



# MAIN STREET INK

June 2007

A PUBLICATION OF MAIN STREET MARSHFIELD

## Styx, Head East Play Hub City Days

### Board of Directors

Tim Kraus, President  
Larry Haldeman, Vice President  
Rita Meier, Secretary  
Lois TeStrake, Treasurer

Dave LaFontaine  
Rich Chronquist  
Tom Henseler  
Carol Knauf  
Pete Mandl  
Harley Meyer  
Terri Richards  
Rob Wickersham

### Office Staff

Mike Kobs, Executive Director  
Cindy Sternweis, Staff Assistant  
Darla Wibben, Office Assistant

Hub City Days is now just a few weeks away, and this year's lineup offers many reasons for people to be excited. For starters, Main Street has teamed up with Culver's and Weiler Convenience Stores to sponsor Styx and Head East in concert on Friday, July 27 at the Central Wisconsin State Fairgrounds.

Gates open at 4:30, and Head East takes the stage at 7:00PM, followed by Styx at 8:45PM. Reserved trackside seats are just \$35, and general admission tickets are \$25. Tickets are available at all Weiler Convenience Stores, the Main Street of-

face, or on our website at "mainstreetmarshfield.com." Beer, burgers, hot dogs, cheese curds, soda and more will be offered on the grounds before, during and after the concert. There is a \$5 parking fee per vehicle.



Main Street Marshfield is using this concert, and future concert events, to raise money for the on-going beautification of downtown Marshfield, once South Central Avenue is reconstructed in 2010. The DOT is giving the city \$8.2

million dollars for the reconstruction project, but Main Street is raising money for amenities such as benches, trash receptacles, bicycle racks, and more. The total amenity package totals \$1.4 million dollars, so Main

Street is trying to do its part to cover as much of that cost as possible. The proposed design of South Central Avenue will be presented to the city's Board of Public Works on June 18, and the public is always invited to those meetings. If you'd like more information about the project, please contact the Main Street office at 387-3299.

## Brewfest Returns For '07 Hub City Days

After the Styx/Head East concert on Friday evening, come to downtown Marshfield for the continuation of Hub City Days, highlighted by the 2nd annual Brewfest, which will be held from Noon to 5:00PM in a fenced-in area on Central Avenue between 3rd and 4th Streets, near M&I Bank. Over 20 micro-breweries will be representing more than 65 labels of beer, all of which will be available for sampling. Brewfest tickets are on sale at Festival Foods and at the Main Street office in Penny Court. Tickets are \$15 in advance, or \$20 at the door on July 28. The rain-out location for Brewfest is the Oak Avenue Community Center at 201



South Oak Avenue. Brewfest coincides with a number of other downtown events on July 28, including live music all day on the Marshfield Insurance Stage near 4th and Central. Enjoy the sounds of the Scotty Meyer Band from 12:30 to 4:30, followed by the finals of a citywide karaoke contest at 4:30PM. You can still qualify for the karaoke contest on Tuesday evenings through June 26 at Brown's Bar, and on Saturday, July 7 at Rose Bowl Lanes. Thanks also to Potsie's Martini Bar and the Elk's Club for hosting karaoke-qualifying events. The 1st-place prize is \$200, 2nd place is worth \$100, and third place will get \$50.

Following karaoke, Fair Warning, formerly Gypsy Rose, will play the Marshfield Insurance Stage from 7:00-11:00PM. Be sure also to enjoy the annual Spanferkel pork cook-off and pig roast from 10:00-4:00, and the classic car and antique tractor shows from 10:00-5:00. Hub City Days will also feature arts and crafts booths, a Farmer's Market, food vendors and much more. Visit our website for more information. Thanks also to the Marshfield News-Herald for donating advertising for Hub City Days. We'll see you downtown July 28!



### 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.



## South Central Survey Results, Costs Are In

Main Street Marshfield has tabulated the results of surveys conducted in March, April and May, regarding the reconstruction project to take place on South Central Avenue in 2010. Furthermore, we now have cost estimates for the amenities that the city is looking at adding to the streetscape once the road

is built. Main Street's survey results showed a general preference for some type of decorative historical street light, planter pots instead of curbside gardens, crosswalks and sidewalks accented with brick pavers or colored concrete, trash receptacles with cigarette snuffers, benches, trees and a mountable concrete

median. City staff members are recommending similar features, except for a planted grass median. The preliminary cost estimates for these amenities total roughly \$1.5 million dollars. In looking at some of the prices, we see that street lights total \$433,000, colored crosswalks would cost \$212,000, and trees would run

\$40,000. Items which are not included in the DOT bid package—things like benches, trash cans and planter pots—would cost about \$198,000. The city's Board of Public Works will review preliminary designs, cost estimates and funding options at its next meeting on June 18 at 5:30PM at City Hall Plaza.

**Main Street Marshfield**  
222 S. Central Ave.  
Suite 205  
Marshfield, WI 54449

**Phone**  
715-387-3299

**Fax:**  
715-387-2286

**E-mail:**  
info@mainstreetmarshfield.com

**Web site:**  
www.mainstreetmarshfield.com

**Main Street Ink** is a newsletter published by Main Street Marshfield, Inc. This is a free distribution and non-subscriber newsletter and is mailed under the U.S. Postal Office 3rd Class Bulk Rate (Permit No. 50). It is sent to Main Street Business and property owners, financial contributors, supporters, volunteers and civic leaders.

## Farmer's Markets Thursdays This Summer

Main Street Marshfield is once again offering downtown Farmer's Market opportunities every Thursday afternoon this summer. The markets will operate from 3:00-6:00PM in the Pick 'N Save parking lot. The farmer's markets begin Thursday, June 21, and will run through Thursday, September 27. Vendors can go to the Main Street website for an application, and participation is free.

### Business Activity Aplenty

Aside from all the buzz over the Styx concert this summer, and the

return of the Farmer's Market, business activity in the downtown has held its own as well. For starters, the former Gas Company building at 601 S. Central Avenue has seen lots of activity lately. Adam Reiersen has moved in his branch of American Family Insurance. And right behind him came the Children's Service Society of Wisconsin and Auto Glass Specialists, which has done business in Marshfield since 1994. Check out their website at [www.littleredtruck.com](http://www.littleredtruck.com). Meanwhile, the Thomas House at 103 S. Central Avenue no longer has vacancy, with

the recent additions of Vue Point Architecture and Thrivent Financial Services, which has been in business in Marshfield for 10 years. Their telephone number is 389-2278. The Center for Human Development has recently moved its operation to 243 S. Central Avenue, Suite 109. The agency is a state-certified mental health center which offers individual, marriage and family counseling. If you would like more information, visit the agency's website at [www.chdevelopment.org](http://www.chdevelopment.org), or call their toll-free telephone number at (800) 236-3792.

### calendar of events

#### June

6	Main Street Board Meeting	7:30AM	Main Street Office
18	Board of Public Works ( <i>South Central Avenue</i> )	5:30PM	City Hall Plaza

#### July

27	Styx & Head East Concert	7:00PM	Mfld. Fairgrounds
28	Hub City Days Continued	10AM	Downtown