

Downtown SCOOP



September 2009

Spooktacular Plans

The Downtown Halloween Spooktacular will take place on Friday, October 30th. Registration begins at 5:00 p.m., trick or treating will be from 6:00 to 7:00 p.m., and the costume judging will commence about 7:15 p.m.

The Spooktacular is growing! Several community groups and churches have already asked to be included in the 2009 event.

Since this has been a tough year for many small businesses, and candy prices seem to be rising, it's a good time to think outside of the box. It may be more economical to provide something other than candy.

Some suggestions might include stickers, temporary tattoos, friendship bracelets or coloring pages. Discount cou-

pons for purchases from your business are also an option.

For those that wish to continue the tradition of passing out candy, it should be possible to purchase an adequate supply of candy for \$30 or less.

Lake City Wholesale on SR 15 South stocks penny candy. It is packaged 240 pieces to the bag for \$2.40. Some of their other options include 360 tootsie roll midgees for \$4.15, and 200 tootsie roll pops for \$5.50.



Local grocery and variety stores also offer advertised specials and discounted pricing.

The key is to watch for specials and shop early

The OrientalTrading.com website is a good place to purchase low cost specialty items. Feel free to contact the WCDC office for other suggestions.

Please consider the Spooktacular as an opportunity to get coupons or information about your business into the hands of adults. Restaurants might offer a free drink with a meal purchase, clothing stores could offer discount coupons, banks could provide information about special promotions, etc.

Downtown businesses will be contacted about participating in Spooktacular around the first week in October.

Cindy Dobbins

Inside this issue:

Spooktacular	1
Taste & Trade Expo	1
Downtown Shopping Guide	2
Holiday Plans	2
Fall Clean-Up Activities	2

Important Dates to Remember:

- October 9th—Submit Information for Brochure.
- October 16th/17th: Chamber of Commerce Taste & Trade Expo
- October 30th: Spooktacular
- November 27th: Black Friday Promo/Open Houses
- December 5th: Toys for Tots, Kid's Activities, Downtown Open Houses

Taste & Trade Expo

WCDC will host a booth at the 2009 Taste and Trade Expo. The event will be held at the Orthopaedic Capital Center from 11-7 on Friday, October 16th, and 10-4 on Saturday, October 17th.

Last year several downtown merchants/businesses provided merchandise and printed mate-

rials for the WCDC display. WCDC hopes to showcase even more businesses this year. Items needed include brochures, menus, business cards, coupons, merchandise, etc.

Please be thinking of something interesting or representative of your business that can be included in the WCDC

booth. Items are needed by Friday, October 9th in order to allow time to plan the display. All merchandise will be returned after the show.

The WCDC would love to have merchants help staff the booth during the Expo. If you can spare an hour or two, please call Cindy at 267-6419.

Downtown Shopping Guide



The WCDC is working to develop a brochure that features retail establishments, restaurants and service businesses in the downtown C-4 District. In order to complete this brochure it is necessary for the WCDC to obtain information about each business.

Business owners located in the downtown C-4 District that want to be included in the

brochure will need to provide a brief description of their business. It's important to include a couple of things that are unique or special about the business that might encourage people to patronize it.

The guide will feature business hours, and if space permits, accepted forms of payment (i.e. cash, check, debit card, credit card, gift certificates, etc.) Phone numbers and websites will also be listed.

A small quantity of brochures will be made available to each business. In addition to being distributed in the downtown area, brochures will be furnished to area lodging

establishments and the CVB. Plans also include distributing brochures at local seminars, conventions and special events.

An information sheet is included with this newsletter for all downtown C-4 District business owners. Please call the WCDC office at 267-6419 if this form is missing.

Forms need to be returned by October 9th in order for a business to be included in the brochure that will be featured at the Chamber's Taste & Trade Expo. Please drop the completed form off at the WCDC office (there is a mail slot next to the door), or fax it to the WCDC at 267-6419.

Holiday Plans



The WCDC is soliciting merchants for ideas for a "Black Friday" promotion on November 27th. Please call (267-6419) or e-mail (wcdc@kconline.com) suggestions to the WCDC Office.

The last newsletter mentioned the prospect of having a downtown "Festival of Trees" since the Health Care Foundation is not hosting the event this year. The WCDC would like to pursue this further, but we need to make sure that there are at least 15 businesses that are willing to decorate and

display trees.

Each business will be responsible for providing its own tree and decorations. Trees may be any size. A nice touch would be to try to use decorations that are reflective of the business.

The WCDC will design brochures to direct the public to participating locations. Canisters will be provided at each location so that the public can vote for their favorite tree(s) at a penny per vote. Any funds raised will be utilized for radio and news-

paper ads.

December 5th will be the target date for showcasing all of the trees. That is the date for "Toys for Tots," Breakfast with Santa and Santa's Secret Buying Room.

In addition to decorating trees, the WCDC would also like to challenge merchants to participate in a friendly holiday window decorating competition.

Prize categories and guidelines will be distributed during the first week of November. As always, merchant input is appreciated.

Odds and Ends

Warsaw Park Department employees have been busy trimming the downtown trees, and removing dead flowers from the streetscape.

The Park Department works very hard to keep downtown Warsaw looking nice, so please commend them when you have a chance. We are fortunate that the City has made this commitment to our downtown.

It has been reported that on occasion people

are chaining bicycles to trees in the streetscape planters. Please discourage this and let people know that there are bicycle racks on the courthouse lawn and in the city parking lot. We will look into obtaining some additional bicycle racks next spring.

The May 2009 WCDC Newsletter featured an article on the 3/50 Project. This initiative was designed to promote shopping locally. The Lake City Radio Group plans to work

with this project, and they are designing several advertising packages that will be made available to local businesses. More information will be available soon.

Most of the available 2009 matching façade grant funds have been committed to completed and/or currently approved projects. Limited funds might be available for a small project, but large projects will need to wait until 2010.