



"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

Summer 2013

Ethnic Fest

The 22nd Annual Ethnic Fest preparations are off to a great start! Mark your calendars for Saturday, September 21! The stages are set with entertainment from around the world. Ethnic foods will be lining the central food court area. Central Park will have free activities like hair braiding, henna tattoos, blacksmith and more!

Become a fan of Ethnic Fest by visiting our [Facebook](#) page today. Entries for booths are coming in and the deadline to get your booth registered is July 31, 2013. If you are interested in selling food or crafts, please visit www.TwoRiversMainStreet.com and print off an entry form.



Get Involved with Main Street

Two Rivers Main Street has a need for new volunteers and committee members. Volunteer for one of our many events such as the Chili Cook-Off, the Cool City Classic Car Show and Cruise, or Ethnic Fest. There is also the opportunity to be a part of one of our four core committees; Design, Economic Restructuring, Promotions and Organization. The Two Rivers Main Street program is committed to benefiting the greater Two Rivers community beyond just local, family-friendly events. Investment in downtown businesses has a positive impact for; consumers, residents, business owners and the city in general. If you are interested in the revitalization of downtown Two Rivers, please contact the Two Rivers Main Street Office at 794.1482 or email the office at info@tworiversmainstreet.com.

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**

Summer is here! We're getting ready for our upcoming events, but there is still a lot happening behind the scenes. Please take some time to visit Klein Woodworking and Witches Brew, a couple of new businesses to the city. Carol Schwantes was our Historical Society Representative for many years, but she is looking to take a break. If anyone associated with the historical society is interested in joining our board, please call Matt at 794-1482.

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

The Economic Restructuring Committee has completed a survey of the BID members. Letters were sent to our many home based businesses to 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. As a committee, we met with Andy Dumke from Alliance Development to discuss his vision for their company's involvement with potential developments within the city. Their company purchased the former Marquette Manor property and will be expanding the property to further enhance the facility. If you are interested in getting more involved with our committee, please contact Rick Inman or the Main Street office.

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

The Organization Committee has been working on separating our annual dinner meeting from TRBA. Main Street's new annual meeting will be every November, and we would like it to be focused more for our volunteers. Main Street has also started promoting a business of the week. Every week, a different business from the BID will be promoted on WCUB. Like Two Rivers Main Street on Facebook so you can keep up with all the happenings in TR!

**Promotion - 3rd Tuesday 7:45 am
GJ's Salon and Spa - Coffee Shop**

Promotion as defined by Merriam Webster Dictionary is: the act of furthering the growth or development of something. The Two Rivers Main Street Promotion Committee meets every third Tuesday at 7:45 a.m. at GJ's Salon and Coffee Bar. Are you interested in being a part of a committee to promote Two Rivers? Please contact Matt Hohner, Main Street Director, 920-794-1482. New events being developed are a special Christmas Event to be kicked off the day of the parade, Saturday, November 30 at 4 p.m. Tammy Desten and Dave VanGinkel are helping put together Welcome Bags for new residents of Two Rivers. Another idea in the hopper is a Wine and Cheese Event. Do you have a good idea? Please share! As Patrick Ness stated: "A good idea always attracts other good ideas."

Two Rivers Business of the Week

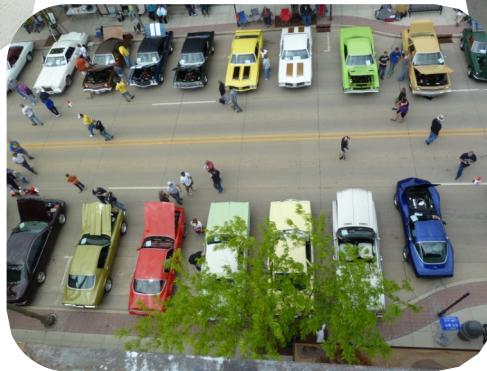
Have you heard our Business of the Week segments on the radio? The business of the week receives four FREE radio spots, courtesy of Cub Radio and Two Rivers Main Street. The pre-recorded two minute segments are aired each and every Friday at 8:50 a.m. and 12:50 p.m. on both WCUB 980 AM and WLTU 92.1 FM. Since we started this program the first week of June, we have received a lot of positive feedback. To learn more about the Two Rivers Business of the Week program, contact the Main Street office at 794-1482.



Cool City Classic Car Show and Cruise

The 2013 Cool City Classic Car Show and Cruise was a success. Many people stayed away because of the threat of rain, but we still had 330 cars in the cruise and 230 registered vehicles for the show. A special thanks to my committee for all their hard work and dedication to this event; these volunteers made this show what it is. Colleen and I will not be part of the car show going forward. We have given the show 10 years of service as co-chairs, but we are stepping aside to allow the show to move in a new direction.

Car Show committee volunteers: Rick Inman, Colleen Inman, Vince Alber, Bryan Ashenbrenner, Steve Bacalzo, Tammy Desten, Pat Dirkman, Judy Goodchild, Matt Hohner, Chris Lewis, Patti Papez, and Jason Ring.



Farmers/Crafters Market

Summer at the Market - - - a great time to get out and enjoy the weather while browsing through the various craft and produce booths in Central Park.

Fruits and veggies should be plentiful these months in a kaleidoscope that changes weekly. Crafters, too, are constantly bringing new ideas to the market. (Remember how fast Christmas is coming - get a head start on your shopping at the market).



Musical entertainment on stage also varies every Saturday and most Wednesday afternoons as well. Beginning July 3rd we were pleased to add a wonderful food vendor serving delicious Asian foods including eggrolls and much, much more.

Summer speeds by so quickly. Take a bit of time to relax and include a visit to the Two Rivers Farmers/Crafters Market – Saturdays 8:00 am. to 1:00 pm. and Wednesdays 1:00 to 5:30 pm.

Calendar of Events:

July

Thurs 4 Independence Day All Day
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 5:30 pm

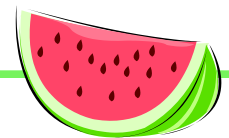
August

Fri 2 Maxwell Street/Community Care All Day
Wed 14 Board of Directors Meeting 7:30 am
Tues 20 Promotion Committee Meeting 7:30 am
Tues 27 Organization Committee Meeting 7:30 am
Wed 28 Economic Restructuring Meeting 7:30 am
Wed 28 Design Committee Meeting 5:30 pm
Sat 31 Kites Over Lake Michigan All Day

September

Sun 1 Kites Over Lake Michigan All Day
Mon 2 Labor Day All Day
Wed 11 Board of Directors Meeting 7:30 am
Tues 17 Promotion Committee Meeting 7:30 am
Sat 21 Ethnic Fest 9 am-5 pm
Tues 24 Organization Committee Meeting 7:30 am
Wed 25 Economic Restructuring Meeting 7:30 am
Wed 25 Design Committee Meeting 5:30 pm

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.



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](#)

