Green Bay’s history is rooted in the meatpacking and paper industries. The city economy is based upon these things today, as well as our American football team- The Green Bay Packers. With the city population being 101,025 (226,778 metropolitan area), it is the smallest American city to sustain a professional football team. The Packers, named after the meatpacking industry, have given the city the nickname of "Titletown, USA" for the 12 National Football League titles. Underneath the sports team, Green Bay is a standard Midwest moderately sized city with urban sprawl being their largest issue.

With such a sprawling city (54.3 square miles/140.7 kilometers squared) and a small population (population density 3,332.1 per square mile), a highway within the downtown would keep consumers traveling though. However, Green Bay is surrounded by three highway systems, all bypassing the downtown districts of the city. With limited and highly inaccessible mass transit, our downtown is declining while affluent people continue to move to the suburbs. While this trend is old to the USA, it is new to Green Bay.

The culture within Green Bay is a very mid-western culture: mostly Caucasian, Christain, straight, with a median income per household of $38,620. There are cultural cuisine, entertainment options, and places of worship, but not as many as larger cities have to offer. Many of our tourist’s attractions are outdoor or historically based: NEW Zoo, Heritage Hill State Park, Neville Public Museum, Bay Beach Amusement Park, Cofrin Memorial Arboretum, National Railroad Museum, Green Bay Botanical Gardens, and the University of Wisconsin-Green Bay.

Though behind on urban and cultural trends, Green Bay has the advantage of looking into the future. They can assess projects done in the past to solve problems they are having now. With the correct political leaders, Green Bay could blossom into an example of a correctly planned moderate sized American city.
Green Bay's downtown is the home of the city hall, court houses, largest public library, and industry. Port Plaza Mall was an attempt to bring a consumer-driven base to the area to give it the economic jump start it needed. The far west side has become the shopping and entertainment district of Green Bay, creating a duality in downtowns. The failure of the Port Plaza Mall project is ever-present, being one of the largest buildings downtown a boost in economic sales and consumerism. This event allows Green Bay great economic and cultural growth all in one event. The artists at Artstreet are from all around the country and the cuisine served is from all around the world. It offers an opportunity for change for members of the community as well as the travelers coming from all over the Midwest.

Artstreet enhances the Green Bay community immensely in only one weekend a year.

The bar scene in Green Bay and the Midwest in general (save Chicago) is quite different from most areas in the world. Because of the lack of variety in culture in Green Bay, the entertainment spots tend to be very similar: sports bars, pubs, and restaurants/bar combinations. There are few coffeehouses, especially for adults, few bookstores, very few dance clubs, and very limited public spaces for social interaction. Bars place a very unique and specific role in the urban setting and culture overall. The downtown districts continue to suffer because of this project. It has recently been decided to demolish this site with no concrete plans for post-demolition development. A more cohesive effort needs to be made between the city of Green Bay and the private developers to incorporate this space correctly into the downtown atmosphere.