

“It Happens Downtown”

In.....Valparaiso, Indiana

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“THE D.I.B. REPORT”

(Downtown Implementation Board) by: Chairman, Jim Jorgensen

The Downtown Implementation Board (“DIB”) has completed its task. Appointed by Mayor Butterfield one (1) year ago, the DIB has reviewed in great detail the recommendations of the Hyett-Palma Study. In its final report, the DIB has created a list of priorities which require funding and a list of priorities/policies which require little or no funding. If funding is required, the report identifies the various public sector and private sector sources that might be available for each priority.

The DIB Report also set out the values or criteria which should be considered when implementing the priorities. Two (2) criteria are especially important. First, with respect to funding, when possible, expended monies should serve to leverage other funding sources. The second criterion is critical to the success of the Downtown: the private sector must be engaged at a comprehensive level.

The DIB has done its job. The continued

implementation of the Downtown priorities will be turned over to the Valparaiso Economic Development Corporation. If the Downtown community continues the excellent commitment it has made during the past year, there is no doubt that the DIB Report priorities will be carried out.

I would like to thank the individuals – too many to name – who participated in this process. Countless hours – quality hours – were spent in the process. We held numerous meetings with Downtown property

Special points of interest:

- Something Old p. 2
- Something New p. 3
- 2003 Upcoming Events p. 4
- Events Corner p. 4



owners and businesses and the input was valuable. The Downtown will prosper because of the quality of the individuals committed to it.

Downtown Energy Efficiency Program Progress Report

The Downtown Energy Efficiency Program was off to a good start earlier this summer. Linda King, the regional Rebuild America representative, said that the Valparaiso kick-off breakfast on July 29th was the best that she had seen. Approximately 20 people attended the breakfast, representing local

businesses, financial institutions and local officials. Several businesses expressed interest in the program’s free energy analysis and the VEDC is following up to get those scheduled. Each of the financial institutions has signed on as a partner in the program and has committed to providing a low interest loan program to small busi-

nesses to help implement energy saving recommendations from the analyses.

The Valparaiso Economic Development Corporation

Continued on p. 2

SOMETHING "OLD".....MARTIN BINDER JEWELER

By Joy Lundstrom, VCFE Promotions & Marketing Coordinator

Location: 23 East Lincolnway
Valparaiso, IN 46383
Phone: 219/462-5931

Business Opening: 54 years in downtown Valparaiso

Sixty-two years in operation and going strong, Martin Binder Jeweler has been a long time 'gem' in downtown Valparaiso. Martin Binder originally established his business in Columbia City in the late 1930's. Always admiring a university community, however, Martin Binder decided to move his business to downtown Valparaiso in 1949 and set-up shop at 9 Lincolnway. The years and their customers have been good to the jewelry store which, in turn, needed more room to spread it's wings. In 1967 the store relocated to 23 E. Lincolnway (the old Prentiss Drug Store location, for you history buffs) and has since expanded to encompass the entire lower level of the present day building for business operations.

Present day Martin Binder Jewelers can boast about being a 3rd-generation business serving 3rd-generation customers! Jeanette Binder, daughter of Martin Binder, is proud to be a part of her families' business, and proud

of her extended family; her staff who have been with her for many years. "We strive for that personal service with our customers, treat them with respect and kindness, and welcome them into our home", referring to the friendly atmosphere she has maintained within her store.

Jeanette Binder's enthusiasm also extends to downtown Valparaiso. "It's nice being in a central location in a city", she said. Further adding, "Downtown Valparaiso is a destination spot, visitors come downtown first".



Cherishing their long-standing clients and always raising the bar on their corporate goals, Martin Binder Jeweler continually strives to satisfy their clients' needs. "We have price points for all budgets", said Jeanette, "We price competitively while offering a better quality for that price." Along with their large inventory,

quality merchandise, and skilled staff, Martin Binder Jeweler also offers its excellence in design services. "Our in-house jeweler is fantastic and can create anything we design", exclaims Jeanette, enthusiastically.

What advice does Jeanette have for new businesses in downtown? "Stick with it", she said. "And advertise" responds Helen Flude, Jeanette's daughter in-law and the company's Marketing Director. Helen further adds, "Advertising is very important, especially when you are a new business, you have to keep your name out there". On a lighter note, Martin Binder Jeweler's customers also love their gift-wrap service. It's that little something extra. Lastly, Jeanette feels that it is important to get to know and support your community. "We're big supporters of downtown", she said.

When asked what surprises or unexpected occurrences have impacted her through the years Jeanette replies, "Everyday is different, even after all these years".

Downtown Energy Efficiency Program Progress Report - continued from front page

received a \$30,000 grant from the Indiana Department of Commerce to assist Downtown Valparaiso businesses access free energy analyses, special financing and contractor/architectural assessments intended to increase energy efficiencies that will result

in overall cost savings. The Rebuild America program is in its third year and is designed to 1) save money and energy, 2) promote economic growth, 3) protect the environment, and 4) create jobs.

To learn more about how the Downtown Energy Efficiency Program can help you start saving money in energy costs TODAY, call Deb Butterfield at the VEDC, 462-1105.

SOMETHING “NEW” RIO’S COUNTRY CLUB

By Joy Lundstrom, VCFE Promotions & Marketing Coordinator

Location: 60 W. Lincolnway
Valparaiso, IN 46383
Phone: 219/465-5200
Owners: Rick Roberts and
Jody Decker

Business Opening: March 7,
2003

An attractive shop with one-of-a-kind apparel, high performance equipment, and golf professionals in the flesh! Where can you find such a place? Right here in downtown Valparaiso! The name of this great store is Rio’s Country Club located at 60 W. Lincolnway. Owners Rick Roberts and Jody Decker, both professional golfers, have brought their expertise to Valparaiso. “The store is a good fit”, said partner Rick Roberts, “because our shop adds another unique component to downtown Valparaiso and our customer base is here”.

Rick and Jody have extensive knowledge about the game and want to share that knowledge with their customers.

Both partners have tried many types of equipment during their careers and have selected for their store the brands they believe offer the golfer the best in performance. Rio’s Country Club is more than just a great shop for the golf enthusiasts; however, the store carries quality, casual wear for both men and women for work, dining out, and weekend wear.



Both agree that the best thing about having a business in downtown Valparaiso is the people. “We’ve enjoyed the people that we have met since the store opened”, said Jody, “people that we would have otherwise not gotten to know”. Downtown Valparaiso offers native Jody Decker a real comfort zone. “Downtown Valparaiso is a nice, quaint area. The community is well connected to each other. Once you become

acquainted with someone, you learn about connections you have with others in the community” continues Jody. “Customers enjoy shopping in the unique shops in the downtown instead of chain stores, they prefer to support their own community”, adds Rick.

Looking into the future, Rick and Jody look forward to continuing their investment in the community and know the community will choose to invest in Valparaiso’s specialty shops. “We see ourselves as being a staple in downtown Valparaiso and will continue to support it’s growth and our fellow merchants” states Rick.

“When you’re in Rio’s you’re not just an anybody, you’re our guest.”

DOWNTOWN’S NEWEST ADDITIONS

- Cinsations is moving to 62 Lincolnway and Plans to open in October
- Season’s on the Square is now under new ownership and plans to reopen in early October
- Valparaiso Art Academy and Gallery has opened at 72 Lincolnway
- Buck Stop plans to open at 109 Lincolnway (former Fagen Pharmacy)

Did You Know?

"Did ya Know" that electricity came to town in 1894 and the first phones were installed in 1881?

Brought to you in partnership with the City of Valparaiso's Downtown Implementation Board, & the Valparaiso Community Festivals & Events

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Upcoming Events:

**Sept.-Oct.-
Tues., Thurs. & Sat.**

**Farmer's Market
(downtown Valparaiso)**

October 4th & 5th

**Vale Fine Arts Festival
(Rogers Lakewood Park)**

October 24th

**Trick or Treat Fun-Nite
(downtown Valparaiso)**

December 5th

**Holly Days & Live Nativity
(downtown Valparaiso)**

Events Corner

BY: Joy Lundstrom, VCFE Marketing & Promotions Coordinator

Summertime fun has come and gone, and the fall season is upon us. A special thank you to everyone who came out to celebrate the 25th anniversary of the Valparaiso Popcorn Festival with us! The festival was filled with lots of good times and laughter beginning with pre-festival activities in the Orville Redenbacher Tent including scrumptious lunch and dinner meals, cute babies, and terrific entertainment. Festival day greeted downtown visitors with sunshine, special guest appearances by Mark Humbert, Gary Redenbacher, and Michael Essany, an awesome Popcorn Parade, outstanding entertainment, and more Arts & Crafts booths than the eye could see! Many family-fun memories were created that we'll carry with us for the next 25 years!

The family-fun doesn't stop there, however, volunteers and staff at Valparaiso Community Festivals & Events, Inc. are busy finalizing plans for the Vale Fine Arts Festival on October 4th & 5th, at

Rogers Lakewood Park from 10:am-5:00pm each day. Festival Chairperson Tracy Rongers has a passion for 'The Arts' and is committed to creating an opportunity for 'The Arts' and the community to come together. "This festival is a celebration to all the fine arts and a contribution to our community and our lives."

Festival visitors will enjoy meeting visual artists exhibiting and selling their work. Pottery, sculpture, basket weaving, calligraphy, jewelry design, paintings in watercolor, oil and acrylic are a few of the different art mediums that visitors will be able to explore and purchase at this fine arts festival. Live art demonstrations will also take place and an "Arts Alive" stage will host artisans performing in dance, poetry reading, theatrics, and song. The fun doesn't stop there, however, the Children's Creativity Corner will be alive with color and hands-on projects to bring out the Rembrandts inside all of our children!

If exposure to all of this culture starts your stomach growling, don't worry, our local nonprofit organizations will set-up booths with great food, drinks, snacks, and sweets! Bring a blanket from home and have a picnic overlooking one of the beautiful lakes at the park! Artists, Art Booths, Art Demonstrations, an "Arts Alive" Stage, and a Children's Creativity Corner all set in scenic Rogers Lakewood Park is sure to be a wonderful, autumn, weekend adventure you won't want to miss. See you there!

