

January 2010



Main Street Beat

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Committee schedule

Happy New Year from Main Street Sterling

As we jump into 2010, we have a lot of progress from 2009 to be very excited about.

We had almost \$300,000 in public and private reinvestment in downtown in 2009.

3 new businesses opened in our district.

TLC Rebalancing Center opened last spring in the Mishler building. Owner, Teresa Steele, offers massage, tanning, and body treatments.

Black Bull Ranch expanded their business and purchased the building at 109 S. Broadway. They opened in May, and do screen printing and embroidery, and ad specialty items.

Sterling's newest business, Silver City Boutique, opened in mid-December at 115 S. Broadway, just in time for Christmas. Silver City has women's clothing and accessories.

Dollar General and Quizno's also opened this year, and provide necessary shopping and dining opportunities for Sterling.

This is very exciting for our community, especially during supposed hard economic times.

Hank and Nancy Schichtle reopened the Prairie Garden Bed and Breakfast at 320 E. Monroe in the Fall. They have 3 rooms available for nightly stay. This is very positive for Sterling, especially with all the Sterling College parents traveling to our area.

Volunteers continue to work hard on Studio 96, and interior construction continues on the Shay Building. Main Street Sterling looks forward to the continued rehabilitation of these projects this year.

**Economic
Restructuring**
2nd Tuesday- 5:30pm

Design
1st Thursday
12:00pm

Promotion
2nd Wednesday
12:00pm

Organization
2nd Friday
12:30pm

Board
2nd Thursday
12:00pm

Join Our Mailing List!

Kansas Main Street Quarterly Training "Promotion 2.0...Promoting, Engaging, & Branding your Downtown"

January 21, 2010

Marysville, KS

**Topics to be covered include: Engaging
businesses in Promotional Events and
Activities; Marketing, Branding and Image
Campaigns;
and Retail Events that Work**

Contact [Christi](#) by January 14
to Register. All KMS trainings are free for Main
Street Sterling members.

2010 Goal Setting

**This month, the Main Street Sterling Board of
Directors will be attending a Board Retreat with
Kansas Main Street. This Retreat will provide them
with a solid start to the new year and help with
setting goals for 2010. All four committees will also
be setting goals and creating work plans for this
year.**

**If you have ever thought about volunteering with
Main Street Sterling now would be a good time to do
that. Contact [Christi](#) for more information on our
committees and we will find the right place for you!**

Have a great month!

Christi Gilmore

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