



TOGETHER, WE CAN LIGHT UP THE ROCK

Are you **IN**?

REVITALIZING JANESVILLE

These community projects will put the finishing touches on the downtown revitalization by:

- **Attracting** people—whether residents or visitors—to the downtown in all seasons
- **Enhancing** quality of life and tourism opportunities
- **Providing** a safer community
- **Promoting** the Rock River—an asset to our downtown
- **Cementing** Janesville's City of Parks slogan by connecting downtown greenspaces
- **Continuing** the momentum of community collaboration

Today is our opportunity to work together to transform our downtown ... Are you IN?

ARISE NOW

A DOWNTOWN JANESVILLE PUBLIC PRIVATE PARTNERSHIP

BIG THINGS ARE HAPPENING IN OUR COMMUNITY

Passion, energy and excitement for the vision of ARISE and the ARISE Now led projects have never been as elevated. It is an exciting time to see the movement, and feel the momentum as it unfolds before us. This transformation, that will make our downtown a dynamic and vibrant place to be, is one that will be enjoyed for many years to come.

PLACEMAKING, ACTIVATING CONNECTING AND EXPLORING NEW OPPORTUNITIES TO MAKE DOWNTOWN JANESVILLE ARISE AGAIN!

Light up the Rock is an initiative to raise community support for projects that focus on enhancements and lighting throughout the Town Square.

Majestic gateway features, interactive kiosks, graphically pleasing banners, and beautiful public art pieces are all aspects that will enhance your experience as you enjoy a walk through downtown or a quiet seat by the riverfront.

Additionally, all three bridges and connecting light poles will be illuminated to provide an ever pleasing display of evening lights. By illuminating the Milwaukee Street, Court Street and Blain Gilbertson Family Heritage Bridges, we are connecting multiple downtown greenspaces, promoting the appreciation for our waterways and also providing a safer environment.



A PRIVATE-PUBLIC PARTNERSHIP

ARISE Now is a private-public partnership formed to facilitate the implementation of ARISE, the City of Janesville's downtown development plan. This plan positions downtown Janesville as a vibrant neighborhood where commerce, culture, entertainment and history intersect. It serves as a playbook to align resources that draw a consistent, sustainable, critical mass of people to downtown Janesville, and encourage diversity in development, commerce and activities.

Planning for redevelopment of downtown has been happening for more than a decade. However, this funding is only for major infrastructure development—the building and reconstruction of roads, bridges and public services. The city, state and federal government cannot provide funding for items like LED lighting, artwork and other aesthetics that truly will bring the downtown to life.

Join the ARISE Now Community Campaign and create a downtown that will be enjoyed for many generations to come ... Are you IN?

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ARISE Now Sponsored Projects

Town Square

- Lighting for Court Street, Milwaukee Street and the Pedestrian Bridge
- Public Art
- Festival Street Enhancements
- Interactive Water Feature
- Pedestrian Bridge
- East Bank Pavilion
- West Bank Pavilion & River Lawn

Walkways and Connectors

- Court Street to JPAC Riverwalk
- Milwaukee Street to Traxler Riverwalk
- Information Kiosks

Janesville Performing Arts Center

- Phase I: Education Outreach Center, Rehearsal Space and Technology Upgrades
- Phase II: Outdoor Amphitheater and Green Room Build-Out

Are you **IN**?

GET INVOLVED

Invest in Light Up the Rock by making a tax-deductible donation.

Advocate as a social media and in-person ambassador and share the exciting news.

Support ARISE Now, a public-private partnership that supports key activities and organizations working to transform downtown Janesville.

To make a donation, visit JanesvilleArise.com.



For more information:

JoLynn Burden

ARISE Now
Director of
Development &
Community Engagement
608-757-3160

AriseNow@forwardjanesville.com
JanesvilleArise.com

