

News from Tomahawk Main Street Inc.

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October 2010

Welcome To Tomahawk Main Street Inc.



225 West Wisconsin Ave

Your Director:

Lori Koppelman

Your Board of Directors:

Tim Haskin
A J Theiler

Deb Winkleman
Amy Swan
Pat Haskin
P J Childers
Regeana Ebert
Pam Theiler-Wise
Mary Czaja

Message from the Director

Tomahawk Main Street Inc. has been pretty busy this Fall with both the Brat Fry and Bonfire and then the Bridge the Gap/Oktoberfest Party on the Bridge. Thanks to everyone who came out to support both of these fundraisers. We would also like to thank the Tomahawk Chamber of Commerce and Mary Lu Voermans for working together with us to produce these awesome events!!! Our organizations each raised over \$ 1200.00. Again, this would not be possible without our volunteers.

Our Thanks goes out to the following people for donating their time to this event:

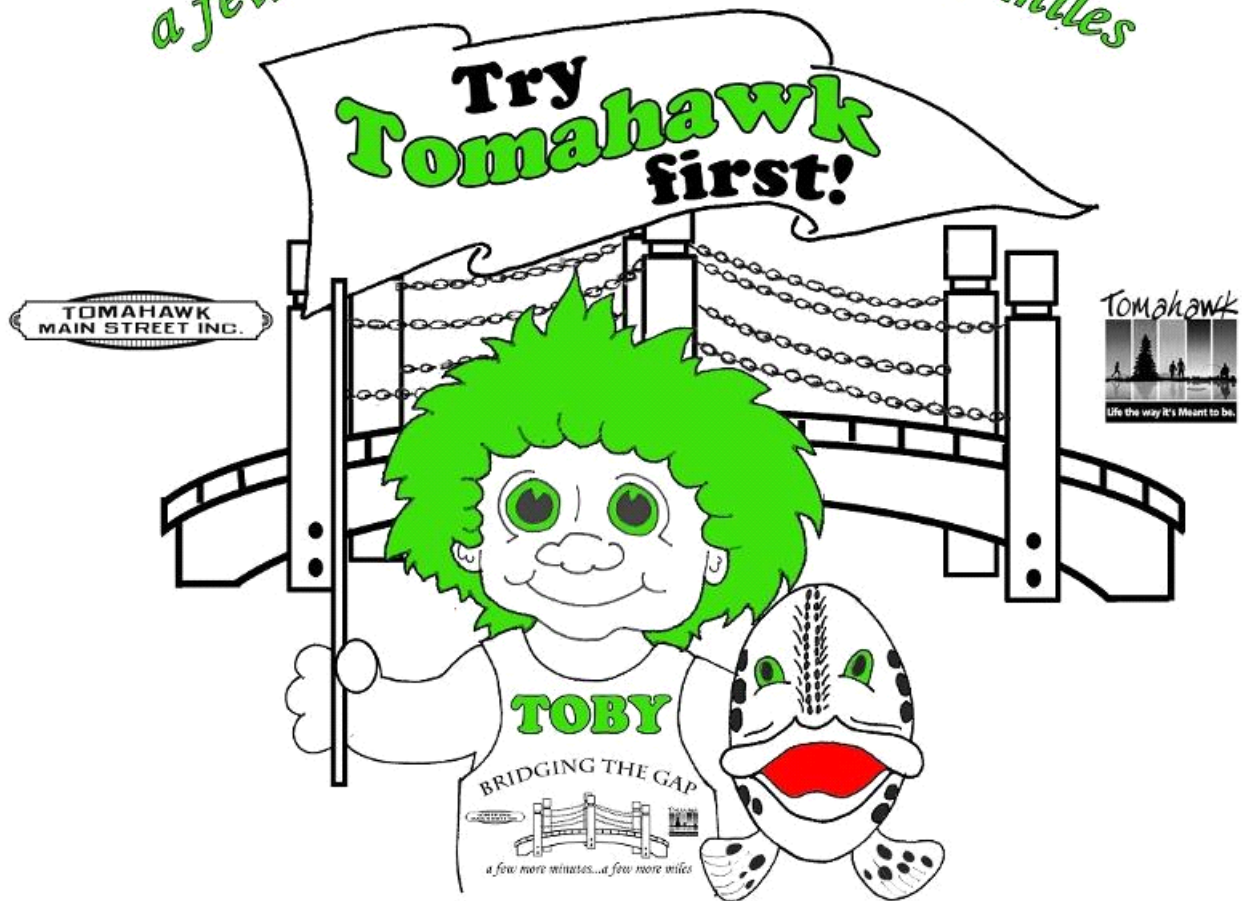
- Jim & Pam Wise
- Jed Buelow
- Jan Arends
- Diana Eder
- Tamra Anderson
- Jim & Audrey Charles and Family
- Joe Story
- Lynda Lindsay
- Cindy & Jim Lord
- Cathy & Jim Meyer
- Guy Klopatek
- Ron Volz
- Tim Haskin
- Gregg Albert
- Mayor Bob Lee
- K.C Ahles

BRIDGING THE GAP
a few more minutes...a few more miles

**Try
Tomahawk
first!**

BRIDGING THE GAP

a few more minutes...a few more miles



Tomahawk businesses are proud supporters and contributors to Tomahawk Area Community groups and organizations, with both monetary and merchandise donations for fund raisers and community projects.

Your shopping and service purchases in Tomahawk will allow all businesses to continue that support and survive through the North Fourth Street Bridge replacement project. We wanted you to know that we appreciate your support.

Thank you, from your Tomahawk Community Businesses!

The Bridge the Gap/Oktoberfest Party was a HUGE success for the community of Tomahawk. The Bridge the Gap Committee which is a combination of both the Chamber and Main Street's Promotion Committees working together to insure that our business community thrives during this construction period. We kicked off this campaign with this party and raised over \$3000.00. This money will be used for promotions, contests, advertising and signage during the next 9 months. Watch for Toby the Troll and Merlin the Musky as they begin their journey to find a new home here in Tomahawk (since their Bridge Home is no more..).

Thanks to all of these great folks for sponsoring the Party on the Bridge:

- The S.T.A.R Foundation
- Tomahawk High School Band & Choir
- The Lions (for the popcorn and the picnic tables)
- Tomahawk Leader (for the Jim Pekol band)
- River Valley Bank (for the band Hand Picked)
- Park City Credit Union (for the BIG Tent)
- Twice as Nice (scarecrow clothing)
- St. Mary's (scarecrow clothing)
- Tomahawk McDonalds (for Ronald, toys, and the Playland)
- The Town of Bradley (for the snowfence)
- Pat Berg (pumpkins)
- Ginger Jach (pumpkins)
- Nelson's County Market
- Central Beer Distributors
- Mike Tolvstad
- Ed Nystrom
- Tom Behling (for the hayrides)
- AJ Theiler (for the pontoon boat rides)
- Jim Krueger (for the pontoon boat rides)
- Mary Lu Voermans (for organizing this event)
- Pete's Pump
- Jim Wise and Jesse Dettman and the Air Force Recruiting Service (installing fencing)
- ALL OF OUR VOLUNTEERS WHO DONATED THEIR TIME- Thanks to Amanda at the Tomahawk High School for rounding up so many kids to help us out - and thanks to the students who gave up their treasured Saturday. You guys were GREAT...

Main Street Membership Drive.....

The Tomahawk Main Street Membership Drive has been going GREAT. The cost for a business membership is \$50.00 and the cost for a non-business membership is \$25.00. So far, here is a list of all of our newest members:

- Wallace and Jean Shannon
- Hometown Feed Mill
- Grace Lutheran Church
- Rejeana and Dick Ebert
- Vandenberg Media Arts
- Wilbur Kalinke
- Dixie and Andy Zastrow
- Jed Buelow
- TRAIN (Tomahawk Rescuing Animals in Need)
- Curves
- Susan Heikinen
- Zingers Paintball
- McBeth's Business Solutions

- OK Printing
- Century 21 Best Way Realty
- Lee Hamlin
- Mary Lu Voermans
- Tom & Ann Jones with Land Art

As always, we really appreciate all of the Members of Main Street including all of the members who have been with us since the beginning, BID members and Businesses outside of the BID who donate their time, money and services to Tomahawk Main Street Inc. Without all of you, there would be no us... Thanks so very much.

We also want to take the time to thank Harley Davidson for the \$3000.00 grant that they bestowed upon Main Street. These funds are greatly appreciated and will help us to continue to partner with our school and Kinship, promote Tomahawk, offer family friendly events, promotions and activities, and continue to provide educational seminars for business owners. Thank you again Harley Davidson!!!

Bricks and Mortar.....

What a pleasure and delight it has been getting to know a very special human being by the name of Richard Hagie. Richard is an extremely talented artist who has graced the Main Street office on more than one occasion with some beautiful works of art that he has produced for us. We raffled two of his paintings off at our Raffle on the Rodeo Deck over Memorial Weekend and he recently donated some beautiful woodpeckers made out of retired golf club heads that fetched us \$100.00 for our Bricks and Mortar Grant. Richard, thank-you for donating your talents to us and for loving us with your unselfish heart!!

More Words from Art Lersch.....

by Art Lersch, University of Wisconsin - Extension Lincoln County

Variety of the Tomahawk Experience

Small cities benefit as much as large urban areas from having "vital, distinctive and varied neighborhoods," the fifth principle under effective and functional physical configuration in the Principles of Community Placemaking guide.[\[1\]](#)

These neighborhoods or areas are often defined by one dominant characteristic such as a park, a unique style of home, businesses that cater to specific clientele, or establishments that offer family entertainment based on a specific theme. In a college town like Madison for example, several neighborhoods are geared toward attracting students while others focus on providing goods and services to their teachers and university administrators. If one looks closely and talks to the people who frequent these neighborhoods, she or he would discover that nearly everyone is built upon its own unique theme, has its own character. A patchwork of unique neighborhoods and areas come together to make one of the most intriguing mid-size cities in the country.



Similar home styles in a particular neighborhood are a common way that neighborhoods are defined.

A careful inventory of Tomahawk neighborhoods reveals a mixture of home styles, geographic and natural features, business types, and other amenities. The city can take pride in the fact that several of its parks, Bradley and Kwahamot in particular, are set near interesting somewhat older neighborhoods and water. In the case of especially Bradley and nearby Frenchtown Park, these open spaces dominated by trees, water and rustic paths help define the characteristics of adjacent residential areas.

Near the downtown, homes located along the numbered streets just east of downtown, along Wisconsin Avenue, and going south on 4th Street seem to nicely compliment the historical architecture of many downtown buildings. At the same time those neighborhoods are not "cookie cutter" in nature and have well developed landscaping that help make the entryway into the downtown from this area more inviting.

Much of the western area of the city is dominated by SARA Park, a facility that promotes outdoor activities of all kinds, including organized sports for locals and things like boating and camping for tourists. The park also serves as a gathering place for many community related meetings. The functionality, the overall openness, and the seemingly large area of the park (Bradley is larger) all contribute to an open, green space feel that is not matched anywhere else in the city.

Taken together, these areas, whether neighborhoods or not, combine to give Tomahawk residents and tourists a variety of interesting places to visit and to recreate that in my view is not matched by many cities of similar size in the state. Residents sometimes take for granted and thus often do not sufficiently appreciate the variety of neighborhoods and the amenities they have available to them while being able to live the small town life.

So, the next time you are in a particular area or neighborhood of the city, stop and really study the character of the area. By doing so, you will gain an even greater appreciation for one of the more unique small cities in northern Wisconsin.

[1] Principles of Community Placemaking and Making Places Special: Professional Guide." Steve Grabow, Professor and Community Development Educator, University of Wisconsin - Extension, Jefferson County. (May 1, 2009 version).

Mark Your Calendars...

Mark Your Calendars for Saturday October 30th for Spooky Ooky Halloween Fun on Main Street.



Come to downtown Tomahawk on Saturday, October 30 for some

SPOOKY OOKY HALLOWEEN FUN



Look for the black and orange balloons at downtown businesses. Everyone is welcome to enjoy a safe, easy and fun way to TRICK OR TREAT from 2:00 - 5:00 pm. Crossing guards will be at downtown intersections!



yummy! Enjoy caramels, apples and hot cider in front of the Tomahawk Main Street, Inc. office!

Bambino's Buffet will feature some ghoulish goodies including

Cheesy Brains, Fried Worms, Cinnamon Bats & Ghouls, Wormy Pizza, Swamp Slime Soup, Eyeball Salad, Mixed Seaweed, Eye of Newt, Pickled Dragon Eggs, Pumpkin Bars and Witch's Brew.

Serving on Saturday, October 30 from 11:00am til 2:00pm

MOVIE TIME!

Shrek Forever After

Free to the Public!
Three Showings!

Saturday, October 30
11:00am and 1:00pm

Sunday, October 31
2:00pm

sponsored by Tomahawk Main Street, Inc
and the Tomahawk Theater



Promotions....

Fall Fling was a huge success in downtown Tomahawk on Thursday October 7th. Our business owners did a great job in providing later shopping hours, gift certificates, special sales, treats and fun for our Fall retail event. Thanks to Tom and his staff at the Rodeo for the GREAT FOOD that made the After Glow at the Rodeo a wonderful way to wind down

after shopping. As always, we appreciate each and every dollar that is spent here on Main Street.

Attention...News Flash!

Van at What's Brewin will be open on Sunday's for breakfast. Her new Sunday hours will be from 8:00am-12:00pm.



Don't forget, Pat and Jeff at IKE's Café are also offering nightly dinner specials, they are not just open for breakfast and lunch!!

Signage.....

The signage for the south business district is now in place. We had a few changes made to the original sign itself and it is now placed on the North side of "S" as you are heading West instead of over by the Park and Ride. Thanks to Mike Tolvstad and A J Theiler for all of their work on this project.



- 231 Cty A Southbound



- 225 Cty S Southbound →
- 229 86/Cty D Northbound ←
- 229 86/Cty D Southbound →
- Cty A & N 4th Southbound ←

9/23/2010

Economic Restructuring.....

Our Economic Restructuring Committee members will be calling on our business owners to help Main Street fundraise for our Bricks and Mortar Grant. Gregg Albert and WJJQ are offering a great way to help out both your business and Main Street. With the **Bricks and Mortar Week on WJJQ-Running November 8th-12th**. Main Street will receive 50% of each AD sold, and that money will go directly into our Bricks and Mortar Grant. WJJQ is a great way to get your business name and specials out there and you will be helping us to rebuild Main Street brick by brick. Please contact the Main Street office at 453-1090 if you are interested in placing an AD. It will really help us to fund the Bricks and Mortar Grant for 2011.

TOMAHAWK MAIN STREET, INC.

PRESENTS

BRICKS AND MORTAR WEEK ON WJJQ

NOVEMBER 8TH THRU NOVEMBER 12, 2010

CLIENT: _____

ADDRESS: _____

PHONE: _____

APPROVED BY: _____

USE CURRENT AD? YES NO (CIRCLE ONE)

NEW COPY INFORMATION: _____

AD RATES

<u>NUMBER OF SPOTS:</u>	<u>PRICE PER SPOT:</u>	<u>NUMBER:</u>	<u>PAID:</u>
3-5 (:30)	\$12.00 each		
6-10 (:30)	\$11.00 each		
11 or more (:30)	\$10.00 each		

THANKS TO YOUR GENEROUS SUPPORT 50% OF EACH AD SOLD
WILL DIRECTLY BENEFIT THE
TOMAHAWK MAIN STREET BRICKS AND MORTAR GRANT FUND!!

AMOUNT: _____ APPROVED BY: _____

In addition, our Economic Restructuring Committee will also be visiting Rhinelander over the next 4 weeks to complete the First Impressions Survey's on their Main Street in general, and on their retail stores and their restaurants. The Rhinelander Main Street Economic Restructuring Committee will be returning the favor for Tomahawk as well. This is a great way to get feedback about our business district from a customer's point of view. We partnered with them to develop some comprehensive surveys.

Design.....

WOW ! It is that time again. We have recently sent out letters to every property owner on Main Street advising them of the technical support in the form of façade improvement renderings that is available to them. This is the first step in the transformation process that occurs when you begin to change the face of your building. Joe Lawniczak does beautiful renderings and this service is of no cost to the property owners. He has a great vision for our downtown and its restoration and preservation. If you have not received your packet of information, please contact the Main Street office and we will make sure that you receive one.

Main Street has applied for a grant so that we can partner with the High School to design and build the planter box/bench/trash receptacles that would be placed throughout Main Street. We are asking for grant money to purchase the materials that the school will need to build these aesthetically pleasing additions to our downtown.

Main Street Calendar

October 18th - Design Committee Meeting 8:00 Main Street Office

October 19th - Organization Committee Meeting 8:00am Tomahawk Community Bank

October 21st - TMS Inc. Board Meeting

October 30th - SPOOKY OOKY Halloween Fun on Main Street- Trick or Treating 2pm-5pm. Free Movies at 11:00 and 1:00pm.

October 31st - Happy Halloween-Free Movie at 2:00pm

Lori Koppelman
Tomahawk Main Street Inc.
www.tomahawkmainstreet.org

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