

Mitchell Main Street & Beyond Messenger



Mission Statement: "To maximize the economic potential and to preserve the heritage and sense of place in Mitchell's historic commercial district by utilizing the Main Street Four-Point

Approach in emphasizing economic development within the context of historic preservation."

Have You Seen the Flowers?

The first weekend of June, Mitchell Main Street and Beyond held their annual clean-up days. With the support of the local garden club, Mitchell Main Street's design committee took to the street the evening of June 5th to replace the planter liners, add soil and plant petunias in the hanging baskets on Main Street. The planting went smoothly, but within days you could see the flowers waning in the heat. The relatively wet weather helped by providing a consistent source of water; so it was only when July rolled around that many of the flower baskets began to need some help.



While some of the baskets were already adopted and maintained by well coordinated shop owners, it came time to approach some of our other business owners to help out with the watering and provide our plants with constant support. This has been a great opportunity for them to support Main Street and provide some added beauty to our downtown.

Now moving into August most of our planters are thriving. There are still a few that could use a little more help. If your business is located near one of these planters, please help us add a little more color to Mitchell's Main Street by watering them a couple of times a week. These baskets are a lot of work to keep up, but they are one of the most visible efforts we make and we are thoroughly grateful for all of the help that we receive with them.

WELCOME NEW MMSB MEMBERS!

Dr. Lucky's Bar and Grill
Fashions Unlimited
First United Methodist Church

Renewed Support
Carnegie Resource Center
Wholesale Electronics
Moonlight Bar and Lounge

Contact Information

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Follow us on Twitter and Facebook for regular updates on what is going on in Downtown Mitchell!

Twitter: @MainStMitchell

Facebook: <http://www.facebook.com/pages/Mitchell-Main-Street-Beyond>

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605-996-9022

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County Fair

Fresh Eyes

A Note From Jeff Logan

Committee Meetings

Have you got great ideas or advice for Main Street programs? Please join us! Mitchell Main Street & Beyond has three committees that would gladly welcome new members. If you are a member and would like to sit on one of the committees, please call or stop by the MMSB office or show up at one of the meetings.

Design Committee meets on the 2nd Thursday of the month at 5 pm.

Economic Restructuring meets on the 3rd Thursday at noon.

Retail Promotions meets on the 4th Thursday of the month at 8:30 am.

Promotions meets as needed for our events. Please contact the MMSB office for details if you would like to attend one of the event planning meetings.

As business and building owners and managers, it's good to occasionally take a look at our businesses with "fresh eyes"—look at them as the rest of the world sees them.

Every morning too many of us park in back, rush up to the back door, unlock it and rush in to unlock the front door from the inside to open for business. But what do our customers see? We should take a moment every day and step outside our buildings. Step back, go across the street and look at the front of the building. Walk around it. Look at it from the parking lot and every angle. See what the customers see.

This can be un-nerving, all of a sudden you see the faded paint on the sign, the burned out light bulbs, the weeds growing through the cracks in the sidewalk, the broken window on the second floor window, the ripped awning, the leaves and trash blown into the entry. Just like at home, our businesses always seem to present us with a "honey-do" list of cleaning and repairs.

Some people don't think the appearance of the exterior of their building is that important—but it is if they want to stay in business. We never really know why business isn't as good as last year—we could blame it on a lot of reasons. But the fact is that a rundown building with amateur or worn out signage will do more to hurt business than any competitor.

Don't forget the second floor. Nowadays, it may be vacant or just used for storage, but it still is part of the "face" the building presents to potential customers. Cardboard, Masonite, plywood and duct tape have never been proper repairs for broken windows. Ripped, faded, or stained Venetian blinds, window shades and curtains give a poor impression of the business on the main floor.

Over the years, we've heard anecdotes from the Corn Palace guides about tourists asking if it was safe to walk down Mitchell's Main Street. Most of us locals shrugged those comments off with a laugh and a comment about those "crazy tourists." But the reality was driven home to me a couple of years ago when my youngest daughter got married in Cleveland. The church was located in an older section of the city that was "in transition." The crime rate was climbing and bail bond shops were moving into the neighborhood. As we shopped the area for decorations for the reception hall, we were reminded of "city skills." You look at the buildings on a block before you walk down it to determine whether or not it is safe. Boarded up windows on the second floor, faded signs, unswept trash, makeshift repairs, were all red flags that warned you not to walk down that street or block. It suddenly hit me that many of those conditions exist on some of our downtown buildings in Mitchell. One or two poorly maintained buildings in a block hurt the entire block. The tourists weren't crazy, they were just looking at our Main Street with fresh eyes sharpened with the lenses of city survival skills.

Those big chain stores on the edge of town that do a big business always look perfect. Everything's freshly painted. The signs don't have faded plastic or paint. They have district managers who routinely visit and inspect the entire exterior and interior. Woe to the local manager who lets the store get rundown. As local independent business people, we have to be our own district managers and inspect our own businesses with fresh eyes. Spot the weak areas and get them fixed. Repairs cost money but unless you make them, there won't be any money coming in.

I'll be the first to admit that I had to learn these lessons the hard way. But once we started getting fanatical about our appearance and cleanliness, business went up. Everyone praises the appearance, maintenance and cleanliness of Disneyland. They know appearance pays. They've built their reputation and fortune on it. So do most successful local businesses. Let's help ourselves and each other and take a look at our buildings with "fresh eyes", make any needed repairs or updates and present our best face for our customers and visitors. It will more than pay for itself.

June and July in Review

Memorial Weekend In Mitchell

May 28th

A now annual event, Mitchell Main Street and Beyond cosponsored the Memorial Weekend in Mitchell event for the second time this year. The event encompassed a variety of activities this year, including the charity Poker Run, a car and tractor show, children's inflatable games, and a kiddie tractor pull. The event concluded with a live auction and music by Korie and the Fireflies. The biggest year yet, the event raised over \$15,000 for Cystic Fibrosis Foundation and Mitchell Main Street and Beyond.



Capital for a Day: June 22nd

Governor Daugaard and his wife visited Mitchell to assess the city and take part in constituent outreach. Among these activities, he took the time to visit local business owners and take a tour of downtown and MMSB president, Jeff Logan, and director, Molly Goldsmith.

Image courtesy of ImageQuest Photography.



Clean Up Days: June 4th-5th

With help from both the Lions Club and the and the Garden Club, MMSB painted the light posts from the Depot to the Corn Palace on the East-West streets and planted the hanging planters with red, white, and blue petunias.

Stake Your Claim: July 16th

MMSB continued its Corn Palace Stampede Rodeo tradition with Stake Your Claim during the rodeo parade. Using a dedicated group of spotters, MMSB had 13 winners and paid out a total of \$2,455. In addition, the handmade Stake Your Claim quilt was raffled off the same weekend and the winner was Roberta Davison.

Crazy Days: July 29th-30th

Prices were flip-flopping as more than 25 downtown retailers participated in summer Crazy Days by bringing merchandise out onto the packed sidewalks. Thank you, retailers, for all of the great participa-



Fast Facts about Historic Downtowns From Donovan Rypkema

Historic preservation creates jobs. Rehabilitation of historic properties over five years [in Georgia] (1992-1996) created 7,500 jobs, \$201 million in earnings, and \$559 million in total economic impact on the state economy, and that's just from the projects participating in federal and state programs.

Historic preservation [of downtowns] has significant and ongoing economic impact beyond the project itself...The list includes: 1) new businesses formed; 2) private investment stimulated; 3) tourism stimulated; 4) increased property values; 5) enhanced quality of life, sense of neighborhood, and community pride; 6) new jobs created; 7) compatible land-use patterns; 8) increased property and sales tax; 9) pockets of deterioration and poverty diluted.

A healthy downtown often informally provides incubator space for the startup of many new, small businesses... 1) The acquisition price nearly always will be less than the cost of buying land and constructing a quality new building. 2) The amount of rehabilitation required is often moderate, making the cost of the completed incubator building far less than that of a new building. 3) Since building costs are low, initial occupancy costs for the new businesses can be low—a critical issues, especially in the early years of occupation. 4) Since older buildings tend to be more centrally located, business operators are close to their accountants, bankers, attorneys, post office, city hall, and other offices with which they interact.

UPCOMING EVENTS

Historic Tour of Holy Family
Church: Tuesday, August 16th at
7pm

Caramel Apple Sales during Corn
Palace Festival Week

WE ARE IN NEED OF MANY VOL-
UNTEERS FOR THIS EVENT. CON-
TACT BRENDA OLESON IF YOU
CAN HELP OUT. 770-1668

Community Consignment
Auction: Saturday, October 8th
in the Slumberland parking lot

Looking for consigners for our first an-
nual community consignment auction
on October 8th. Will accept items in
good working order and large items,
including boats, cars, tractors, etc.
Please contact Molly at 990-4500 if
you're interested in consigning items.

Are you interested in getting more information
about the Main Street Revolving Loan Fund after all
of the recent news coverage? Loans are currently
available to historic district business and building
owners. For more information and for the speci-
fications of the loan program, please contact the
MMSB office. We will gladly provide you with infor-
mation, an application, and guidance through the
loan process.

Know someone who would make a great addition to MMS&B? Invite them to join!



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