



"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

Winter 2013

Chili Cook-Off

Do you make the best chili around? Well, here is your chance to prove it. Two Rivers Main Street presents the 3rd Annual Hearts on Fire Chili Cook-Off on Saturday, February 16, 2013 at the J.E. Hamilton Community House Gym. Enter the cook-off by February 8, 2013. Go to www.tworiversmainstreet.com for an entry form and complete rules or call

Matt Hohner at 920-794-1482. Set-up starts at 8:30 a.m., cooking takes place from 9 a.m.-Noon and sampling starts at Noon. Judges will be awarding 1st Place, 2nd Place, 3rd Place and People's Choice, plus an award for best table theme. We are looking forward to another successful year



of contestants and people sampling the chili. This great event brings people out of hibernation to sample some awesome chili and mingle with your neighbors.

The Great TRivia Contest Returns

As we round the corner into 2013, we start thinking about our fun and fantastic Great Trivia Contest which takes place on Friday March 15.



How it works is simple: There are nine rounds of ten questions. The categories could range from animals and music to movies and Olympic sports. Every third round, we take a break and tally the scores. At the end of the ninth round, totals are added and the team with the most correct answers wins the \$400 cash prize.

Teams are made up of 8-10 people. You may have less than 8, but you cannot have more than 10. Teams are encouraged to create a theme for their table and dress up in costume. Tables are voted on, and the best team theme wins a gift basket from area business donations. Doors open at 6pm, the game starts at 7pm. There is a cash bar and Cousins subs are provided. The cost is \$200 per team. If you have any questions or would like to get a team in, please contact the Main Street office at 794-1482 or call Theresa at 793-2241. Space is limited, so get your team in today!

**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**

We wrapped up 2012 with a very successful Fantasy Parade. We had over 50 participants, and the weather was perfect! We're looking forward to another successful year at Main Street. Our events coming up soon are the Chili Cook-off and the Trivia Contest.

The Chili Cook-off will be held Saturday, February 16th, and tasting begins at noon. The Great Trivia Contest will take place Friday, March 15th at 6pm. Both events will be held at the Community House. Please contact Matt at 794-1482 or info@tworiversmainstreet.com for more information.

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

The Economic Restructuring Committee has a work plan in place to help us move forward in 2013. We are working with the city to put together a strategy to combine our efforts to solicit new business partners into our downtown business community, while supporting our city government with their efforts to promote manufacturing and retail growth in downtown Two Rivers. If you are interested in getting more involved with our committee, please contact Rick Inman or the Main Street office. We are always looking for new people and ideas to make our committee even stronger.

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

The organization committee has been busy! We have most recently gone through our bylaws to see what can be updated. We made a few corrections and updates, and we are happy to say we have revised our bylaws.

All of our committee reports and board minutes from each month can now be viewed on our website. If you are interested in viewing these reports, go to www.tworiversmainstreet.com and scroll over Main Street Committees under the About Us tab. There is a pop-out tab labeled Committee Reports. All the reports will be listed there starting with September 2012.

We would like to welcome Bruce Moffat from the Grumpy Grape to our Board of Directors!

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

The Design Committee along with the Board of Directors approved the grants for Fatzo's and three new businesses; Grumpy Grape, Mike's Tire and Auto, and the Broken Spoke. A new updated Façade and Sign Grant will be available January 2, 2013 at the Main Street office.

The Design Committee along with the Park and Recreation Department helped with the Christmas tree located in Central Park.

Thanks to the Main Street Board of Directors for approving the cost of the new planters for Main Street, which will be planted by Dominitz Flowers.

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

The 1st quarter is typically quiet for the promotion committee in terms of events. We have the 3rd Annual Hearts on Fire Chili Cookoff on Saturday, February 16th, in the gym at the Hamilton Community House. Entry fee is \$10.00. Now's your chance to find out if you make the best chili around. Sampling the entries costs \$5.00. Sampling is from noon-2pm.

The work plan for 2013 is being finalized at this time. Currently, no new events are being added for 2013, but ideas for improving our current slate of activities are appreciated.

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



The Director's Chair

2012 was a great year for the Two Rivers Main Street program and we are looking forward to new successes in 2013. As you may know, Tammy Desten (Schinker) took a position with the Two Rivers Parks and Recreation Department and Matt Hohner was hired as the new Executive Director on October 1. A big thank you goes out to Tammy for everything she accomplished as the Main Street director and also for all of the support she has given the Main Street office since she left. Tammy, the help you have provided me over the past few months has been immeasurable, THANK YOU!

The Main Street office is currently working on our spring and summer events.

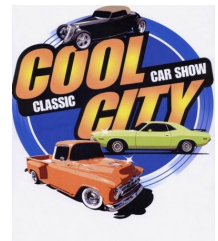
The 2013 Hearts on Fire Chili Cook Off is scheduled for Saturday, February 16. The contest of the area's best chili recipes will be held in the gymnasium of the J.E. Hamilton Community Center. We encourage you to join in the friendly competition and show off your favorite chili creation. Also, for a \$5.00 donation, the public will have the opportunity to taste all of the chili entries and vote for the "People Choice" award. Awards will also be given for first, second, and third place chili. The coveted "Best Decorated Table" award will also be given.

The Great TRivia Contest is scheduled for Friday, March 15. This action packed night of questions, answers, and laughter will again take place in the J.E. Hamilton Community Center. The committee has been working tirelessly on this year's questions for several months.

Also, planning for the 2013 Farmers & Crafters Market, Ethnic Fest, and the Cool City Car Cruise and Car Show is under way as well. We are looking forward to a busy, fun filled and exciting year!

Car show

The 2013 Cool City Classic Car Show and Cruise is up and rolling. We have met twice and are planning another great event. Once again we are planning to end the cruise on Friday night in downtown Two Rivers, which is a very popular choice. We are also featuring the Strawberry Jam Band who will be performing in the band shell in Central Park from 7-10 PM. You don't want to miss this band; they are absolutely fantastic. Right now we are working on the sponsor letters so watch your mailboxes. This show has become incredibly popular not only here in our community, but throughout the state. There will be more information to come in future issues, but if you are interested in getting more involved with the show please contact Rick or Colleen Inman or the Main Street office. We are always looking for new people and ideas to make our show even better.



Farmers Crafters Market

The Two Rivers Farmers/Crafters Market finished its 10th outdoor season. Vendors gathered for a post season potluck to discuss the past year and offer suggestions for 2013. They also participated in the Two Rivers Christmas parade with a float. Of course, being health conscience, they handed out string cheese to the kids along the route.

But now, as snow covers the fields and the trees are bare, we have time to curl up by the fire or under a quilt with some hot chocolate or a glass of wine. It's time to check out some of those glossy seed catalogs that have been arriving to plan next year's gardens – bigger and better of course.

Crafters also will have some leisure time while winter storms outside to work on new and better creations for 2013.

So think sunshine and warm weather. Spring is not that far away. Market will reopen the first Saturday in May.

Calendar of Events:

January

- Wed 9** Board of Directors Meeting 7:30am
- Tues 15** Promotion Committee Meeting 7:30am
- Tues 22** Organization Committee Meeting 7:30am
- Wed 23** Economic Restructuring Meeting 7:30am
- Wed 23** Design Committee Meeting 4:30pm

February

- Sat 2** Groundhog Day All Day
- Wed 13** Board of Directors Meeting 7:30am
- Thurs 14** Happy Valentine's Day All Day
- Sat 16** **Hearts on Fire Chili Cook-off** 9am-3pm
- Tues 19** Promotion Committee Meeting 7:30am
- Tues 26** Organization Committee Meeting 7:30am
- Wed 27** Economic Restructuring Meeting 7:30am
- Wed 27** Design Committee Meeting 4:30pm

March

- Wed 13** Board of Directors Meeting 7:30am
- Fri 15** **The Great TRivia Contest** 6-10pm
- Sun 17** St. Patrick's Day All Day
- Tues 19** Promotion Committee Meeting 7:30am
- Tues 26** Organization Committee Meeting 7:30am
- Wed 27** Economic Restructuring Meeting 7:30am
- Wed 27** Design Committee Meeting 4:30pm

Upcoming Dates

- May 4** Farmers and Crafters Market
- June 28** Cool City Classic Car Cruise
- June 29** Cool City Classic Car Show
- Aug 2** Maxwell St-Community Care
- Sept 21** Ethnic Festival
- Nov 30** Christmas Fantasy Parade



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

