



"Heart of Our Home Town"

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Carol Schwantes  
Bonnie Shimulunas  
Jim VanLanen, Jr.

**Office Staff:**

Tammy Schinker  
*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

Summer 2012

## 21st Annual Ethnic Fest—Saturday, September 15th

The Two Rivers Ethnic Fest Committee is proud to announce the 21st Annual Ethnic Fest, Saturday September 15, 9:30 a.m.-5 p.m.! We will again be featuring two stages of entertainment, sights and sounds by: Clan Gathering Bagpipe and Drum Band, Samantha Fruiz Belly Dancing, Gospel Harmony, and Pots & Pans! Main Stage Entertainment starts at 9:30 with Clan Gathering Bagpipe and Drum Band leading the

Parade of Flags Parade and wrapping up all the entertainment will be the Maxwell St. Klezmer Band playing 3:30-5:00. Encore Stage entertainment begins at 10:30 with Bob Breuer Band (Slovakian Polka) and the last band Pots & Pans will play 3:15-4:00. Central Park Food Area will feature tastes from around the world, including Italian, Hmong, Greek, Jamaican, German and many others! Scandinavian wood

carver, Beck Lusk, will be available all day carving her latest project and selling many Scandinavian carvings. Stop and chat with Chris while she designs a Henna Tattoo. Wander down Washington Street and visit the street vendors, listen to the sounds of our Italian street singer and stop in the businesses and visit with neighbors. This is a wonderful family event in beautiful downtown Two Rivers, we hope you can join us in celebrating our cultural diversity!



For more information on Two Rivers Main Street call 920.794.1482 or visit [www.tworiversmainstreet.com](http://www.tworiversmainstreet.com)

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

It's been a busy year for Main Street. David VanGinkel, our representative from City Council stepped down, and Bonnie Shimulunas filled his position. A big thank you to David for his years of service.

Another Car Show has come and gone with even greater success than years past. It's an amazing feeling to know our events keep growing and growing! Thank you to all of those who helped pull it all together and gave their time volunteering.

Ethnic Fest is fast approaching, and our committee has locked in all of our entertainment for both stages. Food and craft vendor applications are arriving daily. The festival starts at 9am, September 15. See you there!!

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

The promotion committee is working on a variety of projects for the remainder of 2012 and 2013. We're planning a downtown trick-or-treating event for Saturday, October 27<sup>th</sup> during the day. Stores will be encouraged to hand out candy, and have their employees dress up for the event. Details are to be finalized at the next meeting. Our Christmas committee is planning events for the Saturdays in December to encourage people to come downtown to shop. We are also looking at a 12 month calendar that will promote events in Two Rivers for 2013, and the possible creation of a ShopTR.com website that will allow businesses to offer items for sale online. A Ladies' Night Shopping Stroll is also being planned for 2013. The Christmas sub-committee is looking for volunteers to help develop these events. If you are interested, contact AJ at [schroeders@lakefield.net](mailto:schroeders@lakefield.net) for the Christmas sub-committee. If you have any questions or are interested in joining the Promotions committee, please e-mail Roger at [russove@comcast.net](mailto:russove@comcast.net).

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

The Economic Restructuring Committee has elected Rick Inman as its new chairman. Rick replaced Dan Pawlitzke, who recently retired from the City of Two Rivers Economic Development Department. Dan will continue to offer his expertise to the committee, which is charged with strengthening economic assets while diversifying the economic base of the downtown. The committee is still seeking a secretary.

After identifying some market niches in the downtown, the committee made personal contacts with a few business owners in the region. They were provided information about available storefronts in the downtown and invited to contact the committee for more information about expanding to Two Rivers.

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

The flowers on Main Street are very thankful for the recent rainfall, and we are thankful to Gloria and associates for watering those planters regularly.

The Sign and Facade projects on Main Street are underway. Mike's and Broken Spoke are in process. Grumpy Grape and Fatzo's projects are complete.

Stop by and let them know what you think!

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

We would like to welcome Megan Sieracki onto our team at Two Rivers Main Street. Megan will be assisting our executive director in the office. With her past work experience, she will be able to help us create a brochure for the organization and help us with other marketing. Our committee will be organizing a welcome packet for new businesses opening in Two Rivers.

The organization committee had recommended to the board that we implement a board agreement for our board members. This agreement will help keep our board members better informed of their responsibilities.

# Cool City Classic Car Show Another Success!

The **12th Annual Cool City Classic Car Show and Cruise** was a huge success, with record setting numbers across the board. The streets were lined with people from the UW Manitowoc campus all the way into Two Rivers to watch over 450 cars cruise by. Once in Two Rivers, the audience was entertained by "The Strawberry Jam Band", a very talented energetic group of young guys that wowed the crowd with a variety of 60's,

70's, and 80's Rock & Roll. They were definitely a hit with everyone. On Saturday, the fun continued with our largest show ever, with 325 registered show cars ranging from a 1923 Model T Roadster to three 2012 automobiles. They came from as close as Two Rivers to as far away as Pennsylvania. The street was packed with young and old enjoying the beautiful weather and the beautiful cars. Food and beverages were

available from our Main Street food booth. This event is volunteer driven, and we would like to thank all of those that helped support the show. Your time and resources are definitely appreciated and do not go unnoticed. The show and all the proceeds are done in support of the Two Rivers Main Street program and the mission to promote the vitality of the Two Rivers business and social community.



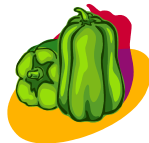
## Sign and Façade Matching Grant Program



Monica Johnson, Two Rivers Main Street Board and Design Committee Member, presenting Bruce and Kristy Moffatt with a sign and façade matching grant reimbursement check for the installation of a new front window of The Grumpy Grape.

## Farmers Crafters Market

To market, to market, oh what will you buy? Potatoes, tomatoes, perhaps apples for pie?



Produce and crafts are now in good supply at the Two Rivers Farmers/Crafters Market. With a record number of vendors this year joined by a variety of musical entertainment and two onsite "mobile" food stands, the market has grown even bigger and better this season.

Come check us out on Saturdays from 8 a.m. - 1 p.m. and Wednesday afternoons from 1 p.m. - 5:30 p.m. We're located in Central Park, downtown Two Rivers.



Theresa Kronforst, Two Rivers Main Street Board President and Dixie Zittlow, Design Committee Chairperson present a check to Jim Christensen, Kurtz's Pub and Deli owner to offset costs of the painting and staining project that was recently completed.

# Calendar of Events:

## July

**Wed 4** Independence Day All Day  
**Wed 11** Board of Directors Meeting 7:30a.m.  
**Tues 17** Promotion Committee Meeting 7:30a.m.  
**Tues 24** Organization Committee Meeting 7:30a.m.  
**Wed 25** Economic Restructuring Meeting 7:30a.m.  
**Wed 25** Design Committee Meeting 5:30p.m.

## August

**Fri 3** Maxwell Street/Community Care All Day  
**Wed 8** Board Meeting 7:30a.m.  
**Tues 21** Promotion Committee Meeting 7:30a.m.  
**Wed 22** Economic Restructuring Meeting 7:30a.m.  
**Wed 22** Design Committee Meeting 5:30p.m.  
**Tues 28** Organization Committee Meeting 7:30a.m.

## September

**Sat 1** Kites Over Lake Michigan All Day  
**Sun 2** Kites Over Lake Michigan All Day  
**Mon 3** Labor Day All Day  
**Wed 12** Board of Directors Meeting 7:30a.m.  
**Sat 15** Ethnic Fest 9-5  
**Tues 18** Promotion Committee Meeting 7:30a.m.  
**Tues 25** Organization Committee Meeting 7:30a.m.  
**Wed 26** Economic Restructuring Meeting 7:30a.m.  
**Wed 26** Design Committee Meeting 5:30p.m.

Two Rivers Farmers/Crafters Market is open on Wednesdays from 1-5:30 and Saturdays from 8-1. The Market is held in Central Park Downtown Two Rivers. We hope to see you there! Produce, handcrafted items, food and entertainment.



The Two Rivers Main Street Design Committee organizes the flower planters along Washington Street and our local businesses help to keep them watered. Thank you!

We would like to thank Domnitz Flowers for creating the beautiful arrangements.



### You can find us on:

Facebook—Two Rivers Main Street  
 Twitter—TwoRiversMainSt  
[www.tworiversmainstreet.com](http://www.tworiversmainstreet.com)

### We are located at:

1717 E. Park Street  
 Two Rivers, WI 54241



Elvera Timm Farmers Crafters market vendor providing free-range eggs, produce, jams, jellies and so much more.