



January 2011

Welcome To Tomahawk Main Street Inc.

Your Director:

Lori Koppelman

Your Board of Directors:

Tim Haskin

A J Theiler

George Dalbec

Amy Meurer

Pat Haskin

P J Childers

Lauren

Vandenberg

Pam Theiler-Wise

Mary Czaja



225 West Wisconsin Ave

Message from the Director

Happy New Year TMS Inc. members! What a fantastic year 2010 was for our volunteer-based organization. I wanted to outline for you all that we have accomplished together. Here goes...

SPECIAL EVENTS:

Resource Team Visit:

We worked together last January to host the Wisconsin Main Street Resource Team visit. Jim Engle and his team presented our community with some great ideas for all 4 of our committees to consider as we take our organization into its next 3 years. The interviews and the presentations were well attended and we impressed the Wisconsin Main Street team with our accomplishments, our enthusiasm and our commitment.

Brats for Bucks:

Tragedy struck Main Street on 4-19-2010 when a fire raced through Cover to Cover Books. We all cried as our beloved members of Main Street watched their business burn. Our hearts also broke for the renters who lived above Cover to Cover for they lost everything too! The Hatley Chapter for the North Central Wisconsin Turkeys Tomorrow generously offer us brats to sell to help the victims of that fire. Thus, Brats for Bucks was born and we raised over \$2600.00 that was given to the victims of the fire.

Wisconsin Main Street Directors Workshop:

Last June we hosted over 30 Directors from all over the state of Wisconsin for a 2-day workshop that was held at the Comfort Inn. Several of these directors had never been to Tomahawk before and they were impressed. We worked with Mike and Tina from Bambino's, Hank and Tom from the Rodeo, Larry from Shorthorns, Deb and Larry from the Cheese Shoppe, and Van from What's Brewin' to provide the food and entertainment that was beautifully executed from start to finish.

Orchid Award Luncheon:

Our Design Committee hosted this luncheon and award ceremony to recognize both business owners and residential members of our community for their contributions to area beautifications. We honored 5 business owners and 3 individuals for their efforts. This luncheon was held at the Pine Tree Supper club on May 21st and was well received.

Lunch and Learn Seminars:

Over the course of the year our Economic Restructuring Committee held 5 educational business seminars that were offered to all of our business owners over the lunch hour. These seminars were free and very informative. The topics that were covered were: Banking and How to Write a Business Plan; Importance of Keeping good Records/Bookkeeping; Focus on Energy with WPS; Marketing your Business on a Dime; and Introduction to Sustainable Communities.

Contractor and Craftsmen Seminar:

On March 25th, our Design Committee hosted a Contractor and Craftsmen Seminar that was facilitated by Joe Lawniczak - Design Specialist from the Wisconsin Main Street Program. The focus of this seminar was on historical preservation as it relates to the renovations of our properties downtown. This seminar was very well attended.

Fundraising Efforts:

The following is a list of all of the activities and events that we used to help fund Main Street. Fortunately for Main Street, we were given the opportunity to take on the Car Show. As the numbers will show, it was a fantastic event for our organization. The Car Show dollars includes all of the money raised from the raffle on the Rodeo Deck that occurs on the Saturday prior to the event as well as day of. The dollar amounts listed are the net dollars earned:

Adopt a Flower Basket:	\$ 810.00	
Brat Fry and Bonfire:	\$1354.67	
Memories on Main Car Show:	\$8145.00	
Music on Main Street:	\$2593.42	
North for the 4th T-Shirt Sales:	\$2128.00	
Thrilla on the Grilla:	\$ 255.63	
Radio Days:	\$1200.00	
Grants:	\$5500.00	
Membership dollars:	\$1200.00	
		\$23185.00

Promoting Main Street:

The following is a list of all of the promotions that we did, and the dollars that we spent on those promotions. In talking with our business owners, these

promotions did what we intended for them to do and that was to ring cash registers.

Back to School Supply:	\$ 325.46	
Summer Coupon Book:	\$ 665.58	
Did you Know Ad Campaign:	\$1179.82	
Farmers Market:	\$ 942.47	
Totally Tomahawk Sidewalk Sale/Craft Sale:	\$ 238.00	
Scavenger Hunt:	\$ 803.00	
Win the Window:	\$1655.00	
Spring Fling:	\$ 275.00	
Fall Fling:	\$ 885.00	
Bridge the Gap:	\$ 691.00	
Fall Family Festival:	\$1239.57	
Sweet Treats Sweet Deals:	\$ 105.00	
		\$9004.90

Main Street Renovations/Bricks and Mortar Grant:

The restorative work that has taken place on Wisconsin Ave this year is really amazing. Collectively, over \$430,000 has been re-invested this year in facade improvements and structural and cosmetic enhancements. The following is a list of the properties that have undergone some type of renovations this past year:

- Sew Pieceful Quilt Shop**
- The Cheese Shoppe**
- Tomahawk Bowl/J's Pro Shop**
- Ike's Cafe**
- What's Brewin'**
- The Rodeo**
- American Family Insurance**
- Tomahawk Pellet Stove Junction**
- The Liquor Store**
- 14 W Wisconsin Ave**
- Tomahawk Surplus Store/Silver Threads**

In 2010 Tomahawk Main Street introduced the Bricks and Mortar Grant program. This program was developed by our Economic Restructuring Committee and is funded through Tomahawk Main Street Inc. To date, we have awarded the following business/property owners a \$500.00 grant for

completing the facade improvement process as outlined by the Wisconsin Main Street Program:

American Family Insurance - Marv Hill
What's Brewin' - Van and Jim Gregor
Ike's Cafe - Pat and Jeff Koth
The Rodeo - Tom Theis and Hank Tholl

Win the Window Promotion:

What a great year we had, and with our new Director coming on, I am certain that our organization will be just as successful in 2011 as we were in 2010. I would like to say a big THANK-YOU to the following businesses for their participation in the Win the Window Holiday Promotion that was held in Nov. & Dec. Once again, this promotion was a HUGE success:

Ace hardware
American Legion
Aquatic Arts
Audrey's Attic
Augies Collectables
Autohaus
Bambino's Pizza and Grill
Ben Franklin
Billy Bob's
Bumper to Bumper
Calhoun Auto Repair
Cerny's Greenhouse
Chuck's Sport Shop
Corner Mart
Dollar General
Erv's Sales and Service
Express Video
Family Traditions
Great Northern Hair
Greg's Garage
Hair by Corie
Happy Snapper
Heritage Chevrolet
Hometown Feed Mill
Ike's Cafe
Image Connection

JB's New Creation
Leigh's Card and Gift
Loaders
Main Attractions
McDonalds
My Feed Store
Nelson's County Market
Northbay Pharmacy
Northen Bear Antique Mall
Northwoods Bridal
Northwoods Lube and Tire
Northwoods Party Supply
Old Town Mall
Pik's Pub
Pine Tree Supper Club
Radio Shack
Rodeo Bar and Grill
Sammy's Subs
Scarlet Garden
Sew Pieceful Quilt Shop
Shorthorn's Bar and Grill
Silver Threads Boutique
Standard Mercantile
Statton's General Store
Stoxen Pharmacy
T's Smokers Meats
The Cheese Shoppe
The Liquor Store
Tomahawk Bowl
Tomahawk BP
Tomahawk Builder's Supply
Tomahawk Eye Care
Tomahawk Family Restaurant
Tomahawk Flooring
Tomahawk Furniture and Gun
Tomahawk Leader
Tomahawk Sew & Vac
Tomahawk Surplus
Tomahawk Theatre
Tomahawk Warehouse Liquor
Tomahawk's Touch of Gold
Twice as Nice
U.S. Post Office

Viegut's Do It Express
What's Brewin'
Wholesale Carpets

In addition, we would never have been able to collect over 800 pounds of food for the Salvation Army Backpack Program without the donations and help from the following businesses. A BIG Thank-You goes out to the following:

American Family Insurance
Chamber of Commerce
CIS Insurance Group
Citizens Bank
Curves
Custom Screen Graphics
Diel Insurance Group
Dunn Financial Services
Edward Jones Investments
Fuzzy's Auto Repair
OK Printing
Park City Credit Union (both locations)
River Valley Bank
Scaffidi Truck Center
Seroogy and Reiff
State Farm Insurance
Tomahawk Community Bank
Tomahawk Flooring
Tomahawk Monument Co.
Tomahawk Pellet Stove Junction
Vandenberg Media Arts

We Collected a lot of information from this promotion and I wanted to share with you our incredible finding. Our records indicate that we had 1837 shoppers this holiday season. The North End Shoppers totaled 953 and the South End Shoppers totaled 884. This promotion, that YOU were instrumental in creating, kept \$93,764 holiday shopping dollars here in Tomahawk. In addition, we also collected over 800 pounds of food for the Salvation Army Back Pack Program. We are so grateful to the 90 businesses who participated in this annual retail event.

Blackout Bingo:

As we approach the new year, we are looking forward to the next promotion. This one will be sponsored by the Bridge the Gap Committee and Nelson's County Market. It will begin the week of January 17th and it will be called **BLACKOUT BINGO**. Listen to WJJQ and look in the Leader for details and information about this fun-filled shopping promotion. It's really simple, shop Tomahawk, fill up your Bingo Card, drop it off and have a chance to win \$100.00 cash in the weekly drawings. The bingo card will be printed right on your Nelson's County Market shopping bag and will also be available at participating businesses.

Welcome:

We would like to say Thank-You and Welcome to the following businesses that have recently become members of Main Street:

Diel Insurance Group
P.O. Box 538
Rhinelander, WI 54501
715-362-2444

Twice as Nice
216 W Wisconsin Ave
Tomahawk, WI 54487
715-453-8290

Edward Jones Investment Securities
211 W Wisconsin Ave
Tomahawk, WI 54487
715-453-0929

As you all know by now my family and I are leaving Tomahawk

in mid-February and moving to Charlotte, North Carolina. This is the last newsletter that I will be writing and I wanted all of you to know how much I have loved living in Tomahawk. I am grateful to the people of Tomahawk for welcoming me with open arms and sharing their beautiful town with my family. I believe with all of my heart that Tomahawk is magical and unique and I am a better person for having experienced it. Being the Director for Main Street has been the best job that I have ever had. I have met and worked with some incredible people and I will miss each and every one of them. Your new Director will be starting on January 15th, 2011 and she is an amazing person. I believe that she will take Main Street to the next level and love this organization as much as I have. I would like to leave you with a quote I found in a book entitled "The Power of Place" by Thomas Bender:

"An act of love or giving is the single most powerful act in making or using a place...The most mundane building can be transformed through the spirit with which it is used, expressed in the flowers in the window, the well-scrubbed doorstep, or the smell of freshly baked bread. What counts is that someone has done the best, not the least they could. And that comes not from necessity, but only from love."

May God Bless each and every one of you....

Lori Koppelman

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Tomahawk Main Street Inc.
www.tomahawkmainstreet.org