



Fall Into Art.  
 Art. Creative. Quest.  
 Downtown Development Trends from a Millennial.  
[PODCAST](#) - Released 10.1.17!

SPECIAL THANKS TO THE FALL INTO ART COMMITTEE, TONY PFOHL & THE FISCHER CO. AND THE FIVE FLAGS CIVIC CENTER.

### GALLERY TOUR MAP

1. DUBUQUE MUSEUM OF ART
2. EVERYTHING PHOTOGRAPHY
3. UW- PLATTEVILLE
4. CLARKE UNIVERSITY
5. UNIVERSITY OF DUBUQUE
6. SMOKESTACK
7. GALLERY C
8. INSPIRE CAFE
9. OUTSIDE THE LINES GALLERY
10. CARNEGIE-STOUT PUBLIC LIBRARY

**FREE TROLLEY 5-9PM** **FALL INTO ART 10.6.2017**

## FALL INTO ART

Dubuque Main Street Presents...  
**FALL INTO ART 2017!**  
 on 10.6.17

*Skip the "Fall Cleaning" for ONE NIGHT  
 and join us through Downtown Dubuque!*

With 10 galleries participating, we look to share the vibrancy of the Downtown Dubuque Cultural Corridor (DDCC). As this event shapes, we will be offering FREE trolley rides 5-9PM to the participating galleries.  
 Tag your adventures #DDCCFall17

[Facebook Link](#) >  
[Website Link](#) >

## Art. Creative. Quest.

Don't miss this interactive, family-friendly walk highlighting the vibrancy of the Downtown Dubuque Cultural Corridor. Art.Creative.Quest is organized in conjunction with Dubuque Main Street's annual [Fall Into Art](#) event. Begin your journey at the Dubuque Museum of Art and Washington Park, located at 7th and Locust Streets. Art.Creative.Quest. participants will receive a packet including free art materials and a guide to various attractions and creative activities along the marked route. End your quest at the Dubuque Farmers' Market and make a painting to keep the spirit of Fall Into Art alive all year!

[Facebook Link](#) >  
[Website Link](#) >

Fall Into Art Presents...

# ART. CREATIVE. QUEST.

October 7, 2017

8:30-10AM

Starts @ Washington Park

Individual-\$10 or Family-\$20

Details



<http://bit.ly/2hNQNfF>  
@DubuqueMainStreet

Registration



[downtowndubuque.org](http://downtowndubuque.org)  
<http://bit.ly/2xZDuNO>

Sponsored by:

Carnegie-Stout Public Library  
Clarke University  
Dubuque Museum of Art



SPAHN & ROSE  
LUMBER CO.  
Everything Photography  
Gallery C  
Inspire Cafe



Outside the Lines Art Gallery  
University of Dubuque  
University of Wisconsin-Platteville

### Wondering what is trend for downtown development?

This month features the Downtown Dubuque Cultural Corridor, a vibrant organization functioning under the guidance of Dubuque Main Street, and the activities attracting families and art lovers downtown. So we are questioned with what would bring someone to our downtown, not only for these events, but on any given day.

As the increase of buying power shifts to millennials, what trends are transforming downtown development across the nation?

*Here's a millennial perspective.*

Top Trends include:

- Brewery Development.** We are well underway in downtown Dubuque to achieve this trend with (1) Microbrewery, (1) Taproom and (1) brewery all within walking distance.
- Walkability from home to work or home to entertainment.** Dubuque Main Street looks to work with city officials to create more walker friendly spaces and unique streetscapes.
- Bike share programs.** While Dubuque does not officially have the share program, we do have an increase interest in biking downtown. Most of the bikers downtown utilize the bike lanes in Millwork District and the 4th Street Elevator to overcome the bluff.
- Entrepreneurship for small businesses and consulting firms.** Millennials are finding the scary path to creating a new business to be rewarding emotionally and financially versus the competitive business world. As the "path to success" is pushed through college education, many millennials have multiple jobs (to pay off student debt). Often second jobs are small retail businesses or marketing consulting run from home. While downtown transformations focus on attracting the young professional in, the community benefits from young entrepreneurs.
- Rental spaces (i.e. lofts).** To partner with trends of job seeking, most often purchasing a home is not practical. However, finding a re-use multi-use loft is a win-win when "home" may move in the next six months. In downtown Dubuque, spaces offering the "loft" appeal are usually full with waiting lists.
- Buy Local.** Millennials are willing to spend a little extra to keep finances in their community. Social responsibility is always at the forefront of the minds of millennial. Downtown storefronts filled with small businesses looking to offer fresh cuisine or unique pieces of clothing assist Dubuque not only on the tourism front, but also with the local purchasing power.
- Open Air Farmers' Markets.** In Dubuque, we are fortunate to have a year round market

available every Saturday. While the Winter Farmers' Market runs November- April inside, the attraction to homegrown does not fade. When it comes to food, knowing your farmer and less processed is attractive to the millennial.

**-Unique Art.** While this is not the least, this certainly is our feature for October. By establishing a FREE Trolley tour that is laid back, millennials can interact with artists and dive into the unique vibrancy of the cultural corridor. Downtown Dubuque has galleries and off-site exhibits for college students participating in a great effort to get people into the corridor.

Downtown Dubuque is either ahead or aligning appropriately with trends among millennials AND downtown development.

-Michaela



Visit your Dubuque Farmers' Market (outside) till October 28!  
Support LOCAL and FRESH all winter with the Winter Farmers' Market, located in the former Colt's building (11th Street and Central Ave.)



Meet us at the Kids @ Market booth for our Farmers' Market Halloween Trick-Or-Treat!

**Dress up or be yourself!**

Bags will be provided to the first 150 kids.  
Maps of participating vendors provided and complete our Halloween hunt to enter to win a prize!

DUBUQUE MAIN STREET | 1069 MAIN STREET  
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Dubuque Main Street | 1069 Main Street, Dubuque, IA 52001

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