

The Light From the Window

**Warsaw Community
Development Corporation**
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First Fridays and Downtown Days

July 2010

Kudos to Keith and Cindy Reinholt & Reinholt's Furniture for spearheading downtown Warsaw's inaugural "First Friday" event on June 4th. WCDC also applauds the downtown merchants for their efforts.

Funding for the first event was provided by Warsaw Community Development Corporation, and a generous grant has been received from the Dane and Mary Louise Miller Foundation to help fund future "First Fridays."

July's First Friday event was dubbed the "Great American Picnic." Warsaw's own Bob Sanders, a.k.a. "Uncle Sam," served as the master of ceremonies for the event.

Thanks to the downtown restaurants for offering picnic style fare, and to TOWERbank for providing a free watermelon

feast for the community.

MutualBank generously donated flags and patriotic décor, while Ivory West and the Warsaw Breakfast Optimist Club provided entertainment.

Darla McCammon and the Animal Welfare League organized a great patriotic pet parade and contest, and other activities included a moonwalk, bungee run, karaoke, face painters, caricature artists, magicians, crafts, and a dunk tank.

The August 6th "First Friday" occurs during Warsaw's Downtown Days. Activities currently planned include a family bike ride, a United Way Campaign kick-off and a Shrine Parade. Warsaw Parks and Recreation will also host a "Family Carnival" from 6:00 to 9:00 p.m.

Saturday, August 7th will feature a 5K race, the "Downtown Criterium" cycling event and

the Warsaw Breakfast Optimist/Penguin Point Big Wheel Race. Children's rides, games, food vendors and local entertainment are also on tap.

Downtown merchants are encouraged to fill the sidewalks with sale items on both Friday and Saturday so that attendees can shop for great bargains.

Ruby and Rex's Rendezvous have teamed up with several other sponsors to host a motorcycle show, ride and hospitality tent. Proceeds go to the Kosciusko County Cancer Care Fund. The Downtown Eatery will also host a hospitality tent that will feature a great view of the cycling races on Saturday.

More details about events are available at the following sites:

www.warsawcdc.org

www.firstfridaywarsaw.com

First Friday Warsaw/facebook

SPECIAL NOTES

Warsaw's Downtown Merchants meet each Wednesday afternoon at 5:15 at the WCDC Office. New attendees are always welcome.

Matching Façade Grant applications are due July 31st. Applicants must be WCDC members, and properties must be located in the C-4 Historic Courthouse District.

Applications available at www.warsawcdc.org or at the WCDC office.



Mondays on Main Street

In an effort to help Main Street organizations network, and develop solutions to common problems, the Indiana Main Street Association has been hosting "Mondays on Main Street."

This is a conference call program that occurs on a monthly basis, and the WCDC is participating in these calls in an effort to keep abreast of what is hap-

pening in other downtown areas.

Shae Kmicikewycz, Indiana Main Street Program Manager, hosts the calls, and Main Street organizations have an opportunity to submit suggested topics prior to each call. Recent topics have focused on recruiting volunteers, funding and First Friday events.

There is also an effort underway by Indiana Main Street members to try to bring Cinda

Baxter, founder of the "3/50 Project", to Indiana to speak.

Please contact the WCDC office at 267-6419 or e-mail wcdc@kconline.com with suggestions for topics.

This is a great opportunity to interface with other communities.





CVB Promotions Committee Plans Holiday Event

Representatives from Leesburg, Milford, Pierceton, Silver Lake, Syracuse, Warsaw, Winona Lake and the Kosciusko County Convention & Visitor's Bureau have been meeting for the past few months in an effort to formulate a county-wide holiday activity.

The Committee's goal was to create a fun activity that will increase the traffic in retail

businesses throughout Kosciusko County. A unique game entitled "Crisscross Kosciusko" has been developed.

The game will require shoppers to visit businesses throughout Kosciusko County in order to obtain game pieces to solve a crossword puzzle. Once all of the required game pieces have been obtained shoppers can turn their game cards in to be registered

for some great prizes. In addition to cash prizes there will also be some great gift baskets given away.

The promotion will run from October 15th through January 15th. Participating merchants will pay a \$25 fee to help defray the cost of the game boards and advertising. Further info is available by calling 269-6090 (CVB) or 267-6419 (WCDC.)

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 recently 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 Town

WCDC welcomes Dr. Kevin Day to downtown Warsaw. Dr. Kevin has opened a chiropractic office in the former Home and Farm Mutual Building at 118 W. Market Street, and he has given the facility a whole new look.

National City Bank has officially transitioned to PNC Bank effective June 14th. Downtown Warsaw is home of the only new PNC facility in Indiana. Be sure to stop by to check out the new quarters at 220 W. Market Street.

The lobby and drive-up areas of TOWERbank are now open on Saturdays from 9:00 a.m. to noon.

Kudos to Lake City Bank for supporting the 3/50 project, and encouraging people to shop locally. Clint Marsh and the Lake City Radio Group are also to be commended for their support of local busi-

nesses, as well as the Times Union for their "Clip 'N Cash" promotion.

Thanks to the Warsaw Breakfast Optimist Club for bringing lots of people downtown for their first "Cruise-In to Downtown Warsaw" on May 22nd. The event was very successful, and a second event has already been scheduled for May 21, 2011.

In response to requests from downtown retail and service businesses the City will study the possibility of increasing the designated free parking time limit in the City parking lot from two hours to three hours.

The downtown streetscape is really looking beautiful due to the efforts of Marie, Judy and the rest of the crew from Warsaw Parks and Recreation. WCDC salutes their efforts.

Rumor has it that there might

be a new pizza parlour locating in downtown Warsaw. Stay tuned for more details.

The WCDC is tentatively planning to relocate two doors south (former K21 location) in the next few months. This move will open up a prime retail location that fronts Center Street.

YAP's (Young Adult Professionals) Lunch Club will meet at Bogey's at 12:00 noon on August 11th. This is a great opportunity for young professionals to network with their peers. An RSVP is necessary—call 267-6311, ext. 222. The YAP's Economy Club meets at Spike's at 5 p.m. on August 26th. No RSVP is necessary.

"Around Our Town: is a regular feature of the WCDC Newsletter. Please call the WCDC at 267-6419 or e-mail wcdc@kconline.com if there is something you would like to have posted.