

The Light From the Window

**Warsaw Community
Development Corporation**

August 2009

Small Business Resources

There is a strategic business tool available to small business owners and budding entrepreneurs that I want to make sure that everyone is aware of. It is the Indiana Small Business Development Center.

The Indiana Small Business Development Center's mission is "to have a positive and measurable impact on the formation, growth, and sustainability of small businesses in Indiana, and to develop a strong entrepreneurial community."

I believe it is important for small businesses to understand the resources that are available through the Small Business Development Center or SBDC. Our SBDC Regional Center is located in South Bend, and the Associate Director, Jim Gregar,

comes to Warsaw on a monthly basis.

Jim's next scheduled trip to Warsaw is Wednesday, September 2nd, and he is available to provide one-on-one business assistance. This service is offered free of charge to persons who currently own a small business, or are interested in starting one. Appointments may be scheduled through the Chamber of Commerce at 574-267-6311.

The SBDC is capable of pro-



viding a large variety of materials and resource information relevant to small businesses. In addition to printed materials and one-on-one assistance, the SBDC also offers several workshops each month.

Workshops offered by the SBDC include such topics as determining business feasibility, developing a business plan, marketing strategies, and financial statement review. Training sessions are moderately priced, and for those persons that can't leave their business to attend a workshop, some training sessions are even offered on-line.

I encourage all small business owners to take the time to check www.southbendbcg.com or www.isbdc.org for details.

Cindy Dobbins

Developing Your Marketing Strategy

Small Business Development Center Business Advisor Alan Steele presented some very fundamental, but interesting concepts at a local marketing workshop on August 20th.

One idea that really stood out was the thought that "marketing is a continuous effort, not a one time event." More simply put, a marketing attempt shouldn't be "one and done."

Monies invested in special events or radio/print ads that don't pay off immediately may invoke an attitude of "I won't do that again!" Perhaps the event or ads need some tweaking, but abandoning future marketing efforts can be costly.

It's important for a business to be consistent in its marketing approach. Plan a marketing strategy for several months to a

year, and keep the business name in front of potential customers.

For example, a consumer may not need new shoes in January, but he may decide he needs a new pair in April. If a business has consistently advertised shoes throughout the year, there's a good chance the consumer will remember that business when he needs shoes.

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Special Dates to Remember:

- ◆ **September 9 - (Wed)**
9:00 a.m.—Merchant Planning Meeting
- ◆ **September 10 (Thurs)**
5:00 p.m.—Merchant Planning Meeting
- ◆ **October 30th (Friday)**
Spooktacular

Spooktacular—Friday October 30th

The 2009 Downtown Halloween Spooktacular will be held on Friday, October 30th. For the first time in the past few years the event does not coincide with “Fall Break” at Warsaw Community Schools. It is possible that there may be an increase in attendance due to the fact that Spooktacular will not be competing with the “mini-vacations” that so many families take during fall break.

Last year WCDC entertained the idea of making some changes to Spooktacular, but because of time and budget constraints no



changes were made. Most WCDC board members and merchants were supportive of maintaining the status quo.

Some of the ideas that have been suggested include hosting a fall carnival, or having a Halloween parade and using that as the venue for costume judging. For the past few years the distribution of candy has been pretty orderly, but thoughts for improving the process are always welcome.

Merchants that would like to help with Spooktacular, should call 267-6419 or e-mail wcdc@kconline.com.

Holiday Planning Meetings

The WCDC needs your input to help plan Hometown Holiday Events. Ideas need to be creative and inexpensive because funds are very limited.

The Health Care Foundation is not going to sponsor a 2009 Festival of Trees so one thought would be to have a Downtown Festival of Trees. In order to have a nice showing there would need to be at least 15 businesses willing to decorate and display a tree at their business location

The WCDC would develop a festival guide, and promote open house times when the

public could tour the participating locations and vote for their favorite tree. The key would be for each participating merchant to offer some special promotions, snacks, etc. during the specified tour times. We could utilize a penny a vote format to get people to vote for their favorite tree(s), and the proceeds could be used for advertising

Last year’s secret shopping room for children was quite popular, and we would like to do it again if we can find a property owner that will donate the use of a building. We sold out early in 2008, so we

would need to plan to have many more items, as well as more volunteers.

Another idea is a holiday parade. The WCDC would be willing to assist with this, but someone would need to take responsibility for organizing it.

The WCDC will host two holiday planning meetings as follows:

September 9th (Wed) - 9:00 a.m.

September 10th (Thurs) - 5:00 p.m.

Hopefully, all interested merchants will be able to attend at one of those two times.

Fall Tree Trimming and Clean Up

The Warsaw Parks and Recreation Department will be trimming the streetscape trees sometime this fall. If you have any special requests or questions, please call the WCDC office at 267-6419, and information will be conveyed to Larry Plummer and his crews.

The WCDC has not had the luxury of having community service people to assist with downtown clean-up this summer. Conse-

quently there are weeds in some of the sidewalk cracks and between the bricks. If everyone could survey the area in front of their businesses, and pull any weeds it would be greatly appreciated. Please do not use any weed killer, however, because the overspray is detrimental to the trees and flowers.

Reminder—As summer transitions into fall, please make sure to dispose of any

dead flowers and plants from any personal containers that may have been placed in front of your business. It’s important for everyone to work together to maintain the overall image of the downtown streetscape.



Just Around The Corner

The Light From the Window

Welcome Prudential One Realty!



Prudential One Realty recently relocated to 309 S. Buffalo Street in downtown Warsaw. The firm brings over 50 years of experience to Michiana & Kosciusko County with six convenient locations. Four offices (including the Warsaw office) are located in Indiana and two offices are in Michigan.

The owners of Prudential One Realty continuously work hard to bring consumers the

best-trained professionals the market has to offer. Over 150 fully trained and experienced real estate professionals are currently affiliated with the company.

Prudential One Realty uses the latest technology in pricing your home, and they take pride in developing aggressive, personalized marketing plans. Their superior marketing tools help to make real estate transactions as stress free as possible.

Listings with Prudential One receive priority placement in local home publications. A

dynamic web presence is coupled with 24/7 communication with Online Transaction Advantage and Online Sellers Advantage to provide a wealth of benefits for their customers

Other services provided by Prudential One include a nationwide relocation department, and a commercial services department.

The professionals at the local Prudential One Realty office encourage you to stop by their new location at 309 S. Buffalo Street, or give them a call at (574) 267-5955.

New Locations for Ruby and Just for Kids

Local entrepreneurs Jen Mink and Julie Hall recently relocated their two retail businesses to new storefronts in downtown Warsaw.

Just for Kids has moved from its former location at the Old Railroad Depot located at 212 W. Jefferson Street to 222 S. Buffalo Street. The new location has great windows for showcasing the diverse selection of children's clothes, shoes and accessories featured at Just for Kids.

Ruby (A Boutique for the Trendsetting

Fashionista) has moved from 116 S. Buffalo Street to 112 W. Market Street. Ruby shoppers can enjoy the latest trends in women's clothes, shoes and accessories. Proprietors Jen and Julie take pride in offering unique, designer fashions that might typically only be found in specialty boutiques in much larger cities.

The great thing about the relocation of these two businesses is the fact that the two shops are actually enjoined. While the shops feature two separate storefronts, both

businesses can be accessed via a common archway between the two locations. Customers may park on either Buffalo or Market Street to have easy access to both locations.

Visit both Ruby and Just for Kids as soon as possible to check out great fashions for fall and winter. Also, be sure to get on the Ruby and Just for Kids mailing list so that you can get e-mail updates that will keep you apprised of new merchandise, sales and special promotions.

Façade Improvements

There have been a couple of major improvements accomplished in downtown Warsaw this summer. Most notable is the work that has been done to the former Odd-fellow Building located on the corner of Buffalo and Market Street.

The property, owned by CLF Development, has been a work in progress for the last couple of years. Windows were previously

replaced, and this summer the exterior façade of the building was painted various shades of gray with cream accents.

The individual businesses that occupy the building are now in the process of hanging black awnings with white accents over each of the storefronts.

The final result will be a great improvement, and owners Cliff and Carol Wieland,

as well as Property Manager Caleb France, need to be commended for their efforts and their commitment to downtown Warsaw.

Jon and Deborah Shively have been busy making improvements to the exterior of the Center Title building at 113 S. Buffalo. The Shively's have positively impacted the downtown landscape through the restoration of other downtown properties as well.



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We're on the Web!
warsawcdc.org

● ...working to have a light
in every window

Taste & Trade Expo

The Chamber of Commerce will be sponsoring the 2009 Taste & Trade Expo on Friday, October 16th and Saturday, October 17th. The WCDC had a booth last year, and it proved to be a very positive way to promote Downtown Warsaw.

The WCDC hopes to be able to have a booth again this year, and would like to encourage downtown merchants to get involved with setting up the booth and staffing it. Last year several downtown businesses provided the WCDC with flyers, coupons and merchandise that helped to create an attractive booth that was representative of all that downtown Warsaw has to offer.

Thank You to Downtown Days Sponsors/Participants

The WCDC Board of Directors and Events Committee is grateful to everyone that helped with the 2009 Downtown Days.

Special thanks to our Gold Level Sponsors K21 Health Foundation, Kosciusko County Community Foundation and Zimmer.

Silver Level Sponsors included Kosciusko County Convention and Visitor's Bureau and Wal-Mart.

Biomet, Hand Family Foundation & Hand Custom Print LLC, KREMC Operation Round Up and Lake City Bank participated as Bronze Sponsors.

Many thanks to Rex's Rendezvous for hosting the band and beverage tent. People of all ages enjoyed listening to local band Joe's Garage. Robin Watters and his staff did a great job of organizing everything.

Bowen Center sponsored a car, truck and motorcycle show on Saturday evening. It was well attended, and we really appreci-

ate the efforts of Bowen Center and Corporate Services Specialist Scott Wiley.

The KCV Cycling Club sponsored the Downtown Classic Criterium and the Kid's Bike Zone. Kudos to Alan Alderfer, Karen Wood and KCV for a job well done.

The Penguin Point and Warsaw Breakfast Optimist Club brought the 29th Annual Big Wheel Race to Downtown Days. The kids always have a great time with this event, and they look forward to the t-shirts, trophies & bikes as well as the competition.

Downtown Days wouldn't be possible without the cooperation of National City Bank. Nat City makes their parking lot available to the WCDC, and they also host a free watermelon feast every year.

MutualBank, TOWERbank Rabb-Kinetico and Zimmer contributed water, fruit, door prizes, and goodie bag items. MutualBank, National City and Tower also provided

volunteers to help staff the registration/information tent.

Deb Collier's School of Dance, Caudill's Tae Kwon Do, Giverny Fitness, Carol Knarr and Adam Strieby's BMX group all gave great performances.

Bill Crane of Genesis Management provided his expertise in organizing the 5K Race Thru Town that was sponsored by K21 Health Foundation.

The City of Warsaw, Warsaw Police Dept., Warsaw Parks and Recreation, Warsaw Street Dept., Kosciusko County Commissioners, and Kosciusko County Sheriff's Dept. all played a vital role in various Downtown Days activities.

Finally, thanks to all of the community and WCDC board volunteers, as well as all of the merchants that participated by holding sidewalk sales and offering special food promotions.