



Downtown News

August 2009

Independence Main Street

DOWNTOWN SIDEWALK SALE

There's just one word to describe the annual downtown sidewalk sale, "Success" was the word from the retailers. Everyone kept their eye to the sky watching the clouds but the threat of rain stayed away. In addition to all the great bargains, you could feast on "Walking Tacos" or grilled hot dogs and enjoy a car show.

The morning started early with the farmers' market report of being busy, busy and selling out of the produce quickly. What a great addition to downtown the market is. You can't just walk through and "window shop"—those tasty veggies and home baked items seem to jump into your shopping bag. Check out their web site [www.indyfarmersmarket.com] to see who will be the entertainment each Saturday.



CONGRATULATIONS: The winner of \$100 in gas money from M.J. Murphy Oil Co. was Beverly Dillon of Independence

NEW ADDRESSES DOWNTOWN

Ane' Mae's Coffee House	112 N. 10 th St
Brenda's Embroidery	116 E. Main
Dr. Freddie Ramos	111 E. Main
Tri-State Info Tech	104 E. Myrtle
Xtreme Bike & Sport	206 N. Penn

Opening September 1

Let's Do Lunch & Shop	221 N. Penn
American Family Insurance	200 N. Penn

SAVE SPACES FOR CUSTOMERS

When anyone, anywhere talks about the difficulty of doing business downtown, what is the first limitation that immediately springs to mind? PARKING. Then why is it that on any given day, the vehicles of business owners and employees fill valuable parking spaces that should be open and available for customers?

We know. The spaces out front are convenient. THAT'S WHY WE WANT THEM FOR THE CUSTOMERS!!! Maybe your business doesn't depend on parking, BUT PERHAPS YOUR NEIGHBOR'S BUSINESS DOES. More than ever, a downtown business district needs to understand. WE ALL SINK OR SWIM TOGETHER.

If the average customer spends just \$25 while shopping in Historic Downtown Independence and if a space was available for customer parking, and turned over four times in an eight-hour day, this parking space would generate \$100 in sales per day. \$100 per day, times 300 days a year that the average downtown business is open, equals \$30,000 in annual sales.

Please park responsibly, All our Livelihoods Depend on It!

WELCOME TO INDEPENDENCE



Cantrell's Fine Jewelry
208 N. Penn
331-2340

MARK THIS DATE...

November 22, 2009 Merchants Holiday Open Houses, Christmas Parade and drawing for the Holiday Dollars

ANNUAL MEMBERSHIP DRIVE

September 1 marks the beginning of the annual membership drive for Independence Main Street. Our membership year runs from September 1 to August 31. Main Street receives no federal or state funding. Our program is locally governed by a eleven member board of directors and is funded by membership dues from local businesses, professionals, property owners, lending institutions, industry, concerned citizens and the City of Independence. The program also benefits from the technical assistance provided by the Kansas Main Street program and the national Main Street Center in Washington, D.C. Main Street promotes the downtown area for advancement and retention of business, historical preservation, beautification and events to bring commerce to our downtown businesses. Also available to our members is a 0% interest loans through Kansas Main Street, free workshops and seminars quarterly with nationally know experts, no charge for advertising flyers in the newsletter and provide a link to your website from www.independencemainstreet.com.

QUARTERLY TRAINING WITH KANSAS MAIN STREET

The historic Granada Theatre in Emporia was the site of quarterly training with Kansas Main Street on August 6. Over 70 directors, committee members and retailers attended the sessions that focused on property and business development. Speakers and topics were Dr. Jim Stephens, Kansas Small Business Development Center at Emporia State University, "Is there a market for your business?"; Pam Thayer, Rawlins, Wyo Main Street director, "Carbon Merchantile, Community Owned Clothing Store"; and Todd Barman, National Main Street, "National Collection of Community Owned and Supported Business Ventures".

On Friday, August 7 the Main Street directors met with Robert Swanson, author of "Fundraising Magic". His book focuses on helping volunteer leaders and staff build a strong organization by establishing fundraising as a core value and embracing the key fundraising basics are set out in the book. A copy of his book is in the Main Street Office.



MAIN STREET FLAG SCHEDULE

June, July, August	Sunflowers
Sept, Oct, Nov	Autumn Greeting
Dec, Jan, Feb	Snowman
March, April, May	Welcome Butterfly

Fly your special occasion flags [Neewollah, U.S. Flag, Inge Festival] at the appropriate times.

Please call the Main Street Office is you have any questions, 331-2300 or if you would like to purchase the set of 4 flags.

We're asking for your help...

The conference table and chairs in the Main Street Office were a much appreciated donation from ARCO many years ago and are sadly in need of being re-upholstered. We have secured a bid for having the chairs reupholstered for \$145 each for the nine chairs. We have a volunteer who will pay for two and are seeking donations for the other seven chairs. If you could help us, we would appreciate it. Contact the office at 331-2300 or send your donation to PO Box 611.

Why Participate in a Main Street Activity

Local Independence resident, Gary Bradshaw has many reasons to smile about his "Hot Dads" Cook-Off prize. Bradshaw participated in the Hot Dad cook-off in June and won \$150 in Main Street gift Certificates. "I used the certificates at local merchants to complete my list of "Honey-Do's" while on furlough at Cessna." Bradshaw stated." I also used them to purchase gifts for some upcoming occasions. I was thrilled!" he said.

2009 Board of Directors**OFFICERS**

Judith Lowdon, Chair
 Becky Wuerdeman, Past Chair
 Kyra Mott, Secretary
 Jim Kelly, Treasurer

DIRECTORS

Hoite Caston
 Janet Demo
 Darrell Gentry
 Paul Marquez
 Wanda Mayo
 Tom Posch
 Bette Snyder
 Gwen Wilburn, Ex-Officio
 Brad Eilts, Ex-Officio

Donna Dittmer, Executive Director

Independence Main Street**Our Vision**

To promote the historical preservation of the downtown, to generate an atmosphere that creates pride in our past and excitement about our future, that makes downtown Independence a destination and a pleasant experience for the community and for visitors.

Our Mission

To work together with the historic downtown business district to obtain specific, measurable, attainable and timely goals and to promote upper story housing and office development. To maintain a successful and enjoyable retail, service, dining and entertainment experience for the community and for visitors.



Check out the new awnings at the following locations:

101 N. Penn
 223 N. Penn
 225 N. Penn

Thank You Randy Hoffman and US Cellular for the façade improvements. Remember, Main Street can offer assistance with 0% interest loans for façade renovations.



Senior Dance
 1st & 3rd Friday
 7-10 PM
 Civic Center

FARMERS' MARKET UPDATE

Check out the new downtown Farmers' Market web-site, at <http://www.indyfarmersmarket.com>. Since the gardens have been producing, we've had wonderful fresh vegetables. Local cooks have been baking up a storm with breads, cookies, cinnamon rolls, pies and more. Meats have included beef, pork & emu.

There have been more crafts available too. Come check out the jewelry, aprons, wreaths, etc. that have been locally made. The music is a lively and fun addition to market days with folk guitar music, dulcimers, singers, and this weekend there will be square dancers. See the web-site for what's coming up and when, then come on out and enjoy the fun! We'll look for you there.

SCAVENGER HUNT SET FOR SEPTEMBER

The Promotions Committee has set plans for a spirit scavenger hunt downtown on September 12. The sign-up will be at Farmers Market. Contestants will visit the participating merchants searching for the Bulldog icon and must return their completed form by midnight Sunday, September 13 to the mail slot at KIND. The forms will be entered into a drawing for \$100 in Main Street Gift Certificates. Winner of the drawing will be announced on the "Ty Hager in the Morning Show" at 9 AM Monday, September 14th.

If you would like to help support the Main Street program, please fill out and return to PO Box 611.

Name _____
Business _____
Address _____
Phone _____

- Retail/less than 25 employees \$ 100
- Retail/more than 25 employees \$ 250
- Restaurants/Hotels/Motels \$ 100
- Professional/Service/Medical \$ 150
- Financial/Media/Industry/Utility \$ 250
- Family [non-business owner] \$ 50

Please make checks payable to Independence Main Street. We are a 501(c) 6 organization.

Independence Main Street has been designated as a Kansas Main Street Program by the Kansas Department of Commerce.

UPCOMING EVENTS

- August 22 Chamber Golf Tournament
- September 2 Promotions Committee, 8 AM
- September 2 ER Committee, 12 Noon
- September 3 Design Committee, 3 PM
- September 12 Downtown Scavenger Hunt
- September 21 Year-end Evaluation with Kansas Main Street, 11:30 AM



main street

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