

# The Light From the Window

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

## SMALL BUSINESS SATURDAY

November 2010

For years small, independent retailers have been overlooked on Black Friday because of the huge sales propagated by the big box stores. Cyber Monday also takes it toll.

This year small, independent retail businesses can rejoice! Through the joint efforts of American Express and The 350 Project, locally owned, independent businesses are encourage to take back the Saturday after Thanksgiving and make it their own.

Dubbed "Small Business Saturday," the campaign is designed to encourage consumers to shop (and dine) with the little guys instead of taking off to frequent the national chains.

Small business owners can download free marketing materials and social media tools to spread the word by visiting [SmallBusinessSaturday.com](http://SmallBusinessSaturday.com).

The first 10,000 small business owners who register on Facebook.com/American Express will receive \$100 worth of free, geo-targeted advertising on Facebook.

What's in it for consumers? AMEX is offering a \$25 account credit to cardholders that register on the Small Business Saturday website. In order to obtain the credit consumers must use their American Express card to purchase at least \$25 in goods or services from participating locally owned,

independent retailers that have registered their business.

The 350 Project is also sponsoring several other campaigns to help promote independent, locally owned businesses. "Eat Down the Street" encourages people to patronize the independent, locally owned restaurants in their communities.

The "Big Things Come From Small Boxes" campaign touts shopping with the local, independent stores that in turn put money back into the community throughout the year.

Posters and many other materials for these campaigns are free. For more information visit [www.the350project.com](http://www.the350project.com).

### SPECIAL NOTES

**Matching Façade Grant Funds:** *Matching Grand 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.*

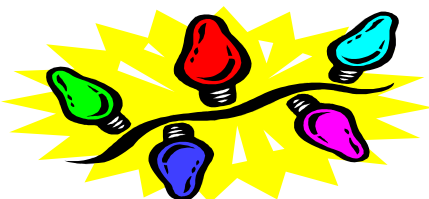
*Details at 267-6419 or [www.warsaw.cdc.org](http://www.warsaw.cdc.org) for details.*

**Downtown Retail Merchant Meetings:** *Meetings are held every Wednesday at 5:15 at the WCDC Office, 117 W. Center St., Ste C.*

## DECEMBER FIRST FRIDAY EVENTS

The final First Friday event for 2010 is scheduled for Friday, December 3rd from 5:00 to 8:00 p.m. Dubbed "Holly Days," this event is designed to get everyone in the holiday spirit.

First and foremost, the downtown merchants will be offering some great special promotions, and lots of samples.



Many of the merchants utilize the personal ads in the Times Union to advertise their events so be sure to check the ads during the week of November 29th.

Luminaries, twinkle lights, wreaths and window displays will add a festive flair to downtown Warsaw. First Friday attendees will be asked to step inside each business in order to choose the shop that has done the best job of creating an interior ambience that mirrors the sights, sounds and smells of Christmas. Persons that take the time to vote will be entered into a prize drawing.

Transportation via sleigh or train will be pro-

vided through downtown Warsaw, and plans also include trips to Central Park provided the light display is in place by December 3rd.

Santa will be in his workshop on the southeast side of the courthouse, and it is quite likely that one or more of Santa's reindeer will also pay a visit.

December's First Friday would also be a good time to pick up a Crisscross Kosciusko game board.

Activity updates will be posted on the WCDC website at [www.warsawcdc.org](http://www.warsawcdc.org) or First Fridays Warsaw on facebook.

# FIRST FRIDAY ORGANIZATIONAL MEETING

Ten downtown merchants met at the CVB Office on October 25th to plan 2011 First Friday events with the assistance of Mary Kittrell, CVB Executive Director. Themes and lead persons were designated for each first Friday from February through December in 2011.

The February First Friday will kick off the year with a "Fire and Ice Festival." First Friday spokesperson Keith Reinholt is negotiating with the Michiana Ice Carvers

to spearhead the event.

Sponsors are needed to cover the cost of the blocks of ice, and the expenses of the professional ice carvers. The First Friday Committee is also interested in obtaining different corporate, business or individual sponsors for each month during 2011.

Volunteers are also needed for all 2011 events. Ideally the First Friday Committee would like to have a different community group commit to each First Friday event so

that it is not a great burden for any one group. First Friday events take lots of volunteers, but they are a lot of fun and it's a great way to get involved in the community.



For more information contact Keith Reinholt at 267-5940 or Cindy Dobbins at 267-6419.

## "DECK THE DISTRICT"

City employees have been busy putting lights in the downtown trees. Their efforts are really appreciated as the lights really contribute to the holiday atmosphere. The flags will also be coming down soon, and they will be replaced by wreaths on the light posts.

The Christmas display in Central Park is scheduled to be lit around December 3rd. It just seems to get better and better each year. The Young Tiger Football Group will once again be selling coffee, cocoa and other goodies.

Last year downtown business/building owners did a spectacular job of decorating

street level doors and windows. This year downtown business/building owners and residents are also encouraged to place wreaths decorated with red ribbons on second story windows. WCDC can supply the wreaths decked out with red ribbons at a cost of \$10.00 per wreath.

If it is too cost prohibitive to consider decorating all of your second story windows, please consider strategically placing even a few wreaths on your upper story windows.



This is intended to be an ongoing project, so additional wreaths may be added during the 2011 holiday season.

Help is needed to decorate the windows in a few vacant downtown buildings. Please contact Cindy Dobbins at the WCDC if you know a group or an individual that would be willing to decorate a window.

The buildings that formerly housed Reader's World, Simple Settings and the WCDC office are prime locations that should be decorated. The decorations do not need to be elaborate. A simple tree or wrapped packages would suffice.

Let's all work to "Deck the District!"

## 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 to the business that displays the best decorated wreath, and the business that creates the best interior ambience. Wreaths must be visible from the street or sidewalk so they should be placed at street level on an entrance door, window or the façade of the building.

The interior ambience category will take into consideration how well the business has captured the sights, sounds and smells of Christmas inside the business. Potpourri, candles, and/or music are just a few

of the things that can help to create atmosphere.

Registration forms are available at the WCDC office at 117 W. Center St., Ste. C, and forms will also be posted under events at [www.warsawcdc.org](http://www.warsawcdc.org).

Prizes, not to mention bragging rights, will be awarded to the winners. 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 "Deck the District."