

# *“It Happens Downtown”*

*In.....Valparaiso, Indiana*

## **“THE D.I.B. REPORTS”**

(Downtown Implementation Board) . . . . . by: Chairman, Jim Jorgensen

An Implementation Board has been meeting monthly to develop plans to implement the Hyett-Palma Report. The Board is divided into five (5) committees: Business Retention and Attraction, Traffic & Parking, Building & Public Improvements, Marketing & Fundraising. Each committee has been very active. For example, the Traffic & Parking committee has completed its initial review of traffic issues. It will be making several positive recommendations. Significantly, after careful

and thoughtful study, the committee also recommended that certain portions of the Report not be implemented. The Report recommended Jefferson & Chicago Streets be reversed. After speaking with the Library, The Boys & Girls Club, St. Paul's School and the YMCA, all of which opposed the change, the committee recommended that the streets remain as they are. The HyettPalma study also recommended that Franklin & Washington Streets be converted into

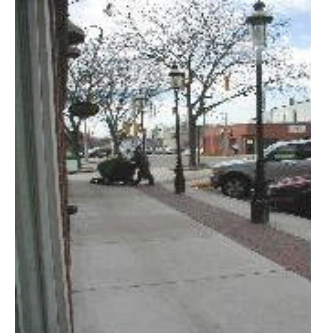
two-way streets. Again, after careful and detailed consideration, including the cost, the impact upon parking and pedestrian traffic, and other factors as well, the Committee has recommended that no change take place. The committees are working hard – yet if anyone is interested in getting involved, there is still plenty of work to do. Hopefully, all the work can be completed by the Fall and we can begin to see real benefits flowing from the Report.

**Volume 1, Issue 1**

**March-April 2003**

### **Special points of interest:**

- *Feature showcasing a business that is brand new to downtown and a look at a seasoned business*
- *2003 Upcoming Events*



## **WHO ARE WE?**

*“It Happens Downtown”* is being produced through a cooperative venture between the Valparaiso Community Festivals & Events organization and the City of Valparaiso's City Planners Office. This newsletter will come out bi-monthly and is written to

keep you “in the know” about happenings and interesting facts in our downtown. The newsletter committee understands that knowing more about one another will enable each of us. Connecting ... learning... growing... is all vital to our active downtown.

We invite you to share the newsletter within your business or office. Our next issue will be out in May.....

See you  
on the sidewalks!

### SOMETHING “OLD”.....Valparaiso Pet-N-Hobby

Opened: June 1968

Joe and Sharon Henley’s dreams for their business 35years ago were to share Joe’s love for tropical aquatics with the community. Longtime Valparaiso residents, the couple naturally chose downtown Valparaiso to open their new business because “downtown is where it was at”, said Sharon. “You could find all your shopping needs right downtown”, she continued, “and I still rarely go to a mall to do my shopping, today”. The downtown business has taken some interesting turns from what Sharon and Joe originally envisioned, however, they have let their customers (and local disasters!) be their guide. From filling requests for exotic fish to shopping for boa-constrictors in Chicago, Valparaiso Pet & Hobby has evolved to meet the needs of its’ customers. “We give our customers that personal touch and go the extra mile”, said Sharon.

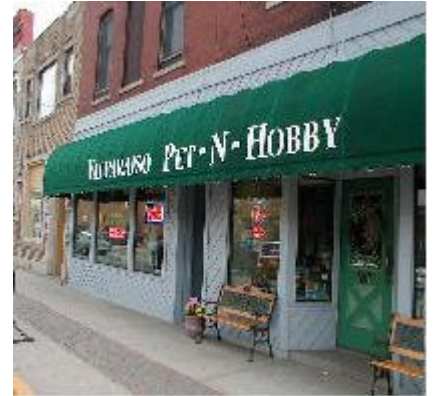
Living in Valparaiso all her life, Sharon is a great source for downtown

Valparaiso history. She has seen business come and go, remembers her own shopping experiences as a young girl, and has (as a business owner) survived a devastating fire in the neighboring building.

When asked what she enjoys most about downtown Valparaiso, Sharon said it’s the people. She has met many wonderful community members and has developed a loyal customer following. Along with her customers, Sharon also compliments her fellow downtown business merchants. “I know it is hard for business owners, today, everyone’s time is so limited”, she said, “however I think we work together well and support each other when we can”.

Valparaiso Pet & Hobby is open 7 days a week and has staff trained to meet the customer’s special needs. Stop in and say “hi”, everyone is welcome!

*Written by: Joy Lundstrom*



18 N. Washington Street  
Valparaiso, IN 46383  
Phone: 219-462-8346



# SOMETHING “NEW”... Marilyn’s Bakery

Opened: November 2002

Barbara and Robert Tracy had gotten acquainted with downtown Valparaiso several years ago as they assisted the bakery operations at the family’s main location in Hobart. As a pie delivery/salesman, Robert would have Valparaiso locals stop him on the street and inquire as to where they could purchase pies. Barbara enjoyed the charm and character of downtown Valparaiso and felt her business would be a perfect match.

Marilyn’s Bakery originally opened 17 years ago in Hobart, Indiana by Barbara’s mom, Marilyn. Barbara grew up helping her mom in the bakery for years before marrying and moving to Illinois where she taught school. As the business grew in Hobart, Barbara

came home to be a part of the business. A natural next step was for the couple to expand the business and have a piece of the pie to call their own!

When asked what she enjoys most about being in downtown Valparaiso, Barbara said, “I enjoy being a part of such a wonderful community. The greetings and well wishes that I have received from fellow merchants and the community have been overwhelming. Everyone has made me feel so welcome!”

Barbara boasts about their family business. Owned and operated by women, the bakery continues to make all of their pies from scratch. Our goal has always been to satisfy customer de-

mand. Revisions to their business plan have already included offering the customers the “extras” that they have requested. Donuts, cookies, and breads are the new items brought into the



112 E. Lincolnway  
Valparaiso, IN  
46383

downtown Valparaiso business that were not part of the original “pie shop” plan.

Barbara’s future plans include continued customer growth, with the expansion into a larger downtown location. “I like the warm, friendly, personal touch that is a part of downtown Valparaiso”.

*Written by: Joy Lundstrom*



*Valparaiso is a wealth of history and great business opportunities. Our research proves being in downtown is a PLUS!!*



## Welcome to our Downtown..... New Business

Rio’s Country Club  
60 W. Lincolnway  
219-465-5200

Abbey’s Table  
65 S. Valparaiso Street  
219-464-1104

Stop in and say hello....

# Upcoming Events:

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

Christine Owens  
Community Development Planner  
City of Valparaiso  
462-1161  
[www.ci.valparaiso.in.us](http://www.ci.valparaiso.in.us)

Glennas Kueck  
Executive Director  
Valparaiso Community Festivals & Events  
464-8332  
[www.popcornfest.org](http://www.popcornfest.org)

- June 14<sup>th</sup> .....Father's Day Corvette Show
- June 28<sup>th</sup> .....Patriotic Kid's Day & Soap Box Derby
- July 4<sup>th</sup> .....Mayor's Patriotic 4<sup>th</sup> of July - VHS
- July 13<sup>th</sup> & 14<sup>th</sup> .....Garden Walk
- July 23<sup>rd</sup> ..... Valpo Parks Band Concert on the Square
- August 1st .....Chamber of Commerce Lu Wow
- September 6<sup>th</sup> .....Popcorn Festival
- October 4<sup>th</sup> & 5<sup>th</sup> .....Fine Arts Festival (Rogers Lakewood Park)
- October 24<sup>th</sup> .....Trick or Treat Nite
- December 5<sup>th</sup> .....Holly Days & Live Nativity

## “POPCORN CHEERS—25 YEARS”

**BY: Steven Doniger, 2003 Popcorn Festival Chairman**

It sounds simple at first, the idea of having a festival, one with a unique theme that reflects something special about the area. A festival created with qualities that not only attract local visitors, but tourists from throughout the region. An event that should offer opportunities for local schools, church and civic groups to take part, and provide a profitable venture between the city and Valparaiso businesses. With that idea, great vision, and much more, the Valparaiso Popcorn Festival “popped” into reality. Established by the Valparaiso Chamber of Commerce in 1979 and now managed by the Valparaiso Community of Festivals and Events, the Valparaiso Popcorn Festival is celebrating **25 Years** “*Popcorn Cheers 25 Years*” (September 6, 2003) as the area’s largest one-day festival. The Valparaiso Popcorn Festival has

hosted thousands of visitors while holding true to the vision of community involvement, hometown hospitality and special features such as the Popcorn Panic 5-mile run, Popcorn Royalty Contest and the “Country’s only Popcorn Parade”.

The Valparaiso Popcorn Festival has created opportunities for the community to highlight special achievements, unique moments in local history and vast organizational and individual celebrations of success. Additionally, the festival has provided thousands of volunteers with a vast array of volunteer activities and numerous volunteer hours. The Popcorn Festival continues to be a positive venture that creates partnerships between community organizations, city and county departments and individuals with special groups.

Starting from a simple idea, growing into a unique community event and gaining national recognition, the Valparaiso Popcorn Festival continues to capture the very essence of our community: quality, creativity and fun. As the festival celebrates 25 years, we as a community celebrate our unparalleled quality of life and all the special memories we’ve made.

