



"Heart of Our Home Town"

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Carol Schwantes
Bonnie Shimulunas
Jim VanLanen, Jr.

Office Staff:

Matt Hohner
Executive Director

Megan Sieracki
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

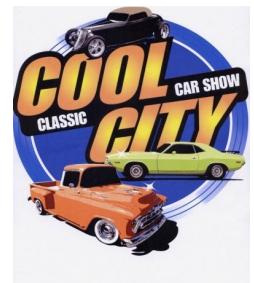
Spring 2013

Cool City Classic Car Cruise and Show

The 2013 Cool City Classic Car Show and Cruise planning is on track. We are thrilled to announce that this year's event sponsors are in place. Riverwood Credit Union, Ball Auto and Truck Parts, and Formrite Corporation are all committed to Event Sponsorship level. We have much of our advertising in place and are working on

details of the show. The details for street closure and detour routes are in place to ensure smooth traffic flow during our event. We are looking for volunteers to help out with the judging for the Car Show. It is very easy to judge, so please don't be nervous. Give it a try; it is a lot of fun!! The committee meets the first

Wednesday of the month at 4:00 PM at the Waverly. Please feel free to join us.



Ethnic Fest Update

I know we would just like to see spring, but the 2013 Ethnic Festival is already deep in the planning stages. We have a lively entertainment schedule this year, with fresh entertainment ranging from Aztec and Iroquois dance groups to Blues and Irish music. Headlining our main stage this year will be the Queens of Harmony.

In the park, we will have our henna tattoo artist returning, along with a

strolling magician, and Dick Varga walking the festival making animal balloons for the children. If you would like more information or are interested in being a vendor, please contact Matt at 794-1482.



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

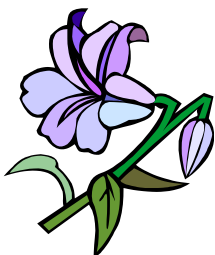
**Board of Directors - 2nd Wednesday 7:30 am
3rd Floor - City Hall**

We had our annual meeting in March where we approved our revised bylaws and appointed members to our board. Two members are returning, and one member is new to the board. Welcome back to Jolene Kopetsky and Jim VanLanen, Jr. We would also like to welcome AJ Ashenbrenner to our board of directors.

Our Chili CookOff was a success with 14 applicants this year. Mindy Christiansen won 1st place and people's choice, Mark Rohrer took 2nd, Jason Ring took 3rd, and the best theme went to the VanGinkel family. The Great TRivia Contest was a riot again this year. Congratulations to Tropic Thunderer our reigning champions and Duck Dynasty who won the best table decorations. Coming up we have the Car Show. Let's hope for some spring weather!

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

The Economic Restructuring Committee has developed a business card that will be used to help spread the word about Main Street and help educate the community about our mission. We are drafting a letter to be sent to our many home based businesses and help them understand the various programs available to business owners and explain to them the advantages to being located in our business district. We are also drafting a cover letter to be included in the welcome or relocation packages that will be distributed to new Two Rivers residents. Our committee will partner with the Promotion Committee to reach out to new residents and bring them downtown to shop, as well as promote the positive business climate within the city. We have also discussed the possibility of temporary or "pop-up" businesses in our empty store fronts downtown. This would not only offer a prospective business an opportunity to be in our downtown, but serve as a vehicle to promote a business property that is for sale or rent. If you are interested in getting more involved with our committee, please contact Rick Inman or the Main Street office.



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

The Design Committee received five applications for the sign and façade grant. We will be presenting them to the Main Street Board on April 10th, 2013.

We are also looking forward to the planters being placed on Main Street. Weather permitting the planters will be placed between the stop and go lights and the lamp posts on Washington Street on Memorial Day weekend.

Looking forward to a wonderful Summer!

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

The Promotion Committee is working on two new projects at this time. The first is a "Welcome Bag" project that will deliver a bag of offers and information about local businesses to people that move into Two Rivers. Based on last year's data, almost 300 households moved into the 54241 zip code. The cost will be \$25.00 per year for a business to participate. More information will be available soon.

The second new project is a one day Christmas event to be held on the 1st Saturday in December. A committee is forming to plan this event. If you are interested in helping with this event, please contact the Two Rivers Main Street office.

We are always looking for new members for the Promotion Committee. We meet the 3rd Tuesday of every month, 7:30 am at GJ's Salon and Spa. If you have any questions or are interested in joining the Promotions committee, please e-mail Roger at russove@comcast.net.

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

As a committee, we feel it is important to get the word out as to what benefits Business Improvement District (BID) members receive from paying in to Main Street. Within the next few weeks, if you are a BID member, keep your eyes open for information on Main Street. We know it is difficult sometimes to see the benefits if they aren't tangible, but we ask that you keep your minds open to the quality of life that a thriving and beautiful downtown can bring to your business. If you are not in the BID and would like to receive Main Street benefits, associate memberships are available. Please contact Matt at 794-1482 for more information.

Get Involved with Main Street

Two Rivers Main Street is a volunteer-driven organization - we are nothing without you! Volunteers help us to make Two Rivers a great place to live, work, and play. We welcome all members of the community who would like to contribute toward the improvement of our vibrant downtown. We need and welcome all forms of help - your time, talents, creativity, and energy!

Why Volunteer?

- To get to know your community
- To take part in preserving a city with a rich history
- To make new friends
- To feel pride and satisfaction as you see your efforts make a difference
- To have fun!

Volunteer Opportunities & How YOU can help!

At Two Rivers Main Street, the opportunities are varied and rich. We are always in need of photographers, graphic designers, event planners, landscapers, marketing professionals, and administrative help in the office.

For more information on volunteer opportunities with Two Rivers Main Street, click [here](#).

Farmers/Crafters Market

Like you, everyone is tired of winter by now and just waiting for spring! So, too, for the Two Rivers Farmers/Crafters Market vendors. The market will open the 2013 summer season on the first Saturday of May – May 4th. Hopefully the weather will cooperate soon so our gardens will leap into action.

Asparagus, radishes and onions will probably be the first veggies to arrive, followed next by rhubarb, lettuce and peas. Then the summer season is up and growing strong. But already on opening day there will be seeds, beddings plants and both annuals and perennials in larger pots. Crafters too have been busy all winter to restock their offerings. Check on them early for the best choices.

Please keep checking the website for weekly events and musical entertainment beginning in June. Plan to stop in often this season and enjoy things to see and hear and also to purchase. Go Two Rivers!



Calendar of Events:

April

Wed 10	Board of Directors Meeting	7:30 am
Tues 16	Promotion Committee Meeting	7:30 am
Tues 23	Organization Committee Meeting	7:30 am
Wed 24	Economic Restructuring Meeting	7:30 am
Wed 24	Design Committee Meeting	4:30 pm

May

Sat 4	Farmers Crafters Market Begins	8am-1 pm
Wed 8	Board of Directors Meeting	7:30 am
Sun 12	Mother's Day	All Day
Tues 21	Promotion Committee Meeting	7:30 am
Wed 22	Economic Restructuring Meeting	7:30 am
Wed 22	Design Committee Meeting	5:30 pm
Mon 27	Memorial Day	All Day
Tues 28	Organization Committee Meeting	7:30 am

June

Wed 12	Board of Directors Meeting	7:30 am
Fri 14	Flag Day	All Day
Sun 16	Father's Day	All Day
Tues 18	Promotion Committee Meeting	7:30 am
Tues 25	Organization Committee Meeting	7:30 am
Wed 26	Economic Restructuring Meeting	7:30 am
Wed 26	Design Committee Meeting	5:30 pm
Fri 28	Cool City Classic Car Cruise	4 pm-10 pm
Sat 29	Cool City Classic Car Show	9 am-4 pm

Starting Saturday, May 4, 2013 the Two Rivers Farmers/Crafters Market will be open on Wednesdays from 1-5:30 p.m. and Saturdays from 8 a.m.-1 p.m. The Market is held in downtown Two Rivers' Central Park. We hope to see you there!



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](#)

