



"Heart of Our Home Town"

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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

Winter 2012

There is Always Something Happening in Two Rivers!

Winter, Spring, Summer or Fall. You can always find something to do in Two Rivers. We have festivals, events and activities everywhere; downtown, at the library, in the community house or on the beach. We are kicking off the year with the 2nd Annual Chili Cook-off

being held at the J.E. Hamilton Community House on February 18th. We encourage you to join in the friendly competition and show off your favorite chili creation. The public will have the opportunity to taste each chili entered and vote for their favorite. Proceeds will be directed

toward holiday decorations for downtown Two Rivers. March is the Great Trivia contest, which consists of teams of 8-10 people competing to answer 9 rounds of trivia questions correctly with first prize of \$400.



New business: Two Rivers Christian Center Thrift Store: Open on Saturdays in Jan. then February the hours will be 9-4 Mon, Tues, Thurs and Sat. Wednesdays until 6pm.

Second location: Broken Spoke bike shop will be opening in the former Nature Scentiments building in March.

Moving: Shipwreck Adventures will be moving up Washington Street in Feb/ March on the same block as City Central and Unique Flying Objects.

New owner: As of Jan 1st Dave Bartel is the new owner of Mike's Tire and Auto.

Coming soon: Amazing Grapes. Wine and cheese specialty shop next to Kurtz's Pub & Deli .

New owner: As of Jan 1st Connie Ferry bought the former Phil Rohrer's and has made it her own as Connie's Diner. Connie officially opened for business Feb 6th after her remodeling project. She is now open Mon-Sat from 10:30-8.

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**

Work plans are in place for each committee and event.

This year, there will be one open seat on the board of directors. If you have an interest in downtown Two Rivers and would like to volunteer your time and talent working to strengthen the image of our Community, contact the Main Street office. Voting takes place during the March Annual Membership Dinner. The evening is joined with the Two Rivers Business Association. We spend this time sharing our accomplishments during the previous year and plans for the current.

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

We are currently working with property and business owners by listing their properties that are for sale or rent on our website. The fewer we have available the better, so let us help you get the word out!

We are also working on ways to help retain our current businesses. In addition, we are reaching out to new businesses that our community would benefit from and enjoy. We are always looking at expanding the type of businesses that occupy Two Rivers.

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

Our organization committee meets monthly to discuss the inner workings of Main Street.

We have our annual dinner coming up in March which we use to celebrate our accomplishments and recognize our volunteers from the year before. The committee would also like to introduce welcome packets to new businesses that we can use as a, "Hey! we're here to help!" We're looking forward to recruiting and working with new volunteers for this year's events and projects.

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

The 2012 Sign and Façade Matching Grant application are available. Up to \$5000 will be awarded to help businesses with projects to their buildings.

In January, Joe Lawniczak, Downtown Design Specialist with the Wisconsin Main Street Program in the Wisconsin Economic Development Corporation was in Two Rivers. Joe to met with several Two Rivers Main Street business owners to discuss design ideas for their businesses and create a design rendering. This is one of the free services we may utilize as a Main Street community.

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

The Main Street promotion committee is currently going through some changes. After years of functioning as a joint committee with the Two Rivers Business Association, the two organizations decided it would be best to separate into two committees. This will allow each committee to best serve the goals of their organization best.

If you are interested in serving on this committee, contact Two Rivers Main Street or e-mail Roger at roger@cubradio.com.

Fire Extinguisher Inspection

Businesses can now have their fire extinguishers inspected and serviced at the Two Rivers Fire Department. Service dates are Mondays, April 16, 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.



Farmer's Crafter's Market

Ahhhhh winter - A time to relax by the fire with the 2012 seed catalogs in hand and dream of the great garden you will have this summer. Included, of course, will be lots of extra veggies for the Two Rivers Farmers/Crafters Market. Crafters will be busy replenishing their stock after the busy Christmas season. By our first opening Saturday in May they should be ready with a whole new supply of "treasures" for you to check out. If you would like to join us as a vendor at our market this season contact the Two Rivers Main Street office.

You can also check out our application form, rules and times at tworiversmainstreet.com. Grow it or make it, you are welcome to join us. We hope everyone enjoys this quiet time of hibernation thru the winter's short daylight hours when we can only dream of sunshine and warmer days. **THINK SPRING!**

Written By:
 Monica Johnson—Market
 Committee Member



Website Launch!

Two Rivers Main Street has recently launched a new website! You can find many things on the site including: the City of Two Rivers business directory, event details, event calendar, and available properties. You can also learn how to become a volunteer or a member. We have information about each of the committees listed including what they are working on and their meeting dates are all listed on the calendar. The business directory is a great tool to look for something new and refreshing to do or if you are in need of a certain service. You can search by business name or by what category they are

in. We are still working on getting the available properties listed and making sure that they are updated. Also available on the website is a form that you can fill out to request more information on any of our events which include: Hearts on Fire Chili Cook-Off, the Great Trivia Contest, Farmers & Crafters Market, Cool City Classic Car Cruise, Cool City Classic Car Show, Ethnic Fest, and Christmas Fantasy Parade. We have detailed information for each of these events; there is an event description and a photo gallery for each. We invite everyone to come visit us at www.tworiversmainstreet.com.

The Great Trivia Contest!

When: Friday, March 16, 2012
 Doors open at 6pm, contest starts at 7pm

Where: Two Rivers Community House Behringer Room

Entry fee: \$25 per person or \$200 per table of 8-10. *Includes hors d'oeuvres provided by Cousins Subs

Cash bar available



Calendar of Events:

February

Thur 2 Groundhog Day All Day
Wed 8 Board of Directors Meeting 7:30am
Tues 14 Happy Valentine's Day All Day
Sat 18 Hearts On Fire Chili cook-off 9-2pm
Tues 21 Promotion Committee Meeting 7:30am
Wed 22 Economic Restructuring Meeting 7:30am
Wed 22 Design Committee Meeting 5:00pm
Tues 28 Organization Committee Meeting 7:30am

March

Wed 14 Board of Directors Meeting 7:30am
Fri 16 The Great TRivia Contest 6-10pm
Sat 17 Happy St. Patrick's Day All Day
Tues 20 Promotion Committee Meeting 7:30am
Tues 27 Organization Committee Meeting 7:30am
Wed 28 Economic Restructuring Meeting 7:30am
Wed 28 Design Committee Meeting 5:00pm

Chili Cook-Off

Saturday, February 18th

J.E. Hamilton Community House

**\$10 to enter your Chili
 \$5 sampling donation**



Have you made any improvements to your interior or exterior? Let us know about it at Two Rivers Main Street. We can share the good news and help you brag about it to the rest of the community.

Call us at 920.794.1482 or email us at info@tworiversmainstreet.com

Two Rivers Main Street,
 Two Rivers Business Association and
 the City of Two Rivers
 are working together to launch a
 campaign that will plan and raise
 funds for new downtown Christmas
 decorations.



Call us if you are interested
 in joining the committee.



During a recent visit Joe Lawniczak, Wisconsin Main Street Design Specialist, discusses the possibilities for the outside of the new Broken Spoke Bike Studio with co-owner Jason Kersten.

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