

Downtown Agenda

Monthly Newsletter for Downtown Eau Claire, Inc.

Business Recruitment Moves Forward for Downtown

The City Council recently approved the Business Recruitment Strategy for Downtown Eau Claire, Inc. The activities within the strategy will be paid for by an \$15,000 appropriation from City Council and a \$10,000 match from the Downtown BID.

Within the plan, three new programs are created. They are the "Jump Start Downtown" business competition, the Adopt-A-Recruit plan, and the Rental Assistance Program. The strategy will be implemented from May to December 2005.

"Jump Start Downtown" is a business competition that will provide entrepreneurs and/or small business owners the start-up capital to open a business in downtown. Interested parties will submit a business plan by July 31, 2005 to the DECI office. A panel of representatives from SCORE, Western Dairyland and the Small Business Development Center will judge the business plans. The business must be economically feasible and fit into the desired mix of downtown businesses as defined by the HyettPalma report.

The first place prize is \$5,000 start-up capital. Three second place prizes may be awarded of \$2,000. All entries that locate within the downtown within one year will receive one free parking pass to a municipal lot for one year. The "Jump Start Downtown" application is available on the DECI website.

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Thank You!

Paint Creek Nursery for providing seedlings that were distributed between Arbor Day and Earth Day.

Bob Smith Window Cleaning for washing vacant windows during the Spring Spruce Up event.

Midwest Coca-Cola of Eau Claire for donating fifty cans soda and fifty bottles of water for the Spring Spruce Up event.

Strong Backs & Big Hearts Needed!

It is that time of year again, Spring Cleaning! The downtown area is no exception. A special spring cleaning event is planned for **Saturday, May 14th from 10:00 a.m. to noon**. Volunteers are needed to help out and put a little "sweat-equity" into downtown.

Volunteers are asked to meet at the Four Corners parking lot (across the street from the Children's Museum) at 10:00 a.m. Please bring brooms, gloves, friends, family and a positive attitude. Lunch will be served at noon for all participants.

Even if you can't participate during this event, please plan on "sprucing up" your property by washing windows, sweeping sidewalks, trimming greenery and adding a new coat of paint during this time.



If we all do a little, we can do a lot!

Downtown Events

April 24-June 1

Horizon Line art exhibit by Scott Robertson at L.E. Phillips Memorial Public Library.

May 4-June 1

Eau Claire Area Art League art exhibit. Eau Claire Regional Arts Center Gallery.

May 2-May 6

3rd Annual Virtual March on Washington. Contact L.E. Phillips Memorial Library at 839-5004 for more information.

Monday, May 2

Why Children Act the Way They Do lecture. Family Resource Center. 6:30-7:30 PM. Please call 833-1735 to register.

Tuesday, May 3

Bruce Wood Dance Company at The State Theatre. 7:30 PM. Please call 836-2787 for tickets.

Wednesday, May 4

Bill Miller at the State Theatre. 7:30 PM. Please call 832-2787 for tickets.

Thursday, May 5

Smack Davis, Elliston, & DeYarmond Edison at The Stone's Throw. 10:00 PM, \$3 cover.

Friday, May 6

Honeydogs and Bulldogs at The Stone's Throw. 10:00 PM, \$6 cover.

Saturday, May 7

Starquest 2005 Finals at The State Theatre. 7:30 PM. Sponsored by the Eau Claire Children's Theatre. Please call 839-8877 for more information.

Tuesday, May 10

"Barbie on Meth": The Teen Brain and Methamphetamine lecture at the Family Resource Center. 6:30 PM. Please call 833-1735 to register.

Friday, May 13

Jack Brass Band at The Stone's Throw. 10:00 PM, \$5 cover.

Saturday, May 14

Spring Spruce Up event. 10:00 AM to noon. Meet at the Four Corners Parking Lot. Free lunch for all volunteers.

Highland Fling, presented by the Chippewa Valley Symphony at The State Theatre. 7:30 PM. Please call 832-6366 for tickets.

Thursday, May 19

Brown Bag Lunch Series: Sibling Rivalry discussion at the Family Resource Center. 12:00 PM. Please call 833-1735 to register.

Friday, May 20

Green Mountain Rebels and Trampled by Turtles at The Stone's Throw. 10:00 PM, \$3 cover.

Saturday, May 21

Michael Fedman's Whad'Ya Know? at The State Theatre. 7:30 PM, please call 832-2787 for tickets.

Howard Luedtke and Blue Max at The Stone's Throw. 9:30 PM, \$5 cover.

Saturday, May 28

Scott Thompson film "Homeland" presented at the Eau Claire Regional Arts Center. 3:00 PM and 7:00 PM.

May 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 <small>Exec Comm. 7:00 AM / DECI Board Mtg 7:30 AM</small>	5	6	7
8	9	10	11 <small>Business Committee 7:30 AM</small>	12	13	14
15	16	17 <small>Marketing Committee 5:00 PM</small>	18	19	20	21
22	23	24	25 <small>RDA Board Mtg 7:30 AM</small>	26	27	28
29	30	31				

Oleson's Livery Proposals

The Eau Claire Redevelopment Authority is requesting proposals for the purchase and development/redevelopment of three parcels located in the North Barstow Redevelopment District. This request for proposals is a result of recent interest in the preservation of the Oleson Livery.

The three parcels contain two existing structures and one vacant lot. The structures are located at 310 Wisconsin Street (Olesons Livery) and 312 North Barstow Street, with the vacant lot located between the buildings.

The Redevelopment Authority is looking for a high-quality, attractive, high-density commercial/residential development that will compliment the new Phoenix Park.

Proposals are due by May 18, 2005 and will be reviewed by the RDA at the meeting on May 27, 2005. Copies of the RFP can be picked up in the Economic Development office, City Hall, 203 S Farwell Street.



Correction:

If you are interested in signing up to receive this newsletter via email, please contact Marsha at

Marsha.tanula@ci.eau-claire.wi.us



DECI Members

Thank you **Anderson Building Management** and **Oakwood Mall** for their dedication to downtown revitalization. We appreciate your support!

BOARD MEMBERS**President**

Charlie Grossklaus
RCU

Vice President

John Dickey
Luther/Midelfort

Secretary

Paula Stolp
Third Ward Neighborhood

Treasurer

Teresa O'Halloran
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Dennis Jenson
Eau Claire County

Robert Krause
Corporate Technologies

Jen Roth
Eau Claire Regional Arts

Bernie Trettin
North River Fronts Neighborhood

Executive Director

Mike Schatz
City of Eau Claire

Building Word-of-Mouth Referrals

Even in today's media-driven world, there is no better form of advertising than word-of-mouth—a personal referral from someone whose opinions others trust and respect. Small business owners are among the biggest beneficiaries of word-of-mouth referrals, as they require no advertising and marketing budget. Here are a few ways to build referrals:

- 1) **Recruit Cheerleaders:** Build a team of supporters for your business—friends, family members and colleagues who routinely talk up your business to their friends and acquaintances.
- 2) **Network, Network, Network:** Get involved with professional associations related to your industry or field.
- 3) **Capitalize on your Current Customers:** At the conclusion of all successful projects, thank your customers for their support and express your interest in working with them again. Also encourage them to pass along your name to others.
- 4) **Keep in Touch:** Don't wait for customers to call you. Contact them from time to time to see how things are going, personally and professionally; what issues or trends they're dealing with; and perhaps alert them to an event, article or Web site that may be of interest.
- 5) **Do a Good Job:** There's no better source for a positive referral than a happy customer. And remember that the quality of your service says as much about you as the quality of your work or product. Responsiveness, the ability to help out with tight deadlines, and a willingness to do those all-important "little things" (e.g., working in small jobs for no charge) builds goodwill and a good reputation for your business.

Brought to you by SCORE "Counselors to America's Small Business" www.score.org

Business Recruitment Strategy

(Continued from page 1)

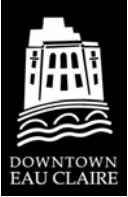
The **Adopt-A-Recruit** program will include direct mail pieces and personal one-on-one meetings with prospective businesses. Business recruitment efforts are often most successful when an existing business contacts a targeted business. It creates a sense of ownership for volunteers and demonstrates commitment to prospective businesses.

The **Rental Assistance Program** is intended to encourage property owners to seek tenants that fit into the desired mix as defined by the HyettPalma study. The program pays for one month of rent (up to \$650) for a new business. The Rental Assistance Program application is available online at the DECI website.

Also included in the Business Recruitment Strategy is a general image marketing campaign consisting of billboard, television and brochure advertising.

If you are interested in any of these programs, please contact the DECI office at (715) 839-4914 or online at www.downtown-eau Claire.com.

A special thanks to the DECI Business Committee for preparing the Business Recruitment Strategy.



Downtown Eau Claire, Inc.

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www.downtown-eauclaire.com

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.

Right In the Middle of the Action



Barstow Court 306 South Barstow Street

Are you looking for a professional office space in the heart of Downtown Eau Claire? Is a location near financial institutions, professional services, specialty shops, and children's activities important to your business?

Consider Barstow Court

- In the heart of the commercial and professional district of downtown
- 306 S. Barstow Street
- Multi-tenant facility
- 630 to 2,000 square foot spaces available
- Lease includes all utilities
- \$8.75 to \$9.75/sq foot

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