguard/CPR training and employee orientations, along with day camp type offerings. The Parks Department will also be able to host more community-based/park events, like Neighborhood association activities, music in the park or Kid carnivals, just to name a few examples.

The Market on Military center will be impactful to help shape programming and initiatives to bring the best of both Military Avenue and Green Bay Parks Department resources together. This will also give the Parks a "home" within a Park on the Westside of Green Bay that they utilize to influence the quality of life within our community. This project will produce a space

where people connect, activities/events can be hosted, and we can highlight all the great services that both Military Avenue and the City Parks Department have to offer our community.

Thank you to Military Avenue, Inc. for your efforts as we continue to change the mindset of what's possible when you collaborate to connect people with great facilities and spaces. Feel free to reach out to me at (920) 448-3381 or Dan.Ditscheit@greenbaywi.gov should you have any questions.

Sincerely,

Dan Ditscheit

Dan Ditscheit

Parks, Recreation and Forestry Director
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