

STREET TALK



dtsf.com

January/February 2005

TABLE OF CONTENTS

Featured BusinessPage 1
 Main Street MessagePage 2
 Bounce Back ProgramPage 2
 Street NotesPage 3
 There's Always
 Something HappeningPage 3
 Spotlight: Lauren HaackePage 3
 Director's NotesPage 4
 Golden Easter Egg HuntPage 4
 2005 MembersPage 5
 Annual MeetingPage 6
 Downtown Winter Crazy Days ..Page 6

This newsletter is published by Main Street Sioux Falls, Inc., the nonprofit organization dedicated to making downtown the exciting place to live, shop, work and play.

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EVENT CENTER

by Daniel Statema

The Event Center continues to be a topic of much conversation in the Sioux Falls community. Some question whether Sioux Falls needs a new Event Center, some question the best location. Unfortunately many people are basing their opinions with a lack of appropriate information, misinformation or inaccurate assumptions.

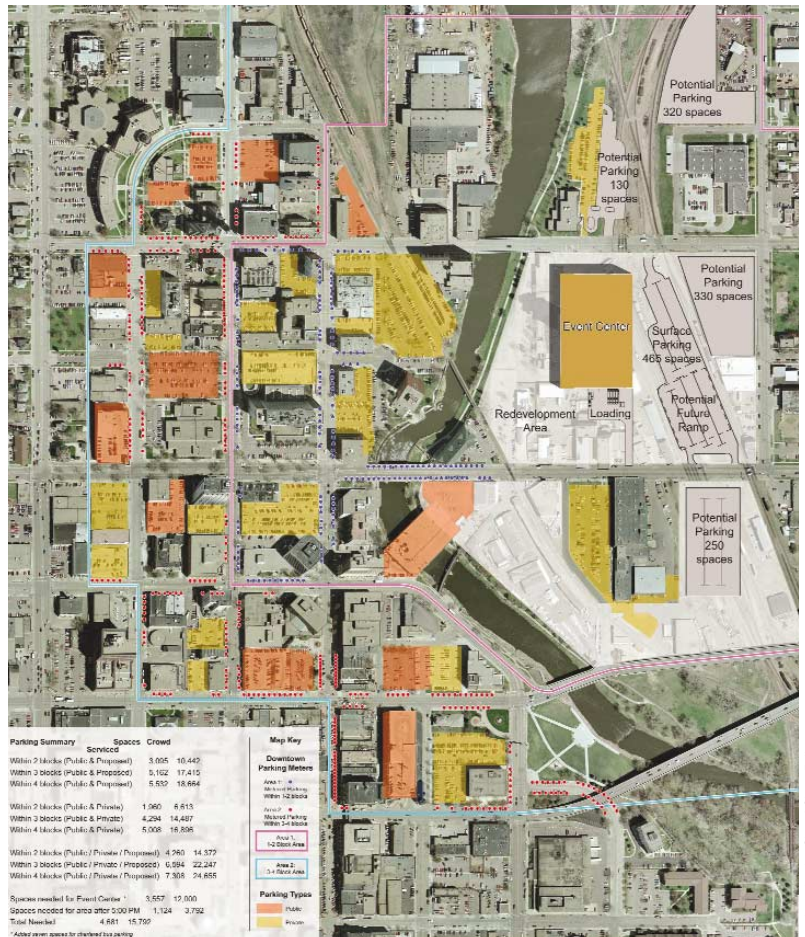
SOME BACKGROUND:

Mayor Munson appointed a 21 member Task Force in February 2004 to look at the possibility of two new facilities in Sioux Falls, an Events Center and a Recreation Facility. The Task Force has several different sub committees, Products & Priorities, Site Selection, Finance and Communication. This Task Force has been working diligently to provide the Mayor and City Council with a comprehensive

report on what should be built, where it should be built, and possible funding scenarios. That report will be presented to the Mayor and City Council in February.

On January 5, 2005 the Task Force voted to recommend the Event Center be located downtown at the Zip Feed site. The addition of an Event Center to the downtown will have an overwhelmingly positive effect. You begin to see a collective energy of entertainment in the core of

...continued on page 5



Event Center parking map within 2-4 blocks of the proposed site.

photo by the City of Sioux Falls



Message from the Main Street President

by Paul Curtin, Raymond's Jewellers



Paul Curtin

The holidays are over and it's time to take down the decorations, make those New Year's resolutions, and take a look at what Main Street accomplished in '04.

Main Street Sioux Falls, Inc. continued to provide loans and design assistance to enumerable service and professional businesses joined our family. During the summer months, Phillips Ave. became the HOT SPOT for sidewalk dining and people watching. The SculptureWalk provided the opportunity for the center of the city to show its "stuff" to visitors from throughout the region. This was, quite often, their first trip to the heart of the city. These folks ate, shopped, rode the trolley and told others of their great downtown experience.

The carefully wrapped trees and Winter Wonderland at Falls Park drew thousands of spectators through downtown. We are grateful to the city for this added attraction. The additional holiday decorations and lights that you helped purchase with your membership dues added much to the festive and historic portrait we displayed to the rest of the community.

Hot Summer Nites and the Parade

of Lights continued to entice thousands to the downtown and see all we have to offer. Main Street's web site was overloaded with requests for information about these events, from across South Dakota and even Iowa and Minnesota. But, we have little time to pat ourselves on the back.

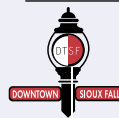
Our goals for '05 are equally ambitious. As soon as the Main Ave. construction is completed, the look and feel of Phillips Ave will be expanded. Main Street will need to help provide similar amenities along that street. Our downtown organization will need to expand it's boundaries to include much of the northern area, now so accessible and visible with the extension of Phillips Ave to the Falls. This expansion will allow these property owners to be eligible for all of Main Street's benefits, while, also, bringing additional responsibilities to the organization. Main Street will continue to support the events center in the downtown area, as this attraction will drive this north end development and add tremendously to the tax base of the city.

Next year, we will host a new event, which will introduce regional folks to our part of the community. Also next summer, musicians will grace our sidewalks and entertain downtown pa-

trons. New residential units will be developed, which will bring additional people to live, laugh and play here. There is even some discussion of carriage rides.

Main Street Sioux Falls will need to continue to raise funds for our revolving loan program, to purchase lights and decorations, provide for the sidewalk musicians effort, SculptureWalk and other activities. We will continue to support riverbank development and the goals adopted by the City Council in the Downtown Development Plan. I guess, Main Street will just continue to do what we have always done, develop strategies and implement activities that help make this community the great place it is.

In closing, I want to thank all you "downtowners" for allowing me the privilege of serving as the President of Main Street Sioux Falls, Inc. Even though I am stepping down, you know that I dearly love downtown and will always be committed to being a part of making good things happen. With that I'll sign off on my last Message from the President.



Main Street Sioux Falls, Inc. is the nonprofit organization dedicated to making downtown the exciting place to live, shop, work and play.

First Night Sioux Falls - Bounce Back Program

by Brooke Nicholson

Now that Sioux Falls has been able to experience its very own magical First Night, we are even more excited for the continued success of this event. Don't forget to hang on to your First Night Sioux Falls button for special discounts in January. Just by flashing your First Night admission button at Main Street Sioux



Falls, Inc. you will receive a FREE downtown note card and 25% off all merchandise! Thanks to the countless hours of dedication from the First Night staff and volunteer force who helped to make the first year a special year.



STREET NOTES

- Please remember to use caution this winter when removing snow around all the beautiful sculptures. To insure the safety, stay 6" away from the sculpture pads and pedestals and to not blow snow on the sculptures.
- Gift Certificates are available in any denomination and may be used anywhere downtown! To purchase, please call Main Street.
- Congratulations to Mike Cooper. He will be taking over as the Planning Director for the City of Sioux Falls, beginning in March.
- Hamburger Inn will reopen its doors on January 20th. Maria Poulsen is the new owner and she will continue to serve the famous eggburger!
- Ten Thousand Villages is moving down the street in March to the old Kitchen Cordial space.

THERE'S ALWAYS SOMETHING HAPPENING

- January 12 & February 9 4:00 p.m.
Public Relations Committee Meeting
- January 14 - 15
Downtown Crazy Days
- January 17 MSSF Office closed
Martin Luther King, Jr. Day
- January 18 & February 15 Noon
Design Committee Meeting
- January 19 & February 16 7:30 a.m.
DEDIF Committee Meeting
- January 26 4:00 p.m.
Board of Directors Meeting
(February meeting at the Annual Meeting)
- February 11 8:30 a.m.
Retail Committee Meeting
(no January meeting)
- February 19 - March 26
Golden Easter Egg Hunt
New clues arrive on Saturdays!
- February 15 4:30 p.m.
Annual Meeting
Holiday Inn City Centre
- February 21 MSSF Office closed
President's Day

For a complete, searchable list of Downtown events, visit dtsf.com.

VOLUNTEER SPOTLIGHT: Lauren Haacke

by Brooke Nicholson

Most of you have had the privilege of meeting Mr. Lauren Haacke, as he is always the first to say, "What can I do to help." When Lauren moved to Sioux Falls, 18 years ago from Dickinson, ND, he went directly to the CVB and Chamber to say, "Hi, I'm Lauren Haacke and I would like to volunteer." This willingness to pitch in and be a part of the community is what Lauren is known for. He started volunteering for those organizations three days later and has been with Main Street Sioux Falls, Inc. since the beginning of the organization in 1988.



Lauren Haacke

photo by The Stratton Group, Inc.

He started out on the Promotions Committee (now the PR Committee) where they met in Shriver's Square for coffee and doughnuts once a month. Some of the "hot" topics discussed were more Christmas lighting and open store fronts. Both have drastically changed over the last 17 years with the trees lit year round and a low vacancy rate on Phillips Avenue. He continues to be active with the PR committee and is one of our most dedicated volunteers for Hot Summer Nites and the Parade of Lights.

Before moving to Sioux Falls, Lauren's path took him a couple places. A graduate from Concordia (Moorhead, MN) in 1950 with a double major in Psychology and Sociology and a minor in Speech/Theatre, Lauren found himself at a crossroads. Should he take the road of a career in welfare or attend broadcasting school in Minneapolis. Choosing the broadcasting path, Lauren graduated and got a job with KDIX Radio in Dickinson, ND where

he worked his way through the ranks and eventually became Vice-President of the company. KDIX also owned KISD, the rock of Dakota, in Sioux Falls, which brought Lauren to town frequently. During his many travels to Sioux Falls he met his wife, Cheryl. Lauren felt that he was returning to his roots when he made the decision to move to South Dakota, as both of his parents grew up in the state. Lauren has worked with Jack Rabbit Lines for the past 16 years, just recently retiring in December 2004.

This brings Lauren to his next quest in life, looking for rewarding, part time employment. When asked what kind of work do you prefer? He replies, "public relations, I like to meet people," he adds, "Most importantly, it should be legal, moral and preferably white collar."

In his spare time, Lauren enjoys playing tenor saxophone in three community bands, woodworking, yard work and taking a ride on his motorcycle. He is a firm believer in supporting local businesses and has a back road philosophy. He believes when traveling from point A to point B take the back roads whenever you have the opportunity. It allows you to see life in a less traveled and hurried way and you may support local merchants along the journey.

Main Street Sioux Falls, Inc. would like to extend a thank you to Lauren for his loyalty to this community. When asked how you would like people to remember you, Lauren said, "I just wish to have one thing on my tombstone...he cared."



DIRECTOR'S NOTES...

by Daniel Statema



Daniel Statema

If you try and list some of the big stories for downtown in 2004, undoubtedly the list would need to include the following, Phillips to the Falls, the new Federal building, outdoor dining and SculptureWalk. It is exciting to think that all of these projects will have even greater effects on downtown in 2005. While these are the things that make the best news for our local media outlets there is another list of projects that have taken place that have made Downtown Sioux Falls a better place to live, work and play.

This certainly isn't an all inclusive list but here are some of the positive things I've witnessed in my first 6 months as part of the Main Street Sioux Falls (MSSF) team. Through a cooperative effort between the City of Sioux Falls, MSSF and business owners, downtown has become a brighter place to be, literally. Buildings and trees are lined with lights and the community has responded with overwhelming thanks. The Business Improvement District (BID) was approved for another three

years by the City Council. The continuation of the BID will allow MSSF to continue our mission of promoting downtown. Events such as the Parade of Lights, Hot Summer Nites, Harvest Festival and many more took place and helped reintroduced the community to downtown (planning for a new event in 2005 has also begun). Several residential renovation projects were started and when completed will give tenants more options downtown. Commercial buildings such as the Van Brunt on Phillips have also undergone renovation and continue to provide space for more downtown businesses. These private investments in downtown are clearly a sign of economic stability and growth.

Combined, all these projects form a cohesive energy that conveys downtown is ripe with potential. Downtown has transformed itself from a location where new businesses were hesitant to locate, to a place vacant space is competed for. Congratulations to everyone that played a role in 2004 and let's work hard to make 2005 even better.

Daniel is the Executive Director of Main Street Sioux Falls, Inc. Contact him with your ideas, questions and comments at 338-4009 or daniel@dtsf.com.

First Annual Golden Easter Egg Hunt

by Brooke Nicholson

Come join the fun and adventure as the 1st Annual Golden Easter Egg Hunt takes shape on February 19th. The hunt will take place in Downtown Sioux Falls. This six week hunt ends with a treasure of \$1,000 cash!

How do you get involved you ask; it's simple! Each Saturday, beginning February 19th through March 26th, four clues will be released, for a total of 24 clues over the six week period. Each clue will lead you closer to the Golden Easter Egg, which will be well hidden in the downtown district. The egg may be hiding in a number of places, inside or out.

A list for keeping track of your clues will be inserted in the Argus Leader on February 13th to help you put the pieces together. Clues will not be posted anywhere; they must be gath-

ered at participating businesses. A list of participators may be found on dtsf.com and businesses will also have a flyer in the window denoting involvement.

Dorothy Johnson, co-owner of Susanne's on Phillips, is leading the charge in organizing this new event. Johnson was involved with a similar hunt when she lived in Spearfish. She said how fun it was to watch the community's excitement grow as new clues were collected. "It is a fun way to give customers the opportunity to see our shops and us a chance to develop new relationships," Johnson exclaims.

The cash prize is just that, cash, and



may be used for anything you could use an extra thousand dollars for! "The cash prize was decided upon as a nice way to give back to the community," says Johnson. Grab your friends, grab your family and see who can put the clues together first. Clues may be found in participating businesses, you may have to go into several stores before you find four different clues for the week (no purchase required).

So, on your marks, get set and go downtown on February 19th where you could find the Golden Easter Egg!



MAIN STREET 2005 MEMBERS

- 24/7 FITNESS CLUB
- AAA TRAVEL
- ARGUS LEADER
- BLUESTEM CAPITAL
- CHAMBER OF COMMERCE
- DACOTAH BANK
- DANFORTH, MEIERHENRY & MEIERHENRY, LLP
- DAVID DYKE
- ELECTRIC PULP
- FALLS LANDING
- FANNIE MAE
- FIRST AMERICAN BANK & TRUST
- FIRST DAKOTA NATIONAL BANK
- FOOD N FERMENTATION
- GO CASUAL!
- HAGEN WILKA & ARCHER PC
- HOLIDAY INN CITY CENTRE
- HOLSEN HUS
- HOWALT MCDOWELL INSURANCE INC
- IMAGE NATION, GFX
- INTERSTATE OFFICE PRODUCTS
- JAZZ AND BLUES SOCIETY
- JOHNSON HEIDPRIEM MINER
- KDLT TV
- KILIAN COMMUNITY COLLEGE
- KOCH HAZARD BALTZER LTD
- KSFY TV
- MAHLANDER'S APPLIANCE & LIGHTING
- MCGREEVY & ASSOCIATES
- MCKINNEY ALLEN & ASSOCIATES
- MIDCONTINENT COMMUNICATIONS
- MIDCONTINENT RADIO
- MILLER FUNERAL HOME
- MINERVA'S
- NICHOLSON AND PETERSON
- OPTICS BY HOWLIN
- PARAMOUNT PHOTOGRAPHY
- PARKER GAMING
- PRAIRIE STAR
- QWEST
- RAVEN INDUSTRIES
- RAYMOND'S JEWELLERS
- REHFELDS ART AND FRAMING
- SD SYMPHONY
- SKELLY'S PUB AND GRILL
- SPEROS & LARUE TRAVOLS
- STOGEEZ
- STRANGE, FARRELL & JOHNSON
- SURPRISES BY LJB
- TEN THOUSAND VILLAGES
- THE BOOK SHOP
- THE COOKIE JAR
- THE FIRST NATIONAL BANK IN SIOUX FALLS
- THE STAMP GARDEN
- THE SUMMER HOUSE
- TRADITIONS
- TRES RAFFINE
- US BANK
- VAN DE WALLE & ASSOCIATES
- WELLS FARGO
- WOODS, FULLER, SCHULTZ & SMITH
- XCEL ENERGY
- YMCA
- YOUNG AND RICHARDS FLOWERS
- ZANDBROZ VARIETY

Event Center

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the community. The Orpheum Theater, Washington Pavilion, hopefully a refurbished State Theater and an Event Center coupled with the existing wonderful dining and shopping in downtown will continue to produce an environment for which the community is proud. The Event Center will serve as a catalyst to continued and increased private development in downtown. This is critical because it takes under utilized properties and increases their value and use. This correlates to higher property values and taxes which is a significant and reoccurring return on investment to the City.

ADDRESSING THE CONCERNS:

Not unlike today, the need for the Arena was an issue of debate in the 1950s. When the Arena was dedicated in 1961, Sioux Falls was a community of 65,000. What the community understood at that point was that they would continue to grow and the addition of the Arena would be an important addition to the continued success of Sioux Falls. They were correct, it's hard to imagine what Sioux Falls would look like today had the Arena not been built. Today we are a metro community of 200,000 and we continue to grow. We have simply outgrown the usefulness of the Arena as the primary event location in Sioux Falls. The need for a higher seat capacity and more venue amenities can only be met with a new Event Center.

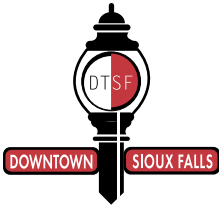
The community's concerns regarding the downtown site seem to primarily revolve around parking and traffic. The City of Sioux Falls has concluded detailed assessments for parking and traffic for both the Zip Feed/Downtown and the Convention Center sites. Several intersections at both sites will need upgrades to accommodate the additional traffic. One of the benefits of the Zip Feed/Downtown site is an existing network of streets that will help disburse traffic. The proposed seating of 12,000 is less than the amount of people that work downtown on a daily basis and to borrow a line from Dan Scott (President, Sioux Falls Development

Foundation), we don't have a rush hour, we have a rush minute. During some of our larger events like the Parade of Lights and Hot Summer Nites, we not only have streets closed, but have several times the amount of people that will attend an event at the new Event Center. Admittedly traffic is busy at those times but it certainly doesn't take an hour to get out of downtown; I'd be surprised if it took ten minutes. Centrally located, access to the Interstate system can be found going North, West, East and South. Event attendants have multiple options for disbursement, which is also increased by the parking infrastructure downtown.

Within three blocks of the Zip Feed/Downtown site there are 4,294 available parking spaces and 5,008 within four blocks. Within three blocks of the Convention Center there are 4,297 spaces and 4,544 within four blocks. This means the statement 'there is less parking downtown' is simply not true. There are 464 more parking spaces downtown within four blocks of the proposed sites.

Parking at the Convention Center site consists primarily of one large sea of a parking lot. Parking for the downtown site will include numerous parking lots, ramps and street parking. At the Convention Center site nearly everyone will be leaving from the same parking lot at the same time, there aren't many reasons to stay near the venue, such as dining and entertainment. Parking downtown will disburse event attendants before they even get into their cars as they will be walking away from the venue in different directions to get to the different parking options. Fewer people will be leaving the area immediately after an event as downtown is filled with 30+ restaurants and entertainment options, all within walking distance. Increasing residential options downtown will also provide a growing number of event attendants that will walk to the venue versus driving.

Further information regarding the Event Center will be on our webpage dtsf.com shortly.



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STREET TALK



January/February 2005

MSSF Annual Meeting

by Shar Bajema

Mark your calendars! You won't want to miss this year's Annual Meeting which will be held February 15, 2005 at the Holiday Inn City Centre, Starlite Room. This fun-filled event will begin with cocktails, hors d'oeuvres and music at 4:30 p.m. followed by an awards presentation and official meeting at 5:15 p.m. We would like to thank Paul Curtin for his dedication to downtown and for his wonderful leadership he has given to MSSF during his term as President! Don't forget to vote on your officers for the 2005-2006 term. Tickets are \$20.00; to reserve yours in advance, please call Main Street at 338-4009, or email info@dtsf.com.

Downtown Winter Crazy Days

by Shar Bajema

Looking for a way to beat the winter blues? Looking for an enjoyable weekend filled with bargains? Then Downtown Winter Crazy Days is the answer for you! Crazy Days will be January 14 – 15. Come downtown and visit your favorite retailers and restaurants!

DOWNTOWN SIOUX FALLS

TROLLEY MAP



Main Street Sioux Falls Visionary Partners

