



Monday, February 15, 2010  
February 2010

## February 2010

### Inside this issue:

Welcome	1
Charles Park	1
Upcoming Events	1
Hop Down to Main Street	2
Look Up Downtown	2
Contact Information	2

### Upcoming Events:

- Chamber ambassador ribbon cutting. Main Street office 10 a.m. Lost Coast 10:30 a.m.
- Save the Date! The Nebraska Governor's Pheasant Hunt will be held on November 5-6
- Hop Down to Main Street Promotion March 14–April 1
- Taste of Spring Saturday, April 17
- Mother's Day Annual Lunch and Landmark Tour Sunday, May 9
- Farmer's Market - Thursday evenings from June through August
- Homestead Days Ribfest Thursday, June 17

## Discovering Downtown

Winter in Nebraska...the snow on the ground, the frigid air, and the hazardous driving conditions! Everyday waking up hoping that spring has come at last. Its easy to lose energy and enthusiasm this time of year. Main Street Beatrice has brightened up my winter blues and hopefully we can rejuvenate your spirit too!

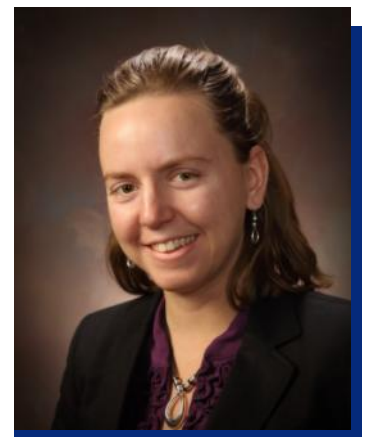
As we settle into 2010, I am thrilled to be taking on my new role as Director of Main Street Beatrice. While I look forward to spring, I am more excited about having the opportunity to work with the local community in promoting a positive image of downtown Beatrice by preserving the unique historic character, strengthening

the district's economic base, and emphasizing downtown as the center of community activity.

As spring approaches, slowly but surely, and the snow begins to melt, I look forward to meeting the local community and discovering even more about downtown and what we have to offer.

I look forward to having the opportunity to actively work with the community to achieve the goals of our four point approach: Organization, Economic Restructuring, Promotion and Design. Just like the snow covered highways, I am eager to face challenges that lie ahead.

If you feel like you have a little bit of winter blues,



**Alexis Winder**  
Executive Director

Just keep in mind that a bulb planted now will blossom into a beautiful flower in the spring.

## Charles Park

Thank you to Bob Nootz, our special projects chairperson, for his hard work and dedication in rejuvenating Charles Park. This article was written by Bob to express his sentiments about the restoration of this historic Beatrice landmark.

I moved to Beatrice in 1977. That itself is not significant. What is significant is that

for 31 years when anyone mentioned Charles Park, two things came to my mind. Charles who? And groups (not gangs) of kids. Both of my pre conceived, or ill conceived notions turned out to be not quite as I imagined. There aren't as many kids these days after the new High School moved to its present location. It wasn't until I

became involved with the restoration project that I became aware of the parks history.

Read the rest of this fascinating story in the Main Street Matters Column in the Beatrice Daily Sun on Thursday, February 19th or right now on our website at [www.mainstreetbeatrice.org](http://www.mainstreetbeatrice.org)

# Hop down to main this spring!

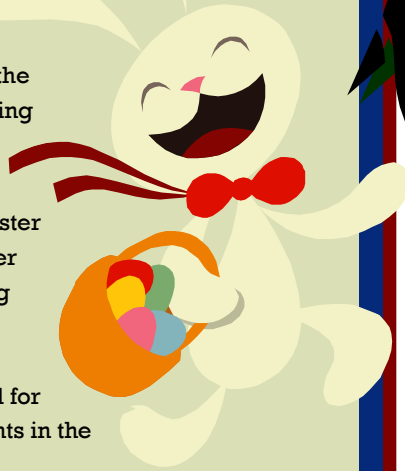
Hop down to Main some spring Starting 14th

look for the "Hop Down to Main Street" signs in the windows of participating merchants.

When you hop inside, register to win a 3' Easter Bunny and other Easter goodies. Participating stores will also offer Easter Egg coupons. Coupons will be good for participating merchants in the Main Street district.

The "Hop Down to Main Street" promotion ends on Thursday, April 1st. Grand Prize winners will be announced on KWBE on Friday, April 2nd.

Street for shopping! March



# Nebraska Governor's Pheasant Hunt

November 5 -6, 2010



Event Coordinator  
Rick Clabaugh

## Save the Date!

It's simple: we want to give you Money. While we're at it, we want to share our passion for downtown with you.

Every month, our e-newsletter and website will feature a photograph trivia contest. If you know the answer, email us before the deadline. Every month, someone will win \$20 in Main Street Money! It's that simple!

Check our website regularly for updated contests, or contact us to subscribe to our e-newsletter to get notified when a new contest is released.



February 2009:

Name the place this creative snow sculpture was located in December and January.

Contact us any time

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look up

# Downtown