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○ OCTOBER | ○ 2012

Downtown *update*

A PICTURE IS WORTH...

By: Breanne Durham, Executive Director

Perhaps this is just what writer's block feels like, but what I'm really inspired to share with you this month are photos from last week's 2nd Annual Downtown Art Walk. So, take a break from my monthly article and enjoy these photos that express how well this event was received by the community. I am so grateful for all the businesses, artists, volunteers, and attendees who participated again this year! (ADDITIONAL PHOTOS ON PAGE 6)



Lewis-Clark State College

CAH

Center for Arts & History

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ATTORNEY AT LAW

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 Seasons
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CREATING A VITAL, INVITING DOWNTOWN LEWISTON WHICH WILL PROMOTE QUALITY
BUSINESS, CULTURAL, AND COMMUNITY GROWTH



FROM THE BOARD

FUN.

By: Scott Trotter, Image! Design Center

FUN.

To me there's just no better word to describe the current atmosphere of downtown Lewiston! I mean really ... the dust is flying (It is a GOOD SIGN) thanks to the road construction improvement and enhancement on 5th and 1st streets, the construction of the new downtown library is coming together (411 D Street), several new businesses have opened up downtown (Blue Lantern Coffee House at 326 Main Street and Covey's Bike & Board at 621 Main Street, Suite A), storefronts are being beautified and improved (TD&H Engineering at 210 Main Street), and we have had a great summer of events downtown that BDL is proud to be a part of including Alive After 5, Wednesday Farmers Market, Lewiston's Hot August Nights and my personal favorite so far ... Downtown Art Walk which just happened Friday night, September 28th.

Simply put -- Art Walk was FUN! It was exciting to see the smiles on folks faces (my family's faces included) as a over 1,000 people strolled the streets and storefronts of downtown Lewiston in search of that next budding Van Gogh or Monet. Yes, there was definitely some really good art, food, fellowship and FUN! My nearly four year old daughter Emma especially enjoyed all the complementary cookies and sweets that various merchants gave away during the Art Walk event. She was blessed with homemade brownies and caramels given away by the friendly folks at Hope Chapel (515 Main Street) and then she was even further blessed by Herb Boreson from the Diamond Shop (700 Main Street) with one of those "candy necklace things" and a beautiful "lollipop/sucker ring". Herb ... Emma thanks you for the sugar high! FUN! Emma had so much energy she then spent the next hour dancing at the Roxy Theater (714 Main Street) during the live worship/music performances at the Burn 36 event. Music is definitely FUN and it was wonderful to

see all the different musicians performing on the sidewalks downtown during the Art Walk event. I even enjoyed catching up the musician Dan Faller at the LCSC Center for Arts and History (415 Main Street). Dan showed me his new Martin acoustic guitar. FUN!! It was also FUN to walk through the gallery displays at the Center and talk briefly with new associate director Vilas Tonape. He's cool. As I mentioned earlier, Art Walk is just one of the many good times my family has had downtown this year thanks to the efforts of a lot of local businesses and shop owners who are dedicated to bringing a little FUN back to downtown. And the good news is there is more FUN just wrapping up with BDL's first ever restaurant week "Dine Downtown!" and first ever business plan competition "Spark Downtown!" ... AND YES, THERE'S MORE FUN TO COME! See you at Pumpkin Palooza on October 20th and at Main Street Trick or Treat on Wednesday, October 31st from 3pm-6pm. Good news for Emma ... a chance for more sweets and candy! FUN!?

BEAUTIFUL DOWNTOWN LEWISTON

MEMBERS:
Thank you for
your support!

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Blue Sky Mondays
Digital Barn
IdeaVend Broadcasting
John Roy & Associates
KLEW TV
KOZE AM/FM
Lewiston Tribune
Northwest Media Productions
Pacific Empire Radio
Values Coupons

Key

Bridal Path
The Diamond Shop
Edward Jones/Scott Arnone
H & R Block
Headmasters School of Hair Design
Idaho Impressions
Land Title of Nez Perce Co.
Main Street Grill
Morgan's Alley
My Architect
Port of Lewiston
Red Lion Hotel Lewiston
Stonebraker McQuary Insurance
Valley Vision

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Alexander Investors
ArtBeat, Inc.
B & I Computers
Blue Lantern Coffee House
Bott & Associates
Cannon's Building Materials Center
Castellaw Kom Architects
Century 21 Price Right
ChangePoint
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CornerStone Interiors
Covey's Bike & Board
Creason, Moore, Dokken & Geidl
D.A. Davidson
Digital Barn Productions
Follett's Mountain Sports
Idaho History Tours



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Kristin Gibson
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Lewis Clark Valley Chamber
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**VOLUNTEER SPOTLIGHT:
Kelsey Grafton**

Kelsey Grafton, like most of us involved with the event, was pleasantly surprised (gleeful is probably more accurate) with the response from the first Downtown Art Walk last fall. Kelsey was so inspired by the support shown to the arts community that she took the plunge on a long-time goal: to own her own business. Kelsey is now the proud Owner of Blue Sky Mondays illustration & BIG IDEA emporium, and founder of STUDIO 202, co-op “gallerudio,” both located on the second floor of Morgan’s Alley.



Kelsey has also been very active as a BDL volunteer since branching out on her own. In addition to lending her design skills to create graphics and ads, she has also participated in planning committees, including the Streetscape Design Initiative and Downtown Art Walk.

“I want to help our community become what I have always dreamed it could be,” says Kelsey. “BDL is setting the stage, and I am glad to be a part of a growing culture downtown.”

Kelsey’s passion for the arts and service her community is made very clear by how incredibly hard she works for causes she believes in...BDL is fortunate to be on that list!

We encourage you to contact Kelsey (either at her studio in Morgan’s Alley or via BDL) if you are an artist interested in being involved with her co-op and/or arts initiatives.

INTERESTED IN VOLUNTEERING?

Beautiful Downtown Lewiston has a number of exciting and rewarding volunteer opportunities available! Please contact Breanne at breanne@beautifuldowntownlewiston.org if you are interested in learning how you can help create a vital and vibrant downtown!

ENTRYWAY ART UPDATE

Melissa Cole, the artist selected to create entryway art pieces (on the pedestrian overpass and a complimentary piece at F Street) for the Fifth Street rebuild, hosted a community art workshop in coordination with Downtown Art Walk on Friday, September 28, 2012.

The workshop, which was free and open to the public, drew dozens of people of all ages to Brackenbury Square to create mosaic tiles with Melissa. The pieces created by attendees (like the young artist to the right) will be used by Melissa in her entryway art pieces. Community members who participated in the workshop were excited about the prospect of visiting these two public art pieces mere months from now and seeing their contributions to the permanent installations!



Melissa has been hard at work creating the large-scale mosaics, which she will begin installing on the pedestrian bypass later this year. She was excited for the opportunity to attend Downtown Art Walk as one of our featured artist workshops, new to the event this year. Both Courtney Brockett, BDL Design Services Coordinator, and Melissa (shown together in the photo to your right) showed work at Northwest Media and TD&H Engineering offices during the event later that evening.



- IdaVend Broadcasting
 - Image! Design Center
 - Interiors, Etc!
 - Intermountain Claims
 - Jazzy’s in Towne Square
 - Joe Hall Ford
 - John Roy & Associates
 - Jurgens & Co., P.A.
 - Kause Success Management
 - K & G Construction
 - KOZE AM/FM
 - Keeton & Tait
 - Kristin Gibson
 - Largent’s
 - Lewiston Tribune
 - Lewis Clark Recyclers, Inc.
 - Linda Joyner-Jones
 - Martin Insurance
 - Matt’s Grill
 - Northwest Media Productions
 - Northwestern Mutual Financial
 - Pacific Empire Radio
 - Pacific Steel & Recycling
 - Pals Sports Bar
 - Printcraft Printing
 - Pure Magic Media Creations
 - Ridinger’s Photography
 - Ronda Realtor
 - St. Joseph Regional Medical Center
 - Seasons Bistro
 - Shinn Reimers
 - The Stained Glass Co.
 - Simple Eats Catering
 - Sylvan Furniture
 - Tri-State Outfitters
 - Tom Woods Insurance
 - TTJS’ Inc. Boomers, CandyStore, Boomtown
 - Twin River National Bank
 - US Bank
 - Wells Fargo Bank
 - Zion’s Bank
- Non-Profit**
- Community Action Partnership
 - Hope Chapel
 - LCSC Center for Arts & History
 - LC Valley Chamber of Commerce
 - Lewiston Historic Preservation
 - UI Extension/Nez Perce Co.
 - YWCA

INTERESTED IN JOINING?

Contact Breanne at 208.790.1148 to learn about how joining BDL will benefit your business and the entire downtown district!

**THANK YOU TO OUR
NEWEST MEMBERS:
BLUE LANTERN COFFEE HOUSE
AND SIMPLE EATS CATERING**

special promotions

JOIN US YEAR-ROUND IN DOWNTOWN LEWISTON FOR SPECIAL EVENTS, DISCOUNTS, AND OPPORTUNITIES TO ENJOY ALL THAT DOWNTOWN HAS TO OFFER!

find us on facebook for event details, special offers, and photos: beautiful downtown lewiston

DINE DOWNTOWN RESTAURANT WEEK



Dine Downtown is in full swing! The promotion, which intentionally kicked off on the night of Downtown Art Walk, features fixed-price gourmet menus from five of our favorite downtown restaurants: **Jazzy's in Towne Square, Simple Eats, Main Street Grill, Seasons Bistro, and Matt's Grill.**

There are still **two days left** to try out these unique menus, support your local restaurants, and participate in Lewiston's first restaurant week event.

Visit www.beautifuldowntownlewiston.org for more info!

Friends of Downtown

Steve Forge
Dan & Cindi Mader
Steve Watson
Dennis Ohrtman
Herb Boreson
Bill Johnson
Mitch Silvers
Judy Higuera
Linda Joyner-Jones
Jan Durham

Charlette & Richard Kremer
Richard & Jeanette Morgan
Jill Thomas-Jorgenson
Kathe Tift
Robanna & Henrik Brosten
Colleen Mahoney
John & Melva Mock

Thank you to the individuals who contribute through the Friends of Downtown program! Visit www.beautifuldowntownlewiston.org/information/join/

PUMPKIN PALOOZA HARVEST FESTIVAL



Pumpkin Palooza, a Beautiful Downtown Lewiston signature event, has quickly become a family favorite! A harvest festival that features **Lewiston Farmers Market vendors**, Pumpkin Palooza also brings many free activities for children to enjoy, including **pumpkin storytelling** by the Lewiston City Library, Parks & Rec **jumping castle, face-painting, crafts**, and more! There will also be a **pumpkin food court, trolley rides, and live entertainment!**

This year, due to construction, we will be celebrating Pumpkin Palooza in Brackenbury Square. There will be a variation on the Great Pumpkin Roll event. We think the event is going to be wonderful in Brackenbury Square, so we hope you will join us for another fun-filled day celebrating all things pumpkin! Thank you to our 2012 Pumpkin Palooza sponsors: Wilson Banner Ranch and Pure Magic Media Creations!

Saturday, October 20, 2012 | Brackenbury Square | 11 AM-3 PM | FREE

MAIN STREET TRICK-OR-TREAT



BUSINESSES: Get ready for another great Halloween in downtown Lewiston! We invite you to participate in this annual event by stocking up on candy and dusting off your most festive costume. Children and parents love the annual Main Street Trick-or-Treat event because of the enthusiasm of the downtown business community, the fun extra activities we have planned, and the safe environment provided by the street closure. We hope you will plan on having your doors open and inviting in the little monsters that attend the event!

FAMILIES: We invite you back to Main Street for a safe, fun, and festive Halloween celebration! Businesses will be handing out candy and participating in special promotions. We will also have our very own Lewiston Fire Department and Idaho History Tours trolley on Main Street to share in the fun! So bring your little superhero, princess, or hamburger (yes, we had a little hamburger costume last year!) to Main Street for our annual Trick-or-Treat event on Halloween!

Wednesday, October 31, 2012 | Main Street, Lewiston, ID | 3-6 PM | FREE

MAIN STREET GURU TO VISIT LEWISTON

Beautiful Downtown Lewiston is thrilled to have the opportunity to host Kathy LaPlante, Senior Main Street Program Officer for the National Trust Main Street Center, on **October 25, 2012**. Kathy will be spending time in Idaho as our state prepares to start the newest state-wide Main Street Program in the country. This is an exciting time for the Main Street program in Idaho, as having a state-wide program will provide assistance to existing programs, like BDL, and help jump-start new Main Street programs in other communities. To learn more about the Main Street Four-Point Approach®, visit www.mainstreet.org.



While Kathy is in Lewiston, she will provide a day-long workshop that will include a retail workshop, design tour of downtown Lewiston, and Main Street 101 and 201 learning sessions. This is a fantastic opportunity for BDL members and volunteers to learn from a true Main Street expert about the incredibly successful approach to downtown revitalization that BDL is proud to be following. Please keep an eye out for a follow-up memo regarding workshop session times and other opportunities to learn from Kathy while she is visiting Lewiston!

A REQUEST FROM OUR LOCAL YWCA

Our supply for food packs is alarmingly low. January through August 2012 we gave out 24,024 meals, and it's not even winter yet! In the past our supporters have helped us tremendously and responded to our request in an amazing show of compassion and generosity. Please spread the word and bring in whatever you are able to donate. The list of items that we use includes:

Tuna, Chicken, Corned Beef Hash, or other canned meats; Any type of canned fruit except self-canned fruit (we appreciate the work but are not allowed to distribute it); All types of canned vegetables; Soup, Chili, Stew, Ravioli, Macaroni, Rice, Tuna Helper, any packaged noodles or pasta sauces, Sugar, Flour, Salt, Peanut Butter, Cereal, Juice, Jell-O, Instant Potatoes, Stuffing, etc.

Homeless food items: 100% Juice Boxes, Instant Oatmeal, Breakfast Bars, Micro Meals, Cup O' Noodles, Protein Bars, Fruit Cups, Anything that can be opened without a can opener and eaten without a stove.

The YWCA is open Monday through Friday 9am-4pm (we have meetings Wednesdays until 1, but if you knock on the door we will open it to accept donations). We are the only agency in our valley that operates without income guidelines, or a limit on the number of times we can serve a household per year. Thank you for your consideration.

LCSC HOSTS DOWNTOWN OPEN HOUSE

"Lewis-Clark State College's three downtown departments hosted a joint open house reception on Thursday, October 4, 2012. **LCSC Center for Arts & History**, which is home to Lewiston's largest art gallery, not to mention many wonderful downtown events (such as Grape & Grain and frequent exhibit openings), is located at 415 Main Street. Upstairs in the same building are the offices of **LCSC Continuing Education & Community Events**, which provides personal enrichment opportunities across north central Idaho through classes, workshops, and events. Across the street at 400 Main Street, LCSC's newest downtown facility is the **Adult Learning Center**, which provides quality instruction and other services to help adults function successfully in the 21st century. The friendly staff at each of these offices are very welcoming, happy to be part of the downtown community, and eager to share information about their programs. We are grateful for their presence on Main Street and encourage you to introduce yourself and welcome them!



FIFTH STREET UPDATE

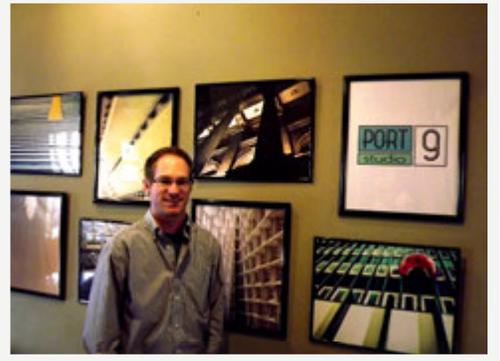
Excerpts from Laura VonTersch, City of Lewiston Community Development Director:

Paving completed last week allowed striping and opening of First Street. Lane closures on D Street and Main Street have remained the same. A second lane on Main may be open next week.

The Historic Parking Lot has a number of parking spots blocked off until October 22 to allow work to occur on the west side of the new library. At least 10 spaces will remain available for overnight parking pass holders.

Remember the coordination meeting with the contractors is Thursday mornings, 8:00 am at the Bell Building (215 "D" Street). You are always welcome to come and share any thoughts or concerns you may have.

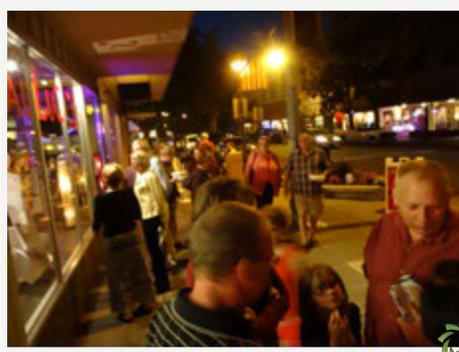




DOWNTOWN artwalk

THANK YOU TO THE DOWNTOWN ART WALK COMMITTEE:

- | | |
|----------------|---|
| Lisa Jones | <i>LCSC Center for Arts & History</i> |
| Angie Weiland | <i>LCSC Center for Arts & History</i> |
| Vilas Tonape | <i>LCSC Center for Arts & History</i> |
| Kelsey Grafton | <i>Blue Sky Mondays</i> |
| Sarah Reaves | <i>LCSC</i> |
| Bobri Roberts | <i>Advantage Advertising/Digital Barn</i> |
| Corinne Zenner | <i>BDL Promotions Committee</i> |



COMMITTEE COMMENTS

Organization is pursuing a change in non-profit status from a 501 (c)6 to a 501(c)3, which will allow BDL members and sponsors to list their generous contributions as tax-deductible. A volunteer program sponsor has been secured, so the committee will now be able to start planning volunteer recognition activities, including volunteer t-shirts and quarterly appreciation events. The committee is also planning BDL's first fundraiser event for Feb. 2013.

Economic Restructuring launched the Spark Downtown business plan competition last month, with applications being due today. Next week the committee will select the Spark Downtown winning plan and begin working with that entrepreneur on a November 1 opening date in a downtown storefront. They also planned the It's a Good Sign! Campaign, geared toward reminding customers that the work downtown are signs of improvement and growth.

Design is finalizing work on design guidelines for downtown. Included in this document, which will be available to downtown property owners upon completion, will be suggestions on street-scape elements, awnings, color palette, use of historic materials, and more. The committee has also been working on updating public information kiosks in the downtown district and beginning a fundraising plan to purchase banners for Fifth Street.

Promotions is wrapping up a busy month of September, full of Lewiston Farmers Market and Downtown Art Walk fun, and a new Dine Downtown campaign. Up next are two family-fun events: Pumpkin Palooza on Oct. 20th and Main Street Trick-or-Treat on Oct. 31st. The committee is excited to welcome new committee chair, Brandon Johnson, from Lewiston Parks & Recreation! Stay tuned for information about upcoming holiday

October 2012

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|-----|--|---|--|----------------------------------|---------------------------------------|
| | 1 | 2 BDL Board Mtg. (4:00 PM) | 3 | 4 Fifth Street Mtg. (8:00 AM) | 5 Spark Downtown DUE TODAY | 6 |
| Dine Downtown, Lewiston's Restaurant Week >>> | | | | | | |
| 7 | 8 | 9 Promotions Mtg (8:00 AM) Economics Mtg (12 PM) | 10 | 11 Fifth St. Mtg. (8:00 AM) Design Mtg. (8:00 AM) | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 Fifth St. Mtg. (8:00 AM) | 19 | 20 Pumpkin Palooza (11 AM-3 PM) |
| 21 | 22 | 23 | 24 | 25 Fifth St. Mtg. (8:00 AM) Kathy LaPlante Visit (All Day) | 26 | 27 |
| 28 | 29 | 30 | 31 Main Street Trick-or-Treat (3-6 PM) | | | |



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