



"Heart of Our Home Town"

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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

Fall 2012

Annual Ethnic Festival Another Success

Our 2012 Ethnic Fest was a huge success! The weather was perfect, and everybody knew it. The Encore Stage entertainment was very well received. The Siempre Flamenco Dancers and Queens of Harmony gospel group

are very excited to return next year. The Potts and Pans band could not believe how many supporters we had come to the festival. We also had awesome participation from the Two Rivers High School. We would like

to thank everyone that came out to support our awesome festival, and a special thank you to all our volunteers and sponsors that made it possible. We are looking forward to the 2013 Ethnic Fest on Saturday September 21st.



Welcome to our New Executive Director

Two Rivers Main Street is happy to announce the hiring of Matt Hohner as the new Executive Director. Matt started with Main Street on October 1st. He comes to Two Rivers with almost nine years of Main Street experience as a volunteer, board member, and board president of the Main Street program in Pewaukee, WI. Matt also has experience as a small business owner; he was co-owner of a sign franchise in Pewaukee for many years. "I am very excited to start working with the Two Rivers Main Street program," Hohner said. "I believe in the Main Street Program and I have seen the rewards that businesses receive from being involved with it."



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

With every season comes change. This fall, we would like to welcome Matt Hohner on as our new Main Street Director. Matt came to us with high recommendations from Pewaukee's Main Street program. He served on the board for almost nine years, and he served as president for two years. We are very confident in his abilities, and we are looking forward to working with him. Ethnic Fest has wrapped up, and we're on to Halloween and the Fantasy Parade. Please call the office if you're a business interested in our business-to-business trick or treat, or if you would like to get a float into our parade.

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

The Economic Restructuring committee is planning for an active year in 2013. We have been putting together a work plan and budget that will help us focus on recruiting new businesses while supporting our existing BID member businesses. We will be looking to maintain an active presence in the business community and provide mentoring and support to new or relocating businesses to Two Rivers. We feel it is our responsibility to serve as community ambassadors and communicate the services available to new and existing businesses through the Main Street program as well as services available from the City of Two Rivers.

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

Fall is here, and our organization committee has been busy! We have been looking at a new transition period for when new board members come on. We would like to overlap terms by a month, so the new members have a feel for what we're doing, while the old members would have proper closure. We look forward to this new transition starting with our next annual meeting in spring. We would also like a brochure for the program, and we are currently looking for any volunteers that have a little extra time and knowledge in creating something like this. We have all the information, you would just need to plug it in. Please contact Theresa at 793-2241 if you have any questions.

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

Fall is here and you may have noticed some changes on Washington Street .
The flower pots have been removed. Look for a new Look next spring! A new Blue Spruce tree has been planted in Central Park, and we are excited that it will be lighted for Christmas.
The Facade and Sign grants have all been dispersed, bringing refreshment to our downtown. Applications for the new Facade and Sign grant will be available January 2013.
"Autumn is a second spring when every leaf is a flower. Albert Camus"

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

Halloween is coming up, and the Promotion Committee is holding a Trick or Treat event from 11am to 2pm on Saturday, October 27th to celebrate and bring traffic into your business. This event will be promoted on Facebook, Twitter, posters and more. There is no charge for businesses to participate (just the cost of candy), but we would ask that your employees are in costume for the event. You will be supplied with posters announcing your business as a trick or treat location. If you choose to participate, or you have any questions, please call AJ at 793-2241 or Colleen at 793-1351. Deadline to sign up is Wednesday, October 17th. Planning for Christmas events, including the Fantasy Parade, is also well underway. If you have any questions or are interested in joining the Promotions committee, please e-mail Roger at russove@comcast.net.



Christmas in Two Rivers

Christmas in Two Rivers! It is not just one day, but a celebration over six weeks!

The Main Street program is coordinating with St. Peter the Fisherman and LB Clarke Schools to paint many businesses' windows for the Christmas season! Santa agreed to float in the parade in the Coast Guard boat! A huge thank you to the men and women of the Coast Guard!



This year we are trying something a little different by offering Cool City Kids Christmas throughout the downtown businesses. This event will take place Saturday, December 1, 2012. We are hoping businesses will offer fun activities for kids and a special gift area of reasonably priced items for kids to buy for their loved ones.

Another new activity we are trying to kick start is the Christmas Cookie Walk. This great fundraiser to benefit T.R.E.P. is scheduled for Saturday, December 8, 2012.

Christmas is the season of giving, so the businesses will be hosting a 12 Days of Christmas starting December 13th and running through the 24th. Each day, merchants will offer a different special in their store, from a free coffee to featuring a special jewelry setting. Two Rivers will be able to showcase everything our town has to offer. The possibilities are endless!

Frank Birr and the Roncalli Singers will be entertaining us with Christmas songs. Shop and mingle Saturday, December 22, 2012 with the many sounds of music.

To wrap up the Christmas holiday we will be ringing in the new year with Save 29 on the 29th! Participating businesses will be offering 29% OFF on the 29th of December! Businesses will be offering their own unique sales for that day. Please watch Facebook and Twitter for updates!

Farmers/Crafters Market

Another great season is wrapping up for the Two Rivers Farmers/Crafters Market with the final outdoor market taking place on October 27th. A huge "Thank You" to all who made this such a successful season – our visitors and customers, the musical entertainment every week, and especially all our vendors.

On November 1st, vendors will gather for a potluck dinner in the Senior Center dining room at 5:30 p.m. for a brief social. After the 6:00 meal, we will have a short meeting to discuss upcoming plans and ideas for 2013. Anyone interested in becoming a vendor for next year is also welcome to attend to meet the "crew", ask questions, and get on the list for 2013 applications.

We're planning to participate in the Christmas parade on November 24th with a float.



Calendar of Events:

October

Wed	3	Farmers/Crafters Market	1-5:30
Sat	6	Farmers/Crafters Market	8-1
Wed	10	Board of Directors Meeting	7:30am
Wed	10	Farmers/Crafters Market	1-5:30
Sat	13	Apple Fest	9-5
Sat	13	Farmers/Crafters Market	9-5
Tues	16	Promotion Committee Meeting	7:30am
Wed	17	Farmers/Crafters Market	1-5:30
Sat	20	Farmers/Crafters Market	8-1
Tues	23	Organization Committee Meeting	7:30am
Wed	24	Economic Restructuring Meeting	7:30am
Wed	24	Farmers/Crafters Market	1-5:30
Wed	24	Design Committee Meeting	5:30pm
Sat	27	Farmers/Crafters Market	8-1

November

Wed	14	Board of Directors Meeting	7:30am
Tue	20	Promotion Committee Meeting	7:30am
Thur	22	Thanksgiving Day	All Day
Sat	24	Christmas Fantasy Parade	5:30pm
Tues	27	Organization Committee Meeting	7:30am
Wed	28	Economic Restructuring Meeting	7:30am
Wed	28	Design Committee Meeting	5:30pm

December

Sat	1	Cool City Kid's Christmas	9:30-1
Wed	12	Board of Directors Meeting	7:30am
Tues	18	Organization Committee Meeting	7:30am
Tues	18	Promotion Committee Meeting	7:30am
Mon	24	Christmas Eve	All Day
Tues	25	Christmas Day	All Day
Wed	26	Economic Restructuring Meeting	7:30am
Wed	26	Design Committee Meeting	5:30pm.



You can find us on:

Facebook—Two Rivers Mainstreet
 Twitter—TwoRiversMainSt
www.tworiversmainstreet.com

We are located at:

1717 E. Park Street
 Two Rivers, WI 54241

