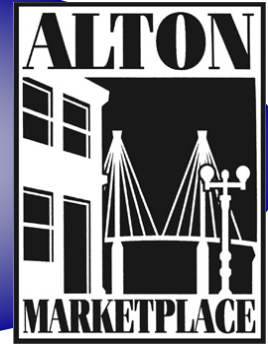




# The Marketplace Merchant

MARCH 2011 ISSUE



**We're offering events this month to help you create relationships, make friends & build your business!**

Alton Marketplace has been surveying the needs of local business people and community members, and one message is clear. Everyone would like more opportunities to get to know their neighbors better, and we are pleased to be able to help with those requests. Opening the lines of communication is the best way to build a stronger community, discover mutual interests and benefits and find ways to share limited resources. Please note that both the casual family night as well as the business seminars will be held at the home of Alton Marketplace's office: the Riverbender.com Community Center at 200 W. 3rd Street in downtown Alton. Hope to see you there!

**Family Fun Night**  
Hosted by  
**Alton Marketplace**  
Thurs, March 24th  
from 6-9pm

Families will enjoy a night of activities including Wii, Guitar Hero, table tennis, foosball, billiards, XBOX 360, Kinect, air hockey, Playstation 3, pinball, an internet café and much more. A family-style dinner will be served and the featured movie in the theater will be Yogi Bear. The event is open to the public, come see what your Community Center has to offer! Alton Marketplace representatives will be on hand with information about upcoming events, and to answer any questions about the organization. The fee is \$8 per person, which includes dinner and unlimited activities (no charge for children under five). Reservations are greatly appreciated and can be made by calling 465-9850x212.

**Communication Seminars**  
Wed, March 30th  
One-hour sessions offered at 8am, 1pm, and 5:30pm

Alton Marketplace is teaming up with students from the SIUE Speech Communications Dept. to perform a needs assessment that will tell us how we can be of the most service to our local businesses. Results of this survey will be discussed at one hour seminars, which will also provide training on methods to increase communication, including: internet marketing, social media, face to face networking, and business-to-business cross marketing. We welcome your input to help us craft regular networking events for the downtown business community such as breakfast exchanges or evening roundtable discussions. Our aim is to encourage dialogue on current events downtown while keeping lines of communication open with our office.



**Sat, March 19th at 8am**

Lace up your running shoes and join us for the 14th Annual **Challenge of the Bluffs 5-mile Run or 2-mile walk!**

Please note the earlier start time and the new starting line at the corner of 3rd & Belle Streets.

Runners will make their way up a scenic, yet challenging route through the Christian Hill and Fairmount neighborhoods and finish back downtown for refreshments and an awards ceremony in the beer garden at Mac's Time Out.

The entry fee is \$20 per entrant if postmarked by March 11 and \$25 after. Runners will receive a long-sleeved t-shirt and a goodie bag provided by area businesses.

Arthur Langston, D.C., M.S., of the Piasa Pain Center, will be on site to assist runners with any questions they may have regarding sports medicine.

To download the registration form and pay online with PayPal please visit the events page of our website: [www.AltonMarketplace.com](http://www.AltonMarketplace.com)

## Director's Note ~

Everyone at Alton Marketplace continues to work hard to improve our community and revitalize our downtown district – once a year we make an appeal to those who benefit from our services to become a partner by making a financial donation. Please consider doing so today! Direct benefits to partner businesses include marketing opportunities through our print, radio and online outlets, as well as VIP invitations and various forms of recognition throughout the year. Although, one doesn't even have to be a business owner to appreciate the beautification projects and events that we organize which improve the quality of life for all. Visit our website to download a partnership application or make a secure donation through PayPal. We sincerely appreciate your support!



~ Sara



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A community based,  
not-for-profit, volunteer  
organization dedicated  
to securing the economic  
vitality and aesthetic  
quality of the district.



YOU HAVEN'T MISSED  
THE DEADLINE...YET!

Help us roll out the  
red carpet for the  
225 employees of the  
**Simmons Firm**  
who are currently  
moving into their new  
building at 5th and  
Court Street.

We will welcome  
them to downtown  
Alton with gift bags  
featuring coupons,  
samples and info from  
downtown merchants  
and restaurants.

If you have items for  
the bags please call  
463-1016 to arrange a  
pick up by Friday,  
March 11th.

## Alton Marketplace Partners—News, Sales & Events!

### Alton Convention & Visitors' Bureau—

How can the Alton region compete and lure travelers in affordable getaway packages? Learn how at our upcoming workshop "Packaged Travel: Bringing Visitors Value & Unique Experiences" on Tues, March 29th from 11:30am to 1pm at the Holiday Inn Alton. We will discuss how we can bring the most value to the visitor and create unique experience.

Following a brief presentation on packaged travel, we will break into a working lunch & round table discussions led by: Patty Rotermund, general manager of Holiday Inn; Linda Jun, tour planner at Vandalia Bus Lines and Laura Tobey, sales manager at Gateway Arch Riverfront. Together we will explore the development of creative travel packages, adding value to the visitor experience and collaborating together under common themes. Cost: \$15 per person. To register by

3/23, please contact: shallbrook@visitalton.com

### Susan Mielke D. Min. LCPC—

A supportive therapy group for women with body image and eating problems is forming at present to begin meeting Sat, March 5th at 10am -11:30am for six consecutive Saturdays. This group is for women who would like to learn more about our often difficult relationship with food and with our own bodies. This supportive therapy process will include education, exercises and practice toward learning to pay closer attention to our bodies. Fee for this six week therapy is \$180. For more information, call 618-474-7300 or visit: www.susanmielke.com

### Jacoby Arts Center—

While JAC opened just seven years ago, the organization is celebrating 30 years of the arts that began in 1981 as the Madison County Arts Council. The group is marking this monumental anniversary with a fundraiser event on Sat, March 19th from 7pm-

10pm called "30 ROCKS!" This theme will continue throughout the year to mark each Jacoby Arts Center benefit. This event is open to the public with no admission charge. The event will entail a wine and craft beer tasting with Koerner Distributing, and a silent auction of many impressive donations, including one-of-a-kind items crafted by Jacoby's talented member artists as well as a set of four box seat tickets at the Fox Theatre for the March 27th performance of "Stomp", donated by the Simmons Firm. Hors d'oeuvres and a cash bar will also be available. Live music will be provided by the Alton Symphony Orchestra String Ensemble and local band "Typsy Gypsy". Located at 627 East Broadway the Jacoby Arts Center is open during the winter season (through March 31) on Tues-Sat from 10-5; closed on Sundays and Mondays. For more information, visit the Center's website at www.jacobyartscenter.org or call 618-462-5222.

## Riverbender.com Community Center Upcoming Events

Quarter Auction, March 10th — 7-9:30pm, doors open at 6pm (\$5 per paddle)

Come and help raise money for the Center while enjoying a fun filled evening! Bring a roll of quarters and bid 1 to 4 quarters on a wide variety of items: jewelry, baskets, baby & children's items, books, candles, handbags, food and home items...something for everyone! Cafe will be open with a full menu and fantastic specials.

Middle School Dance/Open Mic Night, March 12 — 7-10pm (\$5: members / \$8: non)

DJ and dancing on main level, Open Mic Night in "The Underground". Register your child now for membership so they can skip the LONG lines at the door!

For more info, please email michelle@riverbender.com, call 465-9850 ext. 212, or visit www.riverbender.com/communitycenter