

Volume 4 Issue 7

July 2005

Downtown Agenda

Monthly Newsletter for Downtown Eau Claire, Inc.

SUMMERFEST

The downtown will be hoppin' again this July at the 6th Annual Summerfest celebration on Saturday, July 23 and Sunday, July 24th. All activities are free, so make this event part of your July plans!

Thank You!

The Bistro of Eau Claire and Brent Douglas for sponsoring the June Shop Talk event.

Saturday, July 23

Burger King Classic Car Show (10AM to 4PM) w/ ShowCar Roadshow & The "Duke of Earl" and friends

Automotive/50's Memorabilia Vendors

Farmers Market

Children's Activities

Petting Zoo

Roller Skating

Street Dance (5PM-10PM) w/ *Calpurnia* and *The Cruisers*

Beer Garden, food and much more

Sunday, July 24

2nd Annual fishing contest (noon-3PM)
check in at the Farmer's Store parking lot

Event Sponsors

All Season Tire Company
Madison Street Auto Body



CHIPPEWA VALLEY
THE UNEXPECTED WISCONSIN

Thank You!

To the following sponsors of the mural project:

Redevelopment Authority
RCU

Kaisen Builders
Mautz Paint

Lincoln Contractors
Supply Inc.

Corporate
Technologies

FABCO Rents

Cecelia Cronk

Cyndee Kaiser

Mural for 2 S Barstow Street

Downtown Eau Claire is going to get more colorful this summer thanks to some local artists. On June 21st, the Redevelopment Authority approved a mural project for the vacant building at 2 South Barstow. This fresco will cover the storefront area and the side windows facing the developing Phoenix Park. The project entitled, "United Artists: Urban Renewal Project," is going to take about 70 sheets of plywood to complete and the help of a lot of dedicated people.

The tentative theme of this mural is urban in nature with a French twist. On the street level area, a café scene will be depicted with the river being incorporated into the scene. Since loft apartments are a possibility for the remaining upper floors when redevelopment occurs, the 20 upper window murals are going to have individuals enjoying their lofts. In order to get the urban feel, these people are going to be influential citizens from our past, including everyone from Marilyn Monroe to Rosa Parks.

Participants will paint on site for the lower levels, and at 308-312 Barstow for the upper levels. Please spread the news to all you see and be sure to stop by and check it out for yourself!

If you would like to get involved with this project or have any questions, feel free to contact Heather Franchini at 839-4914.

Downtown Events

June 8-August 31

Rural Visions group show at L.E. Phillips Memorial Public Library.

July 7-July 29

High School Student Art Exhibit. Eau Claire Regional Arts Center Gallery.

Tuesday, July 12

All the Pretty Horses at The Stone's Throw. 10:00 PM.

Tuesday, July 12

How to Save Money Around the House class at Family Resource Center. 12:30-1:30 PM Please call 833-1735 for information.

Thursday, July 14

"Tales from Brothers Grimm" presented by ECCT at Valleybrook Church. 10:00 AM, 1:30 PM, & 6:30 PM. Please call 839-8877 for tickets.

Friday, July 15

"Tales from Brothers Grimm" presented by ECCT at Valleybrook Church. 10:00 AM & 1:30 PM Please call 839-8877 for tickets.

Tuesday, July 19

Chippewa Valley Gospel Choir presentation at The State Theatre. 7:30 PM.

Wednesday, July 20

Chippewa Valley Gospel Choir presentation at The State Theatre. 7:30 PM.

Thursday, July 21

Brown Bag Lecture Series: Positive Parenting at Family Resource Center. 12:00-1:00 PM Please call 833-1735 for information.

Wednesday, July 27

Premiere Night at Family Resource Center. Food, silent auction and ECCT's performance of "Oklahoma". Starts at 5:30 PM. Please call 833-1735 for information.

"Oklahoma" presented by ECCT at The State Theatre. 7:30 PM, please call 839-8877 for tickets.

Thursday, July 28

"Oklahoma" presented by ECCT at The State Theatre. 7:30 PM, please call 839-8877 for tickets.

Friday, July 29

"Oklahoma" presented by ECCT at The State Theatre. 7:30 PM, please call 839-8877 for tickets.
Lamont Cranston Band at The Stone's Throw. 10:00 PM. \$12 cover at the door.

Saturday, July 30

"Oklahoma" presented by ECCT at The State Theatre. 1:30 PM, please call 839-8877 for tickets.

July 2005

Please visit DECI's website for meeting specifics and additional downtown events: www.downtown-eauclaire.com

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Independence Day	5	6 DECI Board 7:30 AM Marketing Mtg 5:00 PM	7 Girls Night Out	8	9
10	11	12	13 Business Mtg 7:30 AM	14 Arts Mtg 9:00 AM	15	16
17	18	19	20 RDA Mtg 7:30 AM	21 Moonlight Stroll	22	23 Summerfest
24 Summerfest	25	26	27	28	29	30
31						

Sidewalk Merchandise Survey Results

A "Downtown Sidewalk Merchandise Survey" was sent out in last month's newsletter to get opinions from business owners and managers about merchandise being displayed on sidewalks. Here are some of the results:

When asked if they would like to see merchandise displayed on public sidewalks in the downtown and Water Street, 64% of respondents said "yes," while 21% of respondents said "no." Nine percent would like to see merchandise displayed on sidewalks only during special events and promotions, and 6% of respondents would like to see merchandise displayed on sidewalks only if the displays are attractive.

An overwhelming 75% of respondents would not be interested in selling their merchandise on the sidewalks. Of those respondents who aren't interested, 71% of them said "no" because they "don't sell products/services you can display outside." The other 25% of respondents would be interested in selling merchandise outside on sidewalks.

Respondents were asked, "If there were a dispute between businesses regarding the aesthetics of a merchandise display, how should this be handled?" Ninety-one percent of respondents chose these three options or a combination of these three options: Downtown Eau Claire, Inc., the businesses should resolve the dispute themselves, or a peer committee should address the issue.

When asked if there are any specific items or types of merchandise that should NOT be displayed on the sidewalk, 25% of respondents said "adult material or inappropriate/offensive items."

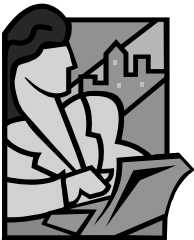
These survey findings will be presented to the Downtown Eau Claire, Inc. Board and then to City Council. Future additions of Downtown Agenda will have updates on the proposed sidewalk merchandise ordinance. Thank you to everyone who participated in the survey!

Wireless Internet

On June 13th, DiscoverNet, a downtown Internet and web design service provider, received a 90-day encroachment from Public Works to test a wireless "mesh" network called

LEAP™ in the downtown area. They created a wireless hotspot downtown by the L.E. Phillips Memorial Library that is now accessible to anyone who wants to log onto the Internet. So grab your

laptop and standard wireless card, head to the library, sit outside and go wireless!



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RCU

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Use Your Neighbor: UWEC

As a small business, you need to tap into all available resources to get ahead of the game. Now is the time to take advantage of the extremely valuable resource located just across the river, UWEC. Read on for tips on how to make UWEC work for your business.

1) Be a Case Study. Volunteer your company to be a business school case study. UWEC offers business courses that require students to perform case studies, do market research, create business & promotional plans, and develop websites for real companies. Contact the appropriate department chair for more information: Accounting & Finance: Dr. Mike Wilson (715) 836-2184 Business Communication: Dr. Jack Hoggatt (715) 836-4877 Management Information Systems: Dr. Thomas Hilton (715) 836-3416 Management & Marketing: Dr. Tim Vaughan (715) 836-4408

2) Get Advice. Obtain information, training, and counseling from the UWEC Small Business Development Center (SBDC). SBDC offers counseling and workshops to help small business owners in all areas of their business at no cost to you. For more information, contact Kevin Jones at 836-5811, email ask_sbdc@uwec.edu, or visit www.uwec.edu/ce/sbdc.htm.

3) Find an Intern. Internships help you connect with motivated students to help you with special projects or everyday work. Internships can bring fresh insight and enthusiasm to your company, while providing the student with valuable experience and skills. For more information on how to create an internship, email Robin Johengen at johengr@uwec.edu or visit www.uwec.edu/career/Employers/index.htm.

4) Find an Expert. Find out what expertise is on a business school's staff. You may find just the right person to hire as a consultant, to serve on your board, or to speak at your next special event. Check out the UWEC Experts Directory to find the expertise you are looking for: www.uwec.edu/newsbureau/experts/index.html.

5) Build a Connection. There are countless ways to connect with UWEC students and staff by volunteering your time. Get your company's name out there. Guest lecture for a class, speak at a student organization, participate on an advisory board, or help out some other way! For more information on ways to connect with UWEC visit www.uwec.edu/cob/make_a_connection/build_a_connection.htm.

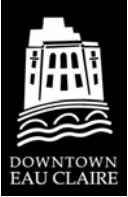
Source: www.uwec.edu

A Sign of the Times

Recently, UWEC students unveiled newly designed business logos for excited downtown business owners. The unveiling was the final step in a month-long service-learning project by students.

As part of a group project, student teams worked with individual business owners to create a logo and business identity package (i.e., letterhead, business cards, envelopes) that captured the feeling of the business and met the owner's approval. Students collaborated with their clients throughout the design process, including initial client meetings, store visits, draft critiques, final presentations and providing print specs.

The response from participating business owners was overwhelmingly positive. Impressed with the quality of work and professionalism of the students, 80% reported they will use the student-developed logos in new signage and/or marketing. This incredible response has prompted faculty and DECI to begin planning additional projects for upcoming semesters.



Downtown Eau Claire, Inc.

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Downtown Eau Claire, Inc. is a non-profit organization dedicated to promoting the development of business, housing and cultural resources and activities within Downtown Eau Claire.

Building for Sale



303 N Barstow Street

Are you in the market for an open floor plan near the North Barstow Redevelopment Area?

Look no further than 303 N Barstow Street.

- Steel structure with opportunities for upward expansion (up to 3 levels)
- Recently remodeled with new tile & paint
- Over 12,000 square feet available
- Building for sale, not the business
- Zoned CBD
- Purchase includes 3 parking lots and a 2nd building (209 N Barstow St)

If you are interested in this location or any other downtown location, please contact Mike Schatz at (715) 839-4914 .

Don't Forget: There is free parking in the ramp on evenings & weekends!