



Harvest Hall on Military Avenue



How Can You Help Us?

Donate today to turn this vision into reality!

Your support can make a significant difference in our changing west-side district hosting new medical facilities, significant housing options, and solid local and national retail and restaurants, all located just a hail-mary pass to the expanding Tittletown District and Hwy 41.

Once constructed, the facility will be donated to the City of Green Bay. Military Avenue, Inc., a non-profit 501(c)(3), will occupy the space while the City will own and maintain the structure via a shared use agreement. This partnership builds sustainability and will ensure the farmers market and attention to the district continues for generations.

Together, we can create a space where our community can grow, connect, and thrive.



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Military Avenue, Inc. is a 501(c)(3) non-profit agency.
Tax I.D. #26-1529932. Your donation may be tax deductible.

Cultivating Connections



Support Our Vision

Create a sustainable future with a year-round, traditional style farmers market regardless of the season or weather.

Since 2016, Military Avenue has been committed to providing access to fresh foods that are locally grown, raised, created, and crafted in Wisconsin. This benefits the WI vendors and the customers!

We envision a permanent, all-season space in Murphy Park that will serve our community for generations.



Multi-Purpose Harvest Hall on Military Avenue

In a partnership with the City of Green Bay and the Green Bay Parks Department, we would construct a permanent home for our farmers market as well as a space for:

- Community and family gatherings
- Commercial Demonstration & Teaching Kitchen
- Indoor recreation like pickleball and dance classes

Your support will help create this lasting, vibrant hub for the west-side neighborhoods, local farmers and growers, artisans, and families, strengthening our community for years to come.

Main Project Goals

Cultivate

access to sell and buy local products regardless of weather or winter, both challenges at an outdoor venue.

Empower

the community with a safe, active hall in a beautiful, wooded park while boosting our local economy and area businesses.

Transform

our area into a dynamic, thriving hub that can host entertainment, recreation, commerce, art, and community gatherings.



Cost Overview

- \$4,296,000 cost of building
- \$675,000 commercial kitchen, permits, fixtures and fees

Total = \$4,971,000 capital campaign

Space to Include

- Est. 13,685 sq. ft. building (9,484 sq. ft. open air room)
- Restrooms accessible from building and park
- Commercial kitchen
- Office and meeting space
- Outdoor picnic and event area
- Indoor pickleball and recreation

City of Green Bay Investment

- \$500,000 Land value in Murphy Park (estimated)
- \$1,000,000 Value of 30 years of maintenance costs (estimated)
- \$500,000 TID approved infrastructure improvements (will reduce project costs)

Total = \$2,000,000 Commitment from the City of Green Bay