

The Light From the Window

**Warsaw Community
Development Corporation**
(574) 267-6419
wcdc@kconline.com

Warsaw Breakfast Optimist Club Car Show

May 2010

The Warsaw Breakfast Optimist Club will be sponsoring the "City of Lakes Cruise In to Downtown Warsaw" on Saturday, May 22nd.

At 1:00 p.m. DJ Chris Cage will begin spinning records to welcome the arrival of cars, trucks, motorcycles and classic boats to downtown Warsaw. The registration fee for each vehicle entered in the show is \$12. Judging will take place at 4:00 p.m., and all entrants will receive dash plaques.

The "Backyard BBQ Battle" will begin at 2:00 p.m. to determine which local chef wins the bragging rights for Kosciusko County's best BBQ chef. The competition is open to amateurs rather than paid professionals. Grace College Basketball Coach Jim Kessler can provide the details. Contact Jim at

(574) 372-3100, ext. 6265.

The nationally recognized "Shigs in Pit" BBQ team sponsored by Mad Anthony's Brewing Company, and local favorite Ben Butz of Grandpa Benny's will be selling BBQ treats for all to enjoy. A portion of the proceeds will be donated to the Warsaw Breakfast Optimist Club in support of youth projects. A couple of other local vendors will also have food and dessert items available for purchase.

WRSW-FM & Willie 103.5 will broadcast live. At 3:00 p.m. the Warsaw Tiger basketball team will host the "Tiger Corn Hole Tournament." Entry fee for a 2 person team is \$20 & a cash prize will be awarded.

A special treat will be a parade of classic vehicles at 5:00 p.m. The vehicles will leave down-

town Warsaw at 5:00 p.m. and travel east on Center Street to Argonne Road. The vehicles will travel along Argonne to the Village of Winona for a tour of Park Avenue and a return to downtown Warsaw.

Martin Becker and the Lakes Area Concert Band will set up on the Courthouse Lawn at 6:15 to host a 45 minute concert. Attendees are encouraged to bring lawn chairs or blankets.

At 7:00 p.m. the festivities will conclude with the presentation of awards to the top ten vehicles in each judging class.

Don't miss this action packed event in downtown Warsaw on May 22nd. For more info visit www.warsawoptimist.org, or call event co-chairs Art Gakstatter at (574) 265-1010 or John Elliott at 265-6556.

SPECIAL NOTE

Matching Façade Grant money for 2010 is now available. Applicants must be WCDC members, and properties must be located in the C-4 Historic Courthouse District.

The Revolving Loan Program is also a great low interest option open to downtown businesses in the C-4 District. Up to \$40,000 per applicant is available.

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



Downtown Event Plans

Representatives from several downtown businesses met at Le Gourmet Chocolate Shoppe on Tuesday, April 27th to discuss ideas for downtown events.

Keith Reinholt of Reinholt's Furniture organized the meeting and encouraged attendees to come up with some ideas for monthly downtown events similar to the First Friday activities in Goshen, Indiana.

A second meeting was scheduled for

May 6th and a **third meeting will be held on Wednesday, May 12th at 5:15 at Le Gourmet Chocolate Shoppe.**

People with ideas and a willingness to work to bring the ideas to fruition are needed. We want to convey that downtown Warsaw is a great place to shop, relax and enjoy some fun activities.

Reinholt's will be spearheading the first activity on Friday, June 4th. Plans include two bands and food vendors. Downtown mer-

chants will also present a "Taste of Downtown" by showcasing products and/or services offered by their businesses. There will be lots of door prizes and fun for everyone.

Questions, ideas, etc.? Call Keith Reinholt at 267-5949 or Cindy Dobbins (WCDC) at 267-6419.



Downtown Streetscape

The trees in the downtown streetscape were certainly beautiful when they were in full bloom. The Warsaw Parks and Recreation Department has been working in conjunction with a professional tree service in an effort to assess the status of each tree.

A few trees are going to need to be replaced as they have been infected with a fungus and/or pests. Some trees have also

sustained man-made damages via acts of vandalism.

It's important to remember that this is not the time of the year to trim the trees. There is evidence that some merchants may have already done so. If you have an issue with the trees in front of your business please contact Larry Plummer at Warsaw Parks and Recreation.

Another important reminder is to refrain from using chemical weed killers around your business. On a windy day the chemicals can really travel, and they wreak havoc with the trees and plants.

It should also be noted that city ordinances prohibit allowing dogs in the planters. Fines will be levied if violations are observed and/or reported.

Business Critique

Periodically it's important to take stock of your business and evaluate what improvements might be necessary. This can be done via a self analysis, or perhaps by engaging a few customers or fellow business owners.

Take a look at the exterior of your business. Does the store look interesting and inviting, and is the window display well lit and easily visible from a distance? Can patrons tell what you are selling by looking at the exterior of your building? Are shop hours and

acceptable forms of payment posted?

A couple of immediate things that customers notice about the interior of a business is whether it is well lit, and the aisles are wide enough to walk through. Does your store look clean and well organized? Smell is also a factor. Is the atmosphere pleasing, and are products displayed well?

Customer service is also tantamount. Are customers greeted when they enter the store? Are clerks friendly to customers,

and do they make a point to thank people for stopping regardless of whether or not a purchase is made? Does your sales staff go the "extra mile" for customers? Will you keep the door open a few minutes after closing time to accommodate shoppers?

All of these factors contribute to the overall image of your business and it's important to reassess these things periodically. WCDC hopes to schedule some educational sessions to assist downtown merchants.

Around Our Town

Positive Fitness located at 211 N. Indiana St. is offering a free one week trial of its Positive Fitness Boot Camp. For more information about the boot camp and other activities go to www.positivefitness.net or call Lou Siri (574) 551-3371.

The local Young Adult Professional Club (YAP) has scheduled two events for the month of May. On May 12th attendees will meet at the Animal Welfare League at noon for a **Lunch Reach** activity. Attendees will be giving up their lunch hour to assist with walking dogs, etc. YAP members plan regular **Lunch Reach** events to assist non-profit organizations. An RSVP is necessary.

On May 27th the YAP **Economy Club** will meet at Spikes at 5 p.m. The **Economy Club** supports the local economy by visit-

ing area restaurants for food and drinks. No RSVP is necessary for this event.

YAP is open to young professionals in their 20's and 30's. For more info e-mail yap@wkchamber.com

Starting in May, B-Mac's will be open on the First Friday evening of each month. One of its popular Friday evening features is an AYCE fish dinner.

A new restaurant will open at 115 S. Buffalo Street in Warsaw on or about May 24th. The name of the restaurant is 8 WW, and it will feature cuisines from around the world. More information will be available in the next newsletter.

Just for Kids and Ruby are offering some great "Deal of the Day" specials. Be sure to get signed up

for their e-mail blasts, and don't forget to visit them on Facebook.

The Next Chapter Bookstore located at 116 S. Buffalo Street will feature a book sale through the month of May. Most sale books are priced from \$.25 to \$3.00.

Mountain Music is now more than just music! Stop in and check out the selection of patches, signs, memorabilia, Harley Davidson items and much more. New items are continually being added.

United Credit Union has vacated their office at 122 E. Center Street. Watch for activity there soon!

"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.