

## *LMSA Board Of Directors:*

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- Jan Bruns  
Director
- Sandi Ciardelli  
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- Beth Havrilla  
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## New Digs for the Main Street Association!

The Lakeport Main Street Association has a new office in the old Carnegie Library at Library Park. We are very excited to finally have more of a presence so that we may be more help to the merchants in downtown Lakeport. We invite you to come by and see Jan Bruns as the new Director representing the Main Street Association. Jan will also be acting as a liaison between the City of Lakeport and the Main Street Association.

Our meetings will now take place at Carnegie Library which is very cool! We serve coffee and goodies and would love for you to come by and see us. We meet the 4<sup>th</sup> Wednesday of each month and 8:00 am. Join us and find out why we are energized!!! There is a lot happening, right here in beautiful Downtown Lakeport in the very near future. Curious??? Come and find out.

You will be hearing more from us in the future and

we hope that you realize that you are our main concern; the beauty and health of Downtown are why we are here. Whether you are retail, restaurant, service club, or professional...having a beautiful and viable Downtown benefits you.

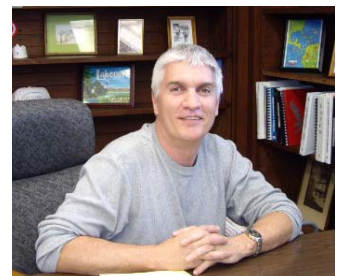


## Revitalization of Downtown Lakeport

The City of Lakeport Redevelopment Agency has initiated a facade improvement grant program for Downtown businesses. The Façade Program provides technical and financial assistance to property owners or tenants seeking to renovate or restore exterior building facades. The Façade Program seeks to improve the physical appearance of individual storefronts and enhance the commercial district in Downtown Lakeport. The City of Lakeport is offering matching funds up to \$25,000.00 for façade

improvements, which may include restoration of historic architectural details, new windows and doors, well-proportioned signage, lighting, new paint and the removal of inappropriate architectural features. An architect consultant retained by the agency will provide assistance to applicants through the conceptual design stage, at no cost to applicants.

For more information please contact Richard Knoll at 263-8840 or Jan Bruns at 263-8843.



## President's Message

*Leslie Firth*

*Welcome to our first edition of Lakeport Main Street Association's newsletter, "City Sidewalks".*

This year will prove to bring great things to downtown Lakeport. As you read through this publication you will see what is on the horizon for our local Main St. The purpose of this newsletter is to inform all property owners, business owners, members and friends of LMSA about

events, challenges, changes and facts relating to the Downtown area.

Some of the sections we are currently planning include:

- Downtown Highlights
- Lakeport Main Street Assoc. Membership.
- Calendar of Events.
- Highlighting individual members & welcoming new ones.

We have a great team in place and look forward to a warm and prosperous summer season.

I am now in my second year as president and with my family, our second year as proud owners of The Kitchen Gallery. I feel very lucky to be part of a community group who feels strongly about our downtown development which enhances where we live and work.

Feel free to call Jan 263-8843 or myself at The Kitchen Gallery 262-0422 if you want to be involved.



## Director's Message

*Jan Bruns*

*Hello!*

I am writing to you from my new office in Carnegie Library. What a great place to be. I hope you will come by to see me soon. This is such a milestone for the Lakeport Main Street Association. I am here to aid and assist merchants Downtown Lakeport. I will also be working as a liaison between the

Lakeport Redevelopment Agency and the Lakeport Main Street Association.

This newsletter is one of many new tools to keep in touch with you. I want you to be informed of anything coming up and I hope that you will return the favor to me and let me know how you feel about things. Have any suggestions or comments? Call me. Our board has been

working hard to come up with innovative ideas to encourage and aid our downtown merchants to promote a healthy and vibrant downtown.

At the moment we are creating a Welcome Packet for new businesses. If any of you would like to add Coupon's to include in the packet let me know. It is another way of introducing yourself and also encourages newcomers into

*Hello!*

*I am writing to you from my new office in Carnegie Library.*



## Downtown Improvement Program

The Lakeport Main Street Association has a new volunteer. We welcome Annette Hopkins. Annette has come to us with a fabulous idea. She is offering, at no cost to you, to come to your business and lend you a hand. The Main Street Association

has stepped up to help. This is the deal. You want to make some improvement inside your store but don't know quite what to do or how to do it. We can help. Annette will make an appointment to come to your business and give you ideas on traffic flow

and display, store arrangement, clean up and organization. Basically, whatever it takes to make your business more attractive so that you appeal to the average shopper and get them to come into your business and spend money. Interested?? "The LMSA will match funds up to \$1000.00 upon approval.



## Let's Talk Trash – Adopt a Trash Can

The Main Street Association purchased decorative trash receptacles a few years ago. They are very nice and sturdy, but what we didn't realize is how much maintenance they require. City Staff is busy doing other projects and what we have noticed is that the trash receptacles start looking pretty bad after a while. Because of this, we

are asking for volunteers to "Adopt a Trash Can". If you have one in front of your business or even in the same block all that we ask is that you take a bottle of Windex and once or twice a week clean it up a bit.

Community Pride is a wonderful thing. You will be amazed how good it makes you feel.

So, get on the band wagon

and try to outdo your neighbors.

"Adopt a Trash Can" today by calling 263-8843 and be the first on your block to reserve a can. There are 2 cans per block.



## Survive the Recession?

All we hear these days is talk about a recession. Are we in one or not. Certainly we are all feeling the effects of one. The gloom and doom of financial reports of late show retail in the downturn (along with real estate) and with escalating gas and food prices, what can we expect?

**THIS IS WHEN YOU NEED YOUR DOWNTOWN ASSOCIATION MORE THAN EVER!**

Let us recommend how to compete/survive/succeed in the current climate with "How You Can Survive the

"R" Times." Here are a few tips for you.

People want to come here—and they do!—and they will also spend money during their stay. Our promotions, our beautiful setting, our marketing will get them to your door. Once they arrive, **BRING THEM INSIDE YOUR DOOR!**

The US dollar is weak and tourists from other countries are excited to get bargains. Of course our regular price is a bargain to them. So watch out for the foreign travelers and spend that extra time with them, it

could pay off big for you.

Your windows make a difference. Keep your windows clean, lit and interesting. According to Main Street stats, people make a choice within seconds whether to enter your business or not. Bright, colorful windows leading into stores with well laid out floor plans invite customers in and keep them there. Learn from the big boys/girls.

The Secret? We like to think positive. Anyone who is a part of Downtown wants to think in terms of achieving success and happiness. There's a lot of

Negative thinking/beliefs/fear out there, we're only going to offer positive energy, assistance and support to you.

Enjoy Life and Be the Best You Can Be!!!

## History of the Main Street Association

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*“It wasn’t until about 4 years ago that we were able to get started again, and started we are, in full force.”*

.The Lakeport Main Street Association has been in existence for many years. Several years ago they became a member of the California Main Street Alliance. At that time there was quite a bit of progress but eventually the State cut all funding for this project, which was very disappointing because

Lakeport was chosen to be on their list of Main Streets to be included in their Revitalization Project. Soon after that the Main Street Association kind of fell apart. It wasn’t until about 4 years ago that we were able to get started again. And started we are, in full force.

## The California Main Street Alliance

What is the Main Street Approach? It is a four point approach to downtown revitalization. They include;

1. Organization
2. Economic Restructuring
3. Promotion
4. Design

The National Main Street Center estimates that for every dollar a community invests in its local Main Street program, \$39.22 is reinvested in the district. With an average cost of \$1878 per job created, it is also one of the most

effective economic development programs in the country.

In addition to the four program areas for revitalization, the Main Street approach also relies on eight principles to produce fundamental changes in traditional commercial business

## Eight Guiding Principles

1. The Main Street Approach is a comprehensive approach to revitalization.
2. The Main Street Approach relies on quality.
3. A public-private partnership is needed to make meaningful, long-term revitalization possible.
4. The Main Street Approach involves changing attitudes.

5. The Main Street Approach focuses on existing assets.
6. Main Street is a self-help program.
7. The Main Street Approach is incremental in nature.
8. The Main Street Approach is implementation oriented.

In our next newsletter we will go into detail of each approach.

“Main Street has reinforced the downtown area and its businesses as the backbone of the community. More of the community is aware of downtown and more and more people take advantage of the area.”

*Fairfield*

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*Main Street has reinforced the downtown area and its businesses as the backbone of the community.’*

## New Business Review

Downtown Lakeport has some new businesses which have opened in the last year or two. to shop locally.

Off the Strip opened not too long ago and has designer jeans and among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or in requesting your service.

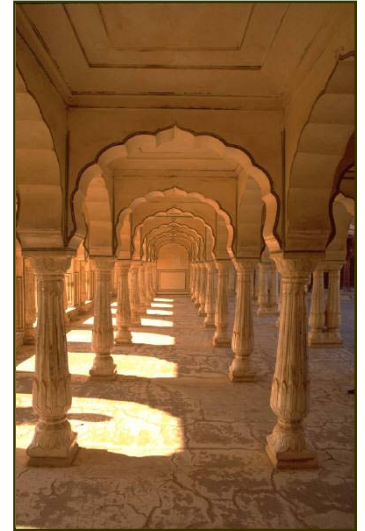
You can compile a mailing

list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information.

Your customers or employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.



Caption describing picture or graphic.

## Calendar of Events

The Lakeport Main Street Association is involved in several activities throughout the year. It is important that the Main Street Businesses are familiar with what is going on. This is another good reason to become a member of the LMSA today. You cannot afford to be uninformed. The first activity is May 31<sup>st</sup>, The Wood & Glory Boat & Car Show.

This is a wonderful event sponsored by the Lakeport Regional Chamber of Commerce. It takes place

at Library Park. The LMSA is responsible for the wine and beer booth which is set up in the park and manned by members of the association.

On July 4<sup>th</sup>, the LMSA sponsors the Craft Fair on Park Street during the July 4<sup>th</sup> activities.

Then in August is our big money maker which is the Taste of Lakeport, which consists of wine and food tasting and a street dance. This is a great way to get lots of people into your businesses.

We will talk about this event in more detail in the next newsletter.

We can always use help in putting on these different events. Because you own a business we understand that it is sometimes difficult to help when the activity takes place downtown. But there are things that lead up to an event that takes lots of planning which we could sure use your help with.

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*"The Lakeport Main Street Association is involved in several activities throughout the year".*

## Downtown Highlights

200 Park Street  
PO Box 1032  
Lakeport, Ca. 95453  
PHONE:  
(707)263-8843

FAX:  
(707) 263-8843

E-MAIL:  
LAKEPORTMAINST@GMAIL.  
COM

The beautiful baskets of flowers will be going up by Memorial Day weekend along with the summer banners.

It is time to get ready for tourist season. So we all know what that means. Clean up time. Wash away the dread of winter and welcome in Sunny

Summer Days. Because of the Lakeport Main Street Association we now have banners for every season. We are so lucky to live in an area which enjoys all four seasons. Thanks to the City of Lakeport for their hard work in putting them up and taking them down when each season arrives.

The next phase for the Lampposts is about to begin. It will also include a new parking area next to the City Hall. The lights will go down 3<sup>rd</sup> Street and on Park Street towards the City Hall.

There will be a dedication ceremony when the job is completed.

### Membership Drive

The month of April was membership month. We invite you to join the Lakeport Main Street Association today. We need your help more than ever. Thanks to those who have joined our effort to make Downtown Lakeport

a destination for locals as well as visitors.

The Downtown Revitalization Program, the Façade Improvement Program and the Downtown Improvement Program

are programs to help you as a business or a property owner make improvements that will help bring those shoppers downtown and into your doors.

It is hard to control the new energy at the Lakeport Main Street Ass.

Join Today!!!

