

Downtown Dispatch

A publication of Downtown Bloomsburg, Inc.

October 2006

B.U. students to poll downtown businesses, employees & shoppers

In mid-October, Bloomsburg University students working for the downtown will begin a large-scale, confidential survey to gather information about commerce in Downtown Bloomsburg. We will be polling business owners, managers, employees, and shoppers to learn from everyone what we can do to maintain and improve our central business district.

Please participate in this research by providing thoughtful, candid answers. With broad-based participation, we can develop a strategic plan that meets the needs of our community and addresses key issues.

The information gathered from this survey will have three important uses. It will help us:

- 1) strengthen existing businesses by providing useful information about customers,
- 2) identify and recruit complementary new businesses, and
- 3) prepare a successful grant application for funds for Downtown projects.

Thank you to Bill Neese, B.U. Associate Professor of Marketing, and his Retail Management students.

B.U. students to solicit ideas for downtown logos and slogans

Bloomsburg University Leadership and Teambuilding students are working with each Downtown Bloomsburg, Inc. committee: Design, Organization, Promotion, and Economic Restructuring.

Students working with the Promotion Committee will be soliciting ideas for a downtown logo and

slogan from Downtown merchants and professionals, Bloomsburg middle and high school students, and Bloomsburg University students.

Thank you to Janet Reynolds Bodenman, B.U. Associate Professor of Communication Studies and Theatre Arts, and her Leadership and Teambuilding students.

Questions? Concerns? Ideas? Want to help?

The vision is the goal. The next question is "How do we get there?" Community members who developed the vision have lots of great ideas. To make the vision a reality, our nonprofit organization needs enthusiastic people with all kinds of interests and skills. If you want to help out from time to time, or serve on a committee, please call Barbara Heintz, Downtown Manager, at 784-2522 or write bheintz@ColumbiaMontourChamber.com.

Say hello to...

Donna Ansley & Theresa Kuster
www.BranchOutConsulting.com

Energetic, entrepreneurial, and civic-minded describes these two volunteers. Principals of BranchOut Consulting, a Main Street marketing and business development company, Donna and Theresa have generously volunteered to develop a website for Downtown Bloomsburg, Inc. This is a top priority for the downtown business community and the organization.

Using the vision statement as a guide, Donna and Theresa will develop a site that showcases Downtown dining, cultural, and entertainment venues as well as Downtown providers of goods and services.

Many thanks to these professionals for contributing their time and talent.

Vision sets priorities for downtown

The community's vision: Downtown Bloomsburg is an historic college town along the Susquehanna River that is easy to get to -- Downtown is two miles from Interstate 80 and State Route 11 is Main Street. Downtown will be:

A regional dining, cultural, and entertainment destination ... Gather with friends and family to eat great food, visit art galleries, go to the theater, listen and dance to live music, and attend fun events.

A local hub for consumer goods and services ... Support Downtown providers of goods and services -- shop Downtown first.

Mark your calendar: Oct. 24, Oct. 29, Nov. 11, Holiday events begin Nov. 18

Halloween Window Painting-Oct. 24
Rain date October 25. This popular event is sponsored by Downtown businesses and showcases the artistic talent of area middle school and high school students. Paintings judged by artists from Artspace Gallery.

Halloween Parade - Oct. 29
2:00 Forms at Fire Hall on Market St.
3:00 Fire Hall to Main St. and back.
Refreshments & prizes at Fire Hall.
Santa Parade & Cottage - Nov. 18
10:00 Parade down Main Street
11:00 Santa's Cottage at Courthouse

Veteran's Day Parade - Nov. 11
9:30 Forms at Bloomsburg Hospital
10:30 - Parade down Main St. to Fire Hall on Market St. Program at Fire Hall following. Meal for veterans. Come celebrate those who have served for the cause of freedom.