



"Heart of Our Home Town"

Board of Directors:

Theresa Kronforst
President

Marv Moore
Vice President

Roger Russove
Treasurer

Jolene Kopetsky
Secretary

Greg Buckley
Gloria Duenkel
Monica Johnson
Rick Inman
George Kapitz
Bill Kiel, Jr.
Carol Schwantes
Dave VanGinkel
Jim VanLanen Jr.

Office Staff:

Tammy Schinker
Executive Director

Shannon Leonhard
Office Assistant

Mission:

The mission of the Two Rivers Main Street program is to improve the community's quality of life by strengthening the Downtown as the center of the community through concentrated efforts in Organization, Promotion, Design and Economic Restructuring.

Main Street Message

Spring 2012

Main Street Receives Awards

The Wisconsin Economic Development Corporation (WEDC) recognized the best downtown revitalization projects of 2011 at the 22nd Annual Wisconsin Main Street Awards at the Beloit College Campus on April 20, 2012.

Wisconsin Main Street is a community development program through the Wisconsin Economic Development Corporation (WEDC) targeting Wisconsin's historic commercial districts. WEDC

provides technical support and training to Wisconsin communities to revitalize their traditional business districts based on historic preservation developed by the National Trust for Historic Preservation. Wisconsin has 38 Main Street Communities. Since the Main Street Program was started in 1988, 4,462 businesses have been created, 1,476 businesses expanded, and 18,764 full-time jobs created.

Two Rivers Main Street won Best Public/Private Partnership in Downtown Revitalization award for their roles in the

Cool City Classic Car Show and Harley Owners Group (H.O.G) 2011 Rally Weekend.

Two Rivers Main Street also received honorable mentions in the Best Downtown Special Event for Ethnic Festival, and Best Historic Restoration Project for the Historic Washington House Entrance Restoration!

AJ Ashenbrenner was named 2011 Volunteer of the Year and Theresa Kronforst was named 2011 Board Member of the Year for Two Rivers.



Pictured - Back row; Bill Kiel Jr. (Two Rivers Main Street Board), Joe Collins (Two Rivers Chief of Police), Pete Kracaw (Mtwc Co. H.O.G. Member), Randy Field (Mtwc Co. H.O.G. Member). Middle row; Tammy Schinker (Two Rivers Main Street Executive Director), Jim VanLanen Jr. (Two Rivers Main Street Board), Vince Ablar (Two Rivers City Council Rep), Connor and Bryan Ashenbrenner (Car Show Committee Members), Kurt Kracaw (Mtwc Co H.O.G. Member and Rally Committee Rep.) and Bill Mrotek (Mtwc Co. H.O.G. Member). Front row; Greg Buckley (Two Rivers City Manager), Rick Inman (Car Show Co Chair and Two Rivers Main Street Board Member), Mary Mrotek (Mtwc Co. H.O.G. Member), Judy Goodchild (City of Two Rivers Parks and Rec Director), Bonnie Shimulunas (City of Two Rivers City Council Rep.), Theresa Kronforst (Two Rivers Main Street Board President), and Roger Russove (Two Rivers Main Street Board Member). Not pictured: Too many to list.

For more information on Two Rivers Main Street call 920.794.1482 or visit www.tworiversmainstreet.com

**Board of Directors - 2nd Wednesday 7:30am
3rd Floor - City Hall**

The annual dinner was held March 22. Voting took place to fill four vacant terms on the Board of Directors.

Theresa Kronforst and Monica Johnson were voted to remain on the Board. Roger Russove was voted to fill the last vacant term for the Class of 2015. George Kapitz was voted to replace an empty seat for the Class of 2013.

At our April Board of Directors meeting, the board voted for their officers for the year 2012. Congratulations to Theresa Kronforst, President, Marv Moore, Vice President, Jolene Kopetsky, Secretary, and Roger Russove, Treasurer.

We would like to welcome Roger Russove and George Kaptiz to the Board!

Let's make this year spectacular!!



**Organization - 4th Tuesday 7:30am
3rd Floor - City Hall**

On March 1, Two Rivers Main Street was visited by a Wisconsin Main Street representatives who offered a refresher course for the Organization Committee. We were reminded that our three main focus points should be fundraising, promoting the program, and volunteer development. A few weeks later, our committee broke up into teams of two, and discussed what we were doing presently, what our goals should be for the future, and how we can achieve those goals.

In the upcoming year, we plan to focus on implementing associate memberships so businesses not currently in the BID may obtain full Main Street benefits. For promoting the program, we are working on brochures, radio broadcasts, and quarterly press releases. Our goals for increasing our volunteer base include capturing participant contact information at events, integrate detailed work plans for each event, and sponsoring an informative event for those who may be interested in volunteering. We're looking forward to a new year with new goals.

**Design - 4th Wednesday 5:30pm
Kurtz's Pub and Deli**

Spring is here which means, The Sign and Facade Grant deadline is coming up April 30th! We are excited to see more improvement in the Business Improvement District.

You will see the beautiful Flower Planters before Memorial Day, adding to the color on Main St.

A spot has been chosen for the "Living Christmas Tree" and the planting will be sometime this spring also.

Watch for the upcoming date for the 2nd Annual Sidewalk Chalk Festival.... A good time for the whole community!

**Economic Restructuring - 4th Wednesday 7:30am
3rd Floor - City Hall**

We have uploaded many available properties for sale and rent on our website and are continually updating the properties. The fewer we have available the better!

We are currently working on recruiting new businesses that our community would enjoy. We are also working on retaining our current businesses by helping them in anyway we possibly can. We helped eManitowoc move by letting them know which properties were available to rent!

**Promotions - 3rd Tuesday 7:30am
GJ's Salon and Spa - Coffee Shop**

At the recent promotion committee meeting, we finalized details for "26 on the 26th", a free promotion that businesses can participate in by offering a 26% discount on an item or items. It will be held on Saturday, May 26th, and will be promoted using social media and window signage. If you would like to participate please contact Roger at rrosove@comcast.net or Chow at uniquelyflyingobjects@gmail.com

We're planning daytime and evening events for Halloween, to be held on Saturday, October 27th. Our Christmas committee is planning events for the Saturdays in December to encourage people to come downtown to shop. The Halloween and Christmas sub-committees are looking for volunteers to help develop these events. If you are interested contact AJ at schroeders@lakefield.net for the Christmas sub-committee and Dave at dvanginkel@charter.net for the Halloween sub-committee.

Cool City Classic Car Cruise and Show

Enjoy cool, classic cars? Cruise on in to downtown Two Rivers for the 12th Annual Cool City Classic Car Cruise and Show.

The Car Cruise will take place Friday, June 29th. Cruisers can meet in the parking lot of UW Manitowoc Campus on Viebhan Street. Cars may begin gathering at 4:00 pm with the cruise beginning at 6:00 pm and ending in Central Park, downtown Two Rivers.

Saturday, June 30th is the Cool City Classic Car Show. Starting at 9:00 am.



If you have a classic car, or a vehicle you wish to showcase, cruise on down and register.

Even if you don't have a classic car of your own, stop on down. Washington Street will be packed with a variety of cars for every car enthusiast.

A first this year, we will be featuring live entertainment by the "Strawberry Jam Band" on the Central Park stage. They will be playing from 7:30 to 9:30 PM for your enjoyment. Join us for great music, great food, and great fun, both Friday and Saturday in our beautiful downtown.



Two Rivers Farmer's/Crafter's Market is Coming!

Enie, meenie, miney, mo -- which way will the weather go? Spring can't make up it's mind this year -- hot or cold? - wet or dry? 2012 has had it all before the 1st of May. Regardless of the weather the Two Rivers Farmers/Crafters Market will open its season in Central Park on May 5th. Our hours of operation remain the same: Saturdays 8:00 – 1:00 and Wednesdays 1:00 – 5:30.

Early season markets can be unpredictable. This month you should expect to find asparagus, onions, and radishes, with lettuce and rhubarb to quickly follow. More produce becomes available week by week as the season flies by. Farm fresh eggs will be available all season, along with local honey and maple syrup, plus jams and jellies.

Want to do-it- yourself? Vendors will have potted perennials as well as a selection of flower and veggie bedding plants. Packages of seeds, set onions and seed potatoes will be available for direct planting in your own garden.

Our busy crafters will offer a wide variety of crafts and gifts. Like a kaleidoscope; their things are ever changing: from painted glassware to rugs, potholders and kitchen linens to birdhouses and outdoor décor, to a new summer hat. Come see what treasures you can find.

Of course you're always invited to just stop in to see us and say hello. We can't wait to see our friends and customers again and to wish you all a "Happy Spring".

Written By: Monica Johnson—Market Committee Member

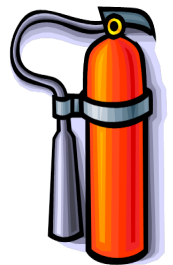


Moving!!!

eManitowoc PC is moving from 1808 Washington Street (2nd Floor of Erickson Sports)! They will now be located at 1610 Washington Street! Stop down and visit them at the new location!!

Fire Extinguisher Inspection

Businesses can now have their fire extinguishers inspected and serviced at the Two Rivers Fire Department. Service dates are Mondays, July 16, and October 15. Fire extinguishers need to be dropped off at the Fire Department by 9:00a.m. and will be ready for pick up that afternoon. Cost is \$10.00 per extinguisher plus parts or special maintenance requirements. Please call the Fire Department at 793-5521 with any questions. This is a joint effort between the TRBA and the Two Rivers Fire Department.



Calendar of Events:

April

Sun	8	Happy Easter	All Day
Wed	11	Board of Directors Meeting	7:30am
Tues	17	Promotion Committee Meeting	7:30am
Tues	24	Organization Committee Meeting	7:30am
Wed	25	Economic Restructuring Meeting	7:30am
Wed	25	Design Committee Meeting	5:00pm

May

Tues	8	Board of Directors Meeting	7:30am
Wed	9	MAVCB Tourism Breakfast	7:30am
Sun	13	Happy Mother's Day	All Day
Tues	15	Promotion Committee Meeting	7:30am
Tues	22	Organization Committee Meeting	7:30am
Wed	23	Economic Restructuring Meeting	7:30am
Wed	23	Design Committee Meeting	5:00pm
Sat	26	26% Off Saturday	All Day
Mon	28	Memorial Day	All Day

June

Sat	2	Carp Fest	1-11pm
Sun	3	Carp Fest	1-7pm
Wed	13	Board of Directors Meeting	7:30am
Thur	14	Flag Day	All Day
Sun	17	Father's Day	All Day
Tues	19	Promotion Committee Meeting	7:30am
Tues	26	Organization Committee	7:30am
Wed	27	Economic Restructuring Meeting	7:30am
Wed	27	Design Committee Meeting	5:00pm
Thur	28	Ice Cream Sundae Thursday	5:30-8:30pm
Fri	29	Cool City Car Cruise	4-10pm
Sat	30	Cool City Classic Car Show	9-4pm

Starting Saturday, May 5, 2012 the Two Rivers Farmers/Crafters Market will be open on Wednesdays from 1-5:30 and Saturdays from 8-1. The Market is held in downtown Two Rivers' Central Park. We hope to see you there!



Food and Craft Vendors Wanted for:

Farmers/Crafters Market

Ethnic Fest



Website Update!

The available properties from the Business Improvement District have been uploaded to the website. We are continuously updating them. Local businesses are encouraged to use the "Community Specials" feature. In this area you can post coupons and deals that you have going on in your store or business.

You can find us on:

Facebook—Two Rivers Main Street
Twitter—TwoRiversMainSt
www.tworiversmainstreet.com

We are located at:

1717 E. Park Street
Two Rivers, WI 54241



Do you have a business or space for sale, rent or lease? Let us know about it and we can list it on our website! The fewer empty spaces we have the better!

Carp Fest Presented by Two Rivers Business Association:

Saturday, June 2, 2012:

Open from 1-11pm
3 Mile Run/Walk 9am at Neshotah Park
1st Annual Carp Cruise Bike Ride 1pm at Neshotah Park
The Del Rays 2-6pm
Dave Steffen Band 7-11pm
Carp Cahuna Contest 9pm

Sunday, June 3, 2012:

Open from 1-7pm
The Rod Scheuer Band 2:30-6:30pm
Fish Boil 2-?
M&M Boil Masters

2012 Wisconsin Carp Fishing both days. Winners announced at 6:30pm on Sunday.

