



## BLOOMIN' DAYS

"Planting Seeds for Downtown"

June 9, 2007

# EVENT OVERVIEW

## THE MISSION

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*Bloomin' Days* is a new signature event produced and sponsored by Kenosha's Lakeshore Business Improvement District (BID) of Kenosha, Wisconsin. It will signify the coming of spring and summer to the Downtown and Harborside community... celebrating the literal blooming of the flowers as well as the symbolic embrace of the District's growth. It invites residents and visitors to discover (and re-discover) all that the Downtown/Harborside area has to offer. The mission of *Bloomin' Days* is two-fold: (1) to promote the Downtown/Harborside area as an attractive destination for shopping, dining, attractions, events and more; and (2) to raise funds for various BID beautification efforts, such as the Flower Basket and Bicycle Rack projects.

## THE EVENT

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*Bloomin' Days* will be a district-wide event, with a central festival site at Parcel A (6th Avenue between 54th & 55th Streets) and scores of entertainers, musicians and artists dispersed along the arterial Streets and Avenues. *Bloomin' Days* 2007 will be held Saturday, June 9th from 11am to 7pm. Some highlights of this year's event include:

- Four big-name bands performing on a main entertainment stage
- *Taste of Downtown*, featuring food from local restaurants and a wine & beer garden
- A bicycle parade and dog walk
- Musicians, artists & entertainers throughout the district's sidewalks
- Informational and interactive booths themed around flowers
- Booths by other community agencies and businesses
- Hands-on activities for children
- Free Electric Streetcar Rides
- Activities and promotions at Downtown/Harborside businesses

## THE PROMOTION

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*Bloomin' Days* will target consumers in Kenosha County, as well as neighboring communities. The event will be highlighted in the April issue of *Kenosha on the Lake-Downtown* magazine (10,000 copies), and colorful posters will be placed throughout the BID District, Kenosha Libraries and other locations. News releases will be sent to local and regional media, and Internet marketing via local and regional event calendars will be utilized. A new web site for the event is also planned ([www.KenoshaBloominDays.com](http://www.KenoshaBloominDays.com)), which will convey timely information about the event and its various activities, and promote supporting sponsors.

## BUSINESS OPPORTUNITIES

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### CASH SPONSORSHIP

Cash donations will help offset operational and promotional expenses such as entertainer fees, tent rentals, printing, advertising and other costs. Major sponsors (\$250+) will be recognized accordingly through *Bloomin' Days* marketing and communications efforts. Contact: Maria Caravati, Equinox (262-620-3240 or [zinniamaria@hotmail.com](mailto:zinniamaria@hotmail.com))

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## **FLOWER BASKETS & PLANTERS**

50 specially designed flower baskets (miniature versions of the baskets hanging from downtown light posts) and 50 cedar planters are available for purchase by local businesses to display outside their storefront. Baskets are \$45 and cedar planters are \$125. Remaining baskets will be sold to the general public at *Bloomin' Days*. The large hanging baskets placed on light posts throughout the district are also available for "adoption." Those adopting a basket will be recognized with a plaque bearing their name on the lamp post. The cost to adopt a basket is \$150 annually. Contact: Maria Caravati, Equinox (262-620-3240 or zinniamaria@hotmail.com)

## **VENDING SPACE**

Booth space at the festival site is limited and will be granted in the order in which vendor packets/payments are received. Booth space is available to food, merchandise and services offered by businesses located in the Downtown/Harborside district. Space rental for a 10x10' booth under the tent is \$125 for food vendors, and \$60 for vendors selling merchandise or promoting services. Space outside the tent (but still on the festival grounds) is available to merchandise/service (non-food) vendors for \$40. All permits and other amenities are the responsibility of the individual vendor. Contact: Carolyn Berg, Carolyn's Coffee Connection (262-653-1478 or ckirkby@sbcglobal.net)

## **SCAVENGER HUNT**

Be a part of the *Bloomin' Days* Scavenger Hunt and boost traffic to your business! Patrons play by picking up a special game card featuring participating BID businesses. Fully completed cards will be entered into a drawing for prizes from Scavenger Hunt businesses. To participate, businesses are required to donate an item or gift certificate/card valued at \$25 or more. Contact: Jennifer Heim, The Laboratory Toy Store (262-716-1781 or 652-8697 or theheims@sbcglobal.net)

## **BLOOMIN' DAYS RAFFLE**

Prizes are needed for the 2007 Bloomin' Days Raffle. Proceeds will go toward the BID's 2007 and 2008 Flower Basket and Bicycle Rack programs. Contact: Jennifer Heim, The Laboratory Toy Store (262-716-1781 or 652-8697 or theheims@sbcglobal.net)

## **MUSICIANS WANTED**

We are looking for street musicians to perform on the sidewalks throughout the district. Singers and/or those playing musical instruments are welcome. If you are (or know someone who is) a musical entertainer and would like to perform during *Bloomin' Days*, please contact us! Contact: John Schuld, (262-960-5998 or jtschuld@aol.com).

## **ARTISTS WANTED**

We're also looking for talented artists to become part of the streetscape entertainment, mingled with musicians and other entertainers throughout the district's sidewalks. If you or someone you know would like to showcase your artistic side during *Bloomin' Days*, let us know! Contact: Tamara Merfeld, 716: Fine Art (262-654-0716 or fineart716.tmerfeld@mac.com)

## **BUSINESS PARTICIPATION**

*Bloomin' Days* is a wonderful opportunity for all BID District businesses to toot their own horns! Promote yourselves with a sale, mini-event, decorations on your storefront, special entertainment, or other ways to tie yourself into the event. To help raise awareness of *Bloomin' Days*, consider mentioning the event in your existing advertising, customer e-mails, or just chatting with your regular patrons. To have your special *Bloomin' Days* promotion listed on the event web site and program, contact Maria Caravati, Equinox (262-620-3240 or zinniamaria@hotmail.com).

## **MORE INFORMATION – COMMITTEE CONTACTS**

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Chairperson:	Maria Caravati, Equinox (262-620-3240 or zinniamaria@hotmail.com)
Activities:	Kate Majkrzak (262-705-8138 or kateinkenosha@yahoo.com)
Artists:	Tamara Merfeld, 716: Fine Art (262-654-0716 or fineart716.tmerfeld@mac.com)
Musicians:	John Schuld (262-960-5998 or jtschuld@aol.com)
Scavenger Hunt:	Jennifer Heim, Laboratory Toy Store (262-716-1781 or 652-8697 or theheims@sbcglobal.net)
Vendors:	Carolyn Berg, Carolyn's Coffee Connection (262-653-1478 or ckirkby@sbcglobal.net)