

# The Light From the Window

**Warsaw Community  
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## Crisscross Kosciusko Promotion

Fall 2010

The Crisscross Kosciusko Promotion kicked off on Friday, October 15th. WCDC partnered with the Kosciusko County Convention and Visitor's Bureau as well as town and Chamber representatives throughout Kosciusko County to help develop the event.

The promo is based on a crossword puzzle game for shoppers. Each participating business has puzzle pieces to distribute, and consumers must visit a requisite number of businesses in order to complete a crossword puzzle game board.

In an effort to insure that participants visit more than one community, the game pieces will be distributed to merchants in such a manner that visitors will need to go to at least two towns in the county in order to

obtain all of the puzzle pieces.

No purchase is necessary to obtain a game piece, however, this is a great opportunity for merchants to pass out flyers, discount coupons, menus, etc. The promotion will help get people in the door, but it is up to each business to try to come up with a way to encourage visitors to shop or dine.

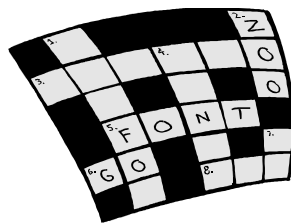
Visitors that complete the puzzle will be entered into a drawing for a \$1,000 cash prize. In addition to the grand prize there will also be other prize packages as well as gift baskets from each participating town

Lake City Bank generously agreed to serve as the sponsor for "Crisscross Kosciusko", and their 3/50 Project radio spots have been updated to promote

the event. The Lake City Radio Group (WRSW, Willie & ESPN 1480) is also playing an integral role.

The Kosciusko County Convention and Visitors Bureau hosted a booth at the Taste and Trade Expo to tout "Crisscross Kosciusko," and the Arts & Earth Trail participants in Kosciusko County. Visitors to the booth received Crisscross game boards and shopping bags.

The promotion runs through January 15th so there is plenty of time to complete a game board.



### SPECIAL NOTES

**WCDC Moves to 117 W. Center St., Suite C:** The new location is two doors south of the old location. It is the previous home of the K21 Health Foundation, and the entrance faces the former National City Bank parking lot.

**Matching Façade Grant Funds:** Matching Grant Funds are still available. Applications for the third grant period will be due November 30th, and projects must be completed by February 28th in order to qualify for 2010 funds.

Details at 267-6419 or [www.warsawcdc.org](http://www.warsawcdc.org) for

## Spooktacular

It's hard to believe that a year has passed and it is time for "Spooktacular." The last two years were marred by rain, but the turnout was still phenomenal.

The 2010 Spooktacular will be held on Friday, October 29th. Registration for the costume contest begins at 5:30 p.m. on the courthouse lawn, trick or treating is from 6:00 p.m. to 7:00



p.m., and the costume contest will commence about 7:15 p.m.

In addition to the downtown retail merchants, several community organizations will also be present to provide treats for the children.

The lead sponsors of the event in addition to the WCDC and Warsaw's Retail Merchants are the Warsaw Breakfast Optimist Club and Miller's Merry Manor. Miller's prepares flyers that get sent out through the Warsaw school system, and they also provide a DJ, treats, and grand prizes. The Warsaw Break-

fast Optimist Club provides money for prizes and lots of volunteers. If you know someone in either of these organization please thank them for all that they do.

The Spooktacular normally draws close to 1,000 children plus parents. In addition to passing out candy to the kids it's a great opportunity for merchants to promote their business by providing parents with a coupon or flyer.

See [www.warsawcdc.org](http://www.warsawcdc.org) for more details.

# First Friday Organizational Meeting

A group of Warsaw's downtown merchants have been meeting weekly since the end of April to plan "First Friday" events. Keith Reinholt of Reinholt's Town Square Furniture took the initiative to organize the first event in June, and he has continued to be the driving force behind subsequent First Fridays.

The activities have been well received by the community, but the events have grown to the extent that it is important for a permanent mission statement and committee structure to be developed to organize the

2011 activities. Mary Kittrell, Executive Director of the Kosciusko County Convention & Visitor's Bureau, has agreed to host an organizational meeting at the CVB office, 111 Capital Drive, on Monday, October 25th.

The meeting is scheduled to begin at 5:15, and will last 2-3 hours. Dinner will be provided so attendees must **RSVP**.

Committee members are needed to assist with various tasks related to planning and executing the First Friday events, as well as ideas for 2011 themes. Please consider

getting involved to help make downtown Warsaw a great place to dine, shop and relax.

The Warsaw Retail Merchants routinely meet at the WCDC Office at 117 W. Center St., Suite C, each Wednesday at 5:15 p.m.



## November/December First Fridays

First Friday activities are still being planned for November and December this year. Warsaw's downtown merchants were unanimous in their agreement to keep the events going through the end of 2010.

The theme for the November First Friday is "Chili Nights," and will feature a chili cook-off. Ron Harris of Rex's Rendezvous is organizing the cook-off. Awards will be given in two categories: Judge's Choice and People's Choice. The contest is open to amateurs and restaurants, however, only the restaurants will be able to sell chili.

More information is available at the WCDC website [www.warsawcdc.com](http://www.warsawcdc.com), by e-mail at [firstfridaywarsaw@gmail.com](mailto:firstfridaywarsaw@gmail.com), or by calling Rex's Rendezvous at (574) 267-5066.



Other November activities include hay rides, storytelling, live music, cider and doughnuts, and children's games and activities. As always the downtown mer-

chants will host special promotions, demonstrations and activities.

The December First Friday plans have not been finalized yet, but current ideas include a window decorating contest, sleigh or carriage rides, carolers, and visits with Santa.

Central Park and downtown Warsaw will be decked out for the holidays in December so it will be a great time to bring the family downtown to set the mood for the holiday season. Warsaw's downtown merchants will be prepared to help attendees complete their Christmas shopping.

## Holiday Decorating Contest

Warsaw Community Development Corporation will sponsor its annual holiday decorating contest in December. In an effort to coincide with the December First Friday event the public will have an opportunity to vote for a "People's Choice" award on Friday, December 3rd.

Downtown businesses may enter to be judged in two categories.



Prizes will be awarded for window decorations and interior ambience. Windows will be judged on the impact that they create as they are viewed by pedestrians and motorists passing by the business.

The interior ambience category will take into consideration how well the business has captured the sights, sounds and smells of Christmas inside the business. Lights, potpourri, candles, and/or music are just a few of the items that can help to create the holiday atmosphere.

Registration slips will be made available to all downtown businesses on or about November 15th. Materials will also be posted under events at [www.warsawcdc.com](http://www.warsawcdc.com) on November 15th.

Prizes for the top winners in each category will include local advertising dollars, not to mention bragging rights. There were some great holiday displays last year, and this year should prove to be no exception. Be sure to take advantage of this opportunity to garner some free promotional dollars!

## Welcome Greek's Pizzeria

A Greek's Pizzeria outlet opened at 101 E. Center Street in downtown Warsaw on Sunday, September 19th. Greek's Pizzeria founder Chris Karamesines established his first pizzeria in 1969 when he was only seventeen years old. The Warsaw Greek's franchise is operated by Brandon Rowan and Nick Lamaster.

Homemade hearth baked dough, a unique Italian sauce, select blended cheeses, and

quality toppings are some of the things that set Greek's pizza apart from other brands. Greek's also offers daily specials plus a catering and family style menu in addition to traditional menu items.

Pizza and pasta lovers may dine in or carry out, and delivery service is also available. Greek's offers a special deal for Grace College students and faculty. Diners that present a Grace student or staff ID may

purchase a 12" one topping pizza for \$7.99 after 7:00 p.m. Sunday through Thursday.

Greek's is open from 11:00 a.m. to 10:00 p.m., Tuesday thru Saturday, and 12:00 p.m. to 9:00 p.m. on Sundays. They are currently closed on Mondays.

Call (574) 269-1113 for more details.



## Fall Clean-Up



The Warsaw Parks Department has cleaned out the flower beds in the downtown streetscape, and they are now busy trimming the downtown trees. The Warsaw Street Department has also been busy making sidewalk repairs in

the downtown area.

Please take the opportunity to thank the employees from these departments for all of the work that they do to keep downtown Warsaw looking nice.

All downtown merchants and building owners are encouraged to take advantage of the nice fall weather to initiate their own fall cleaning efforts. Fall is a good time to

wash windows and remove any dead plants and flowers from planters in front of your business.

The WCDC maintains the names of several businesses that wash windows so if you need assistance, please do not hesitate to contact the WCDC office at 267-6419.

It takes a team effort to keep downtown Warsaw looking nice!

## The 3/50 Project Great Lakes Tour

Cinda Baxter, Founder of the 3/50 Project recently conducted a Great Lakes Tour to bring the 3/50 Project message to the Midwest. Cinda made two stops in Indiana, and thanks to the efforts of the Warsaw/Kosciusko Chamber of Commerce, KEDCO, Lake City Bank and Lake City Radio Group, one of those stops was in Warsaw.

Ms. Baxter was the featured speaker at a special luncheon event during the Taste & Trade Expo at the Orthopedic Capital Center on October 15th.

Cinda indicated that the 3/50 Project evolved as a result of a comment made on Oprah at the beginning of the economic meltdown. Folks were being encouraged not to spend money on anything other than

the necessities, however, in Cinda's estimation discouraging all discretionary spending was only going to create a bigger quagmire in an already stagnant economy.

A few e-mails later and the rest is history. The 3/50 Project was launched and is currently getting ready to expand into Europe and Australia. The basic premise of the project encourages consumers to choose 3 locally owned independent businesses that they would hate to see disappear. Spend a total of \$50.00 per month total between those three businesses, and in doing so help grow the local economy.

More stats and information can be found at [www.the350project.net](http://www.the350project.net). Decals, posters and all types of promotional materials are available on-line. Many of the items are

free, however, there are also select items available for purchase. The website also provides info for following the 3/50 Project on Twitter, LinkedIn and Facebook.

Merchants need to get involved to spread the word about the 3/50 Project. Despite all of the great support by Lake City Bank and the Lake City Radio Group, there are still lots of merchants as well as consumers that do not know about the 3/50 Project.

Make it a point to check out the 3/50 Project website today. Get your decal and posters and partner with other merchants to come up with creative ideas to get people to choose 3 and spend \$50.

Need ideas? The WCDC can help! Please don't hesitate to call us at (574) 267-6419.

# Community Conversation Speaker Challenges Downtown

Morton Marcus, Director Emeritus of the Indiana Business Research center in the Kelley School of Business at IU appeared as a featured speaker at a local "Community Conversation" event held at the Orthopaedic Capital Center.

Mr. Marcus pulled no punches in his comments about downtown Warsaw. In his estimation downtown Warsaw has not changed much over the past 40 years.

While those of us that are close to downtown may beg to differ, it was interesting to hear the critical comments of an "outsider."

Businesses, individuals and government have all invested a great deal of money in downtown Warsaw over the past 8-10 years, but it would appear that we still have work to do. While it is doubtful that we will ever have the large department stores again, it is still important to keep lobbying

for more small retail and service businesses in downtown Warsaw.

Mr. Marcus's comments hit home all too clearly the fact that we can never take anything for granted. What appears to be progress to people close to the challenges can be viewed quite differently from the perspective of someone else.

We can be proud of everything we have accomplished, but there is still work to do.

## Around Our Downtown

Momentum is building in support of increasing the designated parking time period from 2 hours to 3 hours in the City's municipal parking lot between South Buffalo and Indiana Streets. The WCDC has fielded dozens of e-mails and phone calls from concerned citizens.

All of the input about the 3 hour parking that has been channeled through the WCDC office is being provided to local officials.

Andrew Jones has opened a catering business in Suite B6 of the Town Center Mall at 119 E. Center Street. The business is called Viand Chef Services and the contact number for the business is (574) 377-2229.

The Young Adult Professionals (YAPS) "Economy Club" will meet for refreshments and conversation at Mad Anthony's at 5:00 p.m. on October 28th and at Benni-

gan's at 5:00 p.m. on November 24th. Information about YAPS is available on the Chamber website: [www.wkchamber.com](http://www.wkchamber.com).

Unfortunately at the end of September downtown Warsaw lost a business that has anchored the downtown area for many years. Reader's World closed on September 23rd. Due to the economy the Michigan owner of the business elected to consolidate some of his businesses, and one of the reasons the Warsaw store was dropped was because it was positioned furthest from the owner's home base.

In an effort to fill the gap left by the closing of Reader's World, The Next Chapter Bookstore at 116 S. Buffalo Street will soon be stocking a selection of new best-sellers. The store currently sells used books of all genres, as well as a selection of children's books and activity kits.

It is the WCDC's understanding that several interested parties have looked at the Reader's World building so hopefully it will not be vacant long.

WCDC continues to get lots of requests about buildings and apartments in the downtown area. As vacancies occur please contact the WCDC office so that an updated listing can be maintained on the WCDC website.

The Kosciusko County Republicans are currently occupying the former WCDC office at 117 W. Center Street, Suite A. The office will be open from 1:00 p.m. to 5:00 p.m., Monday through Friday, until after the November election.

If your business or organization has information that you would like to see listed in this column, please e-mail it to the WCDC at [wcdc@kconline.com](mailto:wcdc@kconline.com).

### *WCDC Director's Note:*

*My sincere apologies for being a month behind in publishing this newsletter. I try to get a newsletter out at least every other month, but alas it just didn't happen in September. Downtown Days, First Friday events and moving the WCDC office all took more time than I anticipated. Hopefully, I'm back on track!*

*Working to keep a light in every window,*

*Cindy Dobbins*