



# MAIN STREET INK

May 2008

A PUBLICATION OF MAIN STREET MARSHFIELD

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## What Does Your Billboard Say?

You may think you don't have a billboard, but you do...your storefront! When was the last time you stepped outside and really looked at your storefront? Try to see it as others might. Read the signals: signage, cleanliness, clutter, debris, hours of operation, condition of paint, brick, siding, current displays, lighting, etc.

**What message is your billboard sending?**

Take some time to make small improvements like sweeping the sidewalk, pulling weeds and washing windows - it can make a big difference! And if you see larger improvements could benefit your billboard, give us a call! We offer grants for façade improvements and a reinvestment loan program to help you make those positive changes.

## Got Events?

Main Street Marshfield is adding a new feature to our website -

### Downtown Happenings

This area of our website will provide a space for all downtown businesses to advertise any events they are holding. Visit the **Downtown Happenings** area of our website to submit information about your upcoming event!

## Transitioning to Smoke-free

Marshfield's smoke-free workplace ordinance took effect on **Sunday, April 13, 2008.**

The Tobacco Free Coalition of Wood County is ready and able to help you make the transition into a smoke-free facility as smooth as possible. They are offering professionally printed educational materials, **FREE of charge**, which can be used in your establishment. These materials will as-

sist in letting customers know Marshfield is smoke-free.

To find out more information on items available, please contact DaNita Carlson at 715-421-8962 or E-mail her at [dcarlson@co.wood.wi.us](mailto:dcarlson@co.wood.wi.us).



## Reconstruction Meeting

Did you know that due to reconstruction, downtown businesses on Central Avenue won't have access to their front doors for several months in 2010? Join us for a meeting on May 1st at 8:00 am in the Council Chambers of City Hall to learn about what is happening. This is a very important meeting as everyone in downtown will be affected. We hope to see all of you there!



### Mission:

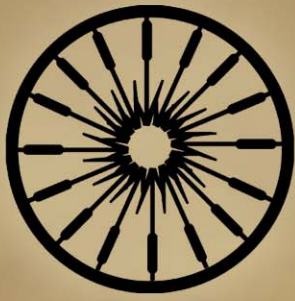
Our mission is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

## Art on the Avenue and Made in Marshfield

May 1-31, 2008

*Take a leisurely stroll through downtown and enjoy artwork by local students and artists as well as displays of products of the past and present that were made right here at home!*





## Fun Things in May...

**Jazz on the Plaza** will take place May 30th from 4-8 pm at the Thomas House. Music, wine, beer and appetizers will be available on the outdoor plaza. Desserts and coffee will be served on the third floor of the Thomas House. This is the second year for the event sponsored by Main Street Marshfield and the businesses at the Thomas House. Featured musician, Rod Keyzer, will be returning. Stop in for a night of great Jazz music, appetizers and drinks. In

case of inclement weather, the event will be held indoors.

**Historic Preservation Month** runs throughout the month of May. Check out all of the great events and displays, including a Kick-Off Celebration, Lasagna & History dinner, Cemetery Tours, student artwork exhibit, genealogy workshop, Vintage Clothing exhibit, book reading, a Great Depression exhibit, and more!

Check out our website or call for more information.

## Did you know?

Main Street Marshfield will be filming a commercial to promote our entire downtown in May. We are looking for business owners to participate in a large group closing shot. If you want to represent your business and be part of the group, please contact our office by May 5th!

Wisconsin Main Street is celebrating 20 years of downtown revitalization this year, and Main Street Marshfield is 18 years old!

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<b>calendar of events</b>	<u>May</u>			
	1-27	Art on the Avenue	Dawn to Dusk	Various Stores
	1-31	Historic Preservation Month		Community Wide
	1	DOT Meeting with MS Business & Property Owners	8:00 AM	City Hall in Council Chambers
	3	The Stumped Genealogist	9:00 AM	Mfld Public Library
	7	Namaste Clothing Shop Open House	4:00-8:00 PM	3rd floor of Thomas House
	7	Main Street Board meets	7:30 AM	Main Street Office
	15	Rural Historian Jerry Apps	2 PM & 7 PM	Mfld Public Library
	21	Flower Power Planting Begins		Downtown areas
	30	Jazz on the Plaza	4:00-8:00 PM	Thomas House
	<u>June</u>			
	4	Main Street Board Meets	7:30 AM	Main Street Office
	5-6	Sidewalk Chalk Art Contest	5th: 2:00-7:00 6th: 9:00-4:00 PM	Downtown
	6-8	Dairyfest Weekend	Various times and schedules	