



Downtown Eau Claire Inc.


Discover Downtown Eau Claire

Downtown Agenda - Monthly Newsletter


Volume 6, Issue 3 September/October

Unveiling Celebration for New Downtown Logo

Enjoy the Journey of Discovery in a downtown where




NOTHING IS ARTIFICIAL



November 14th
5 p.m.
Stella Blues

Unveiling Celebration of
New Downtown Logo



brought to you by
DECI

Please join us for the unveiling of the new downtown logo! The DECI Downtown Image Committee, who has been working tirelessly for months to develop a new downtown logo, will proudly unveil their work on **Wed. November 14th**, 2007 at **5 pm** in Stella Blues - 306 E Madison St.

The new Downtown Eau Claire brand will resonate with the discovery theme by using "Nothing Artificial" as its tagline.

A special thank you to: The Downtown Image Committee, especially the chair Kerry Kincaid, for all their time and hard work!

Creative lead for this project, David Brier from DBD International, will describe how Downtown, although geographically not united, shares elements of discovery, surprise, and great experience - which is the main focus of the new brand.

Dates to Remember

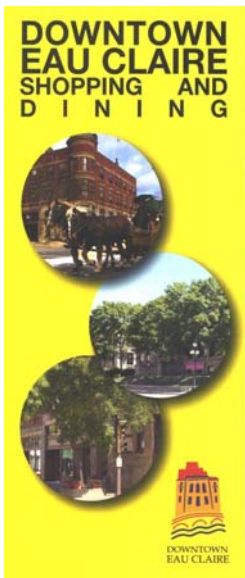
-Oct. 31 from 3-5 pm
Downtown Trick-or-Treating

-Nov. 8 at 11 am
Ribbon Cutting for Dessert First and Becki's Mediterranean Olive Salsa

-Nov. 16-17
Holidaze Arts Festival (formerly Sinterklaas Market)

-Nov. 29 from 5-7 pm
Christmastime in the City

-Dec. 1 from 11-2 pm
Christmastime in the City



New guide to help visitors

Get ready for some great shopping and eating in the downtown area! The annual Downtown Shopping and Dining Guide has recently been printed. 4,000 copies were made and will be distributed to area businesses, hotels, the Chamber, UW-Eau Claire and the Visitor's Center. The 2007 Downtown Retail & Dining Brochure features 25 retail shops and 13 downtown restaurants. New additions to this year's brochure are Dessert First, Long Cheng's Market, Marie's Original Bakery, Porter's, Stone's Throw, Trend Setters, Under Loud Board Shop, and Wildwood Crafts and Treasures. These new brochures will be available through 2008.

In this Issue:

- pg. 2 Welcome Wildwood
- pg. 2 Trick or Treating
- pg. 3 IFF Wrap Up
- pg. 4 New Businesses
- pg. 4 Save the Date!



Page 3:

International Fall Festival Recap including photos, survey info and more!

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Downtown Agenda— Monthly Newsletter, September/October 2007

Getting to know your fellow DECI members...

Wildwood Crafts and Treasures excited about downtown events and plans

While being one of the newest downtown businesses, Wildwood Crafts and Treasures is also one of the most involved in downtown events. Being called one of the “best new neighbors” by the DECI Festivals Committee, there’s no doubt that this local craft vendor and producer carries a strong presence in the downtown shopping scene.

Wildwood got its start not too long ago when the Knocke couple was faced with some hardship. Nancy suffered a painful knee injury and surgery, not allowing her to continue her job as a school-bus driver. Ken suggested that she get involved as a craft seller, and being retired from Leinenkugel’s brewery, was able to help out. At first, the couple sold their potpourri, soap, candles and other merchandise at small shops in Wisconsin and Illinois and at local craft shows. When a few of those shops closed down, the couple began to think about opening their own store. Knowing from the start that they wanted to stay away from the mall area, but also be local, they instantly liked the idea of being downtown. Since their move, business has been great.



Ken and Nancy Knocke, owners of Wildwood Crafts and Treasures, are enthusiastic about downtown revitalization.

“We like the community feeling in the downtown area,” Nancy said. “So much is happening to revitalize downtown Eau Claire. We feel like such a part of the business scene.”

The couple is also hopeful about the area’s development, saying, “We feel that the only way downtown can go is up and we enjoy being a part of it. We really like meeting all of the other downtown business owners and sharing their ideas.” Ken added that he would call it “uptown,” instead of downtown.

Non-local shoppers have been frequent at the shop, Nancy said. Many times they hear comments from visitors about how the downtown area is starting to look alive again. “It is especially great meeting so many visitors from out of town in addition to the area shoppers.”

While Wildwood Crafts and Treasures is a new DECI member and a new business, they have already been such an active participant in downtown events. No doubt, a great neighbor to have around.

Downtown Trick-or-Treating
October 31 from 3-5 p.m.
in Downtown Eau Claire!



Downtown will once again be host to goblins, witches, ninjas and princesses during the annual downtown Trick or Treating. Look for a pumpkin outside participating businesses signaling those in costume are welcome. Check out www.downtown-eauclaire.com for a listing of participating businesses. If your business would like to participate, please contact Kaysie at

Water Street BID joins DECI

DECI gladly welcomes the Water Street Business Improvement District into the DECI family. The addition of the Water Street BID unites all downtown BIDs behind the push for downtown revitalization. The DECI Board also added Jennifer Dooley to represent the Water Street BID and the interests of the businesses in the Historic Water Street area.

IFF ReCap

International Fall Festival brings world to downtown Eau Claire



The day was filled with food, fun and music on Saturday, September 15, during the annual International Fall Festival event. Approximately 15,000 people came from all over the Chippewa Valley to experience a small taste of world culture. The Xcel Energy World Stage kept the sounds of the festival going all day. From dancing cloggers to martial artists, patrons witnessed a wide variety of musical and performance acts. The RCU Parade of Nations was also a hit with event-goers, who were able to see about 40 units, two high school marching bands and over 60 world flags strut proudly down the streets of downtown. With a record number of food and crafts vendors this year, the event was bigger, louder, and better-attended than ever before. A big thanks goes out to the major event sponsors: The Chippewa Valley Airport Service, The Chippewa Valley Convention and Visitors Bureau, Clear Channel Radio, The Leader Telegram, Pure Energy Productions, RCU, the Wisconsin Arts Board and Xcel Energy. Thanks also to all downtown businesses who participated.



IFF Survey Results

Do you frequently visit Downtown Eau Claire? (at least 1 time per week?)

YES- 75%
NO- 25%

How far did you travel to attend?

0-10 miles- 84%
11-25 miles- 9%
26-50 miles- 4.5%
51-100 miles- 2%
100+— 0%

How did you hear about IFF?

TV- 10%
RADIO- 12%
POSTER/FLIER- 12%
NEWSPAPER- 33%
FRIEND/
RELATIVE- 22%
OTHER- 11%

Which was your favorite part of IFF?

FOOD - 29%
CRAFTS - 42%
PARADE- 16%
STAGE—13%

Would you recommend IFF to family and friends?

YES- 100%
NO - 0

DECI would also like to send out a big thanks

to the following: the Festivals Committee members including Stan Carpenter, Tami Schraufnagel, Dan and Lynn Goelzer, Deb Foster and John Curtis. Also to the day-of volunteers from the Jaycees, the UWEC Colleges Against Cancer group, the Ramada and all of the participating businesses.





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Downtown has a way of attracting creative, unique and original businesses to the area. Recently, there has been a surge in businesses moving downtown. Check out some of the newest additions!

Path to Health Massage Therapy and Wellness Center

The *Path to Health Massage Therapy and Wellness Center* opened their doors at 310 S Barstow earlier this month. The unique clinic is devoted to providing message therapy, health education, nutritional and comfort products as well as acupuncture to Eau Claire residents. Carolyn Langkamp has been operating Path to Health for the past three years in a room attached to Riverlooks at 311 Graham. With her widening customer base, she wanted to expand the business and decided that staying downtown was the best solution. "I love the idea of living downtown and being part of renovation," Langkamp said.

Path to Health's warm staff has faith in their work and in the business itself. They work together under the belief that massage therapy should be a part of everyone's health routine. Langkamp is convinced that her quality massages, hospitality and affordable prices keep her customers coming back for more.

Porter's restaurant and bar

Porter's restaurant is now open in the Ramada Convention Center. This American Chophouse specializes in steaks, chops and seafood. Porter's also features daily and nightly specials along with a daily happy hour.



Downtown just got a little bit sweeter with Dessert First taking up residence at 210 S. Barstow. The California inspired bakery café offers sweet temptations, lunch-time treats and of course, cupcakes. Dessert First, who uses high quality ingredients and no preservatives, has another secret weapon to make your taste buds dance - Becki's Mediterranean Olive Salsa!

Becki's Mediterranean Olive Salsa, which shares space with Dessert First, started selling salsa locally at the farmer's market. Due to high demand, Becki's Salsa moved downtown to create a permanent location and increase their production.

Please join Dessert First and Becki's Salsa at their joint Ribbon Cutting Party on Thursday, Nov. 8th at 11 a.m.

Marie's Original Bakery

While Marie's Original Bakery just celebrated their one year anniversary in downtown Eau Claire, they have been busy expanding their shop. You can now enjoy a cup of coffee together with your choice of Croissants, Galettes, or sweet breads in a new room. Beautifully refurbished this addition is truly a European style café with unique table clothes and antique furniture.

Christmastime in the City

The Holiday Season is quickly approaching so make sure to save the following dates!
Thursday, November 29 from 5-7 p.m.

Dinner with Santa at Pizza Plus Eatery (208 S. Barstow)

7 p.m. - Christmas Tree Lighting Ceremony with Memorial High School Madrigal Singers

Saturday, December 1 from 11-2p.m.

Lunch with Santa at Pizza Plus Eatery (208 S. Barstow)

Free Horse Drawn Wagon Rides

DECI Board: Charlie Grossklaus, President; John Dickey, Vice President; Paula Kimbllin, Secretary; Teresa O'Halloran, Treasurer; Ken Van Es, Presidential Appointee; Mike Schatz, Executive Director;

Members: David Adler, Marlene Arntson, Lisa Aspenson, Stan Carpenter, Jennifer Dooley, Marty Fisher-Blakeley, Jeremy Gragert, Mike Huggins, Mel Jahnke, Thomas Kemp, Robert Krause, Nick Meyer, Tami Schraufnagel, Linda Soltis-Schroeder, and Janine Wildenberg.