



# APRIL 2022 CITY UPDATE

## Fundraising Update: Central Park West 365 Project

Consider a donation to this project that will make Two Rivers an even more attractive place to live, work, raise a family, visit, and do business.

Sponsorships for park features are available and will be assigned based on the order in which the donations are received. There’s also a “Buy a Paver” program, for pavers to be placed in front of the new bandstand.

The \$1.6 million project is being supported with \$500,000 in City funding and a West Foundation grant for \$300,000. That leaves \$800,000 to be funded through community donations.

To date, nearly \$500,000 has been committed from community donors. Here are some of the major corporate and organizational donations received to date:

Schmitt Family, in honor of Schmitt Brothers	\$100,000	Park Stage Naming Gift
Two Rivers Rotary & Private Donor	\$65,000	Skating Ribbon Naming
Formrite Companies	\$60,000	Water Feature Naming
Bank First	\$50,000	Pavilion Patio Naming
James Taddy	\$43,715	Bequest
RTP Company/Crescent Woolen Mills	\$25,000	Donation
Fox Community Credit Union	\$25,000	Picnic Island Naming
Carron Net	\$15,000	Seating Wall
Kahlenberg Industries	\$10,000	Donation
Two Rivers Business Association	\$10,000	Donation
Parkitecture + Planning	\$5,000	Donation & Logo Brick
VT Industries/Eggers	\$5,000	Donation

We still need YOUR SUPPORT to make this project a reality. Donations in any amount are welcome.

**For more info., visit [www.two-rivers.org](http://www.two-rivers.org) or call 920-793-5532**

### Lester Public Library Used Book Sale

Thursday-Saturday, April 21-23, regular library hrs.

**Thursday:** Books and music CDs are 50¢; audiobooks, DVDs, and magazine bundles are \$1; other items (like DVD sets) are priced as marked

**Friday:** BOGO!

**Saturday:** Fill a bag! For \$1, you get a paper sack to fill with all the items that fit. For \$2, you get a reusable book bag to fill!

### Central Park West 365 Plans: Winter View



*Improving the community's quality of life by strengthening the downtown as the center of our community.*



## Did You Know?

Two Rivers Main Street sponsors a variety of programs to help our downtown community thrive, including:

- Decorating the downtown with beautiful hanging planters and showcasing our local artists with art banners along the Washington Street corridor
- Bringing fun events to life, including the annual Cool City Classic Car Show, Spring and Fall Wine Walks, Bryan Lee Memorial Blues Festival, Hometown Christmas Parade, and more!
- Awarding facade and sign grants to downtown businesses to help them make their spaces more attractive to customers. So far this year we've awarded \$10,000 each to Cool City Brewing and Hook, Lanes and Games as part of a joint program with the City of Two Rivers

## Upcoming Events

April 20

Marketing  
3-4-5  
Workshop

### Marketing Workshop

We're teaming up with the Two Rivers Business Association to host a workshop aimed at helping you learn how to effectively market your business in as little as 15 minutes.

- Join us April 20, 7:30-9:30 a.m.  
Behringer Room of The Community House
- Free for TRMS and TRBA members;  
\$75 for anyone else that would like to join

**RSVP at 920-794-1482**

April 27

WAKE UP  
WEDNESDAY

### Coffee Meet-Up

Exchange ideas with other Main Street businesses over coffee on Wednesday, April 27, 8 a.m., 1608 Washington St.

May 13



### Spring Wine Walk

Join us Friday, May 13, 5-8:30 p.m. to sample wine and beer at participating businesses. Purchase tickets by scanning the QR code at right.



SCAN ME

June/July

- **Cool City Classic Car Show & Cruise**, June 24-25
- **Bryan Lee Memorial Blues Festival**, July 9

We're  
Moving

Our Main Street office is moving into an empty storefront at **1608 Washington St.**

This space will not only be our new HQ and retail shop, it will also function as the official **Two Rivers Visitor's Center!**

Our retail shop will feature Two Rivers branded merchandise, as well as great gift items from Hamilton Wood Type Museum and Woodland Dunes, along with some of our very own creations.

Our goal is to be up and running by late April.

For more information, visit [tworiversmainstreet.com](http://tworiversmainstreet.com)

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