



MAIN STREET INK

May 2007

A PUBLICATION OF MAIN STREET MARSHFIELD

May is Historic Preservation Month

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Mission:

Our mission is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

The theme this year is “**Making Preservation Work**”, and for its part, Main Street Marshfield is trying something new. Expanding on an idea first introduced with the grand-opening of Weinbrenner Shoe Company in 1935, several Main Street businesses will



use their front windows to display products that have been or are currently “**Made in Marshfield.**” This type of promotion was first introduced as part of a three-day event celebrating the dedication of Marshfield’s new shoe factory, and we’re bringing the concept back this year. Take time for a walk downtown this month, and learn more about the many wonderful products made right here in Marshfield.

Kick-off Celebration

Historic Preservation Month activities begin with the grand-opening of the Thomas House History Center, on Thursday, May 3 beginning at 5:00 p.m. That event will also include the unveiling of the History Center’s 1887 Marshfield Fire exhibit, featuring models of what Main Street looked like before and after the fire. Refreshments will also be served at this event.

Architecture in Marshfield

On Wednesday, May 16, Dr.

Les Crocker will lead a lecture and discussion on the city’s architecture. The event takes place at 7:00 p.m. in the Bee-Bee Forum Room of the Marshfield Public Library.

Using slides of local buildings, Crocker—who taught art history at UW-La Crosse for 32 years—will discuss how our structures relate to the architecture of most Wisconsin communities made popular in the 19th and 20th centuries.

Finding Your Roots

Have you ever wondered about the history of your family? What did they do for work or fun? How or why did they settle here? Well, on Saturday, May 19, the Marshfield Public Library will host free workshops that will give you a start on doing your own family research. The workshops will be offered from 10 a.m.-Noon and from 1:00-3:00 p.m. Each session begins with a one-hour introduction, followed by an hour of one-on-one help with an experienced genealogy researcher. Space is limited, so please call the library’s reference desk for reservations.

Live Re-enactments

On Saturday, May 19, the public is invited to Hillside Cemetery at 10:00 a.m. for live re-enactments of some of Marshfield’s famous citizens,

including Mrs. Louis Rivers, Marshfield’s first female resident, and Mrs. Mary Upham, the wife of former Governor William Upham—for whom the Upham Mansion is named. These characters will also come to life at 5:30 p.m. on Thursday, May 31, as we present a lasagna dinner at West 14th/Central Waters Brew Pub. Tickets are \$10, and are available at MACCI, Main Street Marshfield or at West 14th. Seating is limited to the first 100 people, so make your reservations today.

Student Art Display

Historical-themed art produced by Marshfield Middle School students will be on display during the month of May at the Marshfield Public Library.

Thank You

Historic Preservation Month is coordinated by the North Wood County Historical Society, Marshfield’s Historic Preservation Association, Main Street Marshfield, the city of Marshfield’s Historic Preservation Committee, the Marshfield Public Library and the Marshfield Area Chamber of Commerce & Industry. Thank you for preserving our past, and for combining your efforts to make Historic Preservation Month in the city of Marshfield another successful venture. We could not do any of these activities alone, so the teamwork is appreciated.





Styx, Head East to Headline Hub City Days

Hub City Days are Friday and Saturday, July 27-28. To kick things off that weekend, Main Street is teaming up with **Weiler Convenience Stores** for a summer concert at the Central WI State Fairgrounds Friday, July 27 featuring classic rock bands **Styx** and **Head East**. Reserved trackside seats are

\$35, and general admission is \$25. Order tickets with a credit card on our website, or call our office for more options. Gates open at 4:30, and Head East takes the stage at 7:00, followed by Styx at 8:45. Burgers, beer and more will be available on the grounds. On Saturday, July 28, Hub City Days continue

downtown, featuring arts, crafts, a Farmers Market, and the 2nd annual Brewfest, with more than two dozen micro-breweries. Advanced tickets are \$15, and available at Main Street or **Festival Foods**. Tickets will cost \$20 at the gate. Other downtown

events that day include the annual Spanferkel pork cook-off, and the Honda GoldWing motorcycle and classic car shows. Also join us for the finals of a citywide karaoke contest. And that evening, **Marshfield Insurance** presents the Scotty Meyer Band in concert.



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“Sense of Place” is More Than Skin Deep

By Mike Warren Kobs, Main Street Director

Includes excerpts from Downtown Idea Exchange, Vol. 54, No. 7, April, 2007

As we approach the re-construction of South Central Avenue in 2010, and also choose amenities and enhancement design options this month, keep in mind that we are talking about much more than aesthetics. A “sense of place” builds on the social and physical design features of a downtown, combined with the past experiences of individuals, to make Main Street distinctive from other commercial areas. It becomes a special destination for folks. And because there is a firm link between a downtown’s “sense of place” and pedestrian volumes, it

helps to bring more potential customers in contact with downtown retailers, restaurants and other service providers. The following are questions communities can use to assess their downtown’s “sense of place.” How multi-functional is your downtown? Is your downtown pedestrian-friendly? Are their ample sitting or gathering opportunities? Do Main Street buildings have “eye-appeal”? Are people encouraged to linger? A downtown is not well-served if people park their vehicles, go into one establishment, and then quickly depart.

On **Tuesday, May 22**, Marshfield business owners are invited to an 8:00AM meeting at City Hall Plaza, to arrive at a consensus on the amenities to be included in the South Central Avenue construction contract. If you or your organization would like to see a power-point presentation on amenities, please contact Main Street Marshfield, or view the survey on the City of Marshfield website. And please spread the word that we need to decide **this month** on the amenities we would like to see along Main Street when it’s re-built in 2010.

calendar of events

June

1	Mayor’s Breakfast	5-10AM	Ag Station
2	Pancake Breakfast	7-10AM	Angelus Center
2	Dairyfest Parade	11:00AM	Downtown
6	Main Street Board Meeting	7:30AM	Main Street Office

July

27	Styx & Head East Concert	7:00PM	Mfld. Fairgrounds
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