



The Marketplace Merchant

JUNE 2008 ISSUE



It's time once again for the Celebration of Broadway & All-Wheels Drive-In Car Show!

Your friends at Alton Marketplace are preparing for the Celebration of Broadway that will be held on Saturday, June 21st from 10-4 and Sunday, June 22nd from 8-4. Once again the event will also include the All-Wheels Drive-In Car Show on Sunday, and we will be blocking off the road to traffic (on Sunday only) from Market Street to George Street for the 11th Annual show that attracts hundreds of people to downtown Alton.

Broadway will be full of clowns, face painters, balloons, vendors, great food & sidewalk sales – Sunday is always a huge hit, but we need your participation to increase the efforts on Saturday! We encourage every store to have something noteworthy going on at their location - please consider offering a special sale, promotion or activity in order to attract a large customer base to the event. Many family activities are being planned throughout

the day, and we will create a map & program to inform shoppers of your location & special offers!

For a registration fee of: \$30 for members of Alton Marketplace (\$40 for non), you will receive the following benefits:

- Your company name on all print, radio, and web ads
- Flyers & a Yard Sign to help you promote the event to your customers
- A balloon bouquet to attract attention to your business
- Several public thank-yous to your company announced from the DJ Booth
- Inclusion in the City permit to put tables on the sidewalk in front of your business for the sidewalk sale

Even if your business is outside the area of Market to George, you are still welcome! If you would like to participate, we will locate you on an open stretch of sidewalk, and you can sell merchandise from your table while directing shoppers to your location. (Sponsorship opportunities are also available, call 463-1016 for details

ASAP—deadline is June 4th!

Some suggestions: advertise a special discount or a free gift with purchase, hold a raffle for your product or service, offer free or discounted advice or consultation time on your area of expertise, host a local charity at your location, offer snacks or freebie promotional merchandise, organize a canned food, used book, or clothing drive, have your staff bring their family pets to work that day, host a meet & greet for a local artist and display their work, demonstrate your personal talent or hobby, or call in your professional contacts and personal favors!

We are looking forward to another successful event & would greatly appreciate your participation; the deadline is June 7th to be included on print advertising & the event program. If we can assist you in coming up with a special promotion please let us know!

We're kicking off another great season of the

Farmers' & Artisans' *** Market ***

Join us for the "Moving the Market Party" from 8-Noon on May 31st & every Saturday thereafter!

The Market's new location is at the corner of Henry St. and Landmarks Blvd in the parking lot of Riverbend Head Start & Family Services

What's NEW, you ask?

Along with all of the great fresh fruits & vegetables and hand-crafted local artwork, we will also be featuring for the first time: items made from alpaca wool, and meat from locally-raised, grass-fed, hormone-free longhorns!

Vendors wanted—call 463-1016 for info!

Director's Note ~

The Artfully Alton committee has been working hard to support the arts, and will present a brochure this summer spotlighting the many locations to find regional art in downtown Alton. The committee has recently placed various high-profile artists in existing businesses: the Women's Caucus for Art is presenting a rotating exhibit in Spirits Lounge, and the work of nationally known landscape artist Ahzad Bogosian is being shown in the lobby of Meridian Bank. We invite you to visit these locations, and also welcome you to attend a wine tasting & invitational art show featuring Artfully Alton artists in Tony's Loft on Thursday, July 24th. The Artfully Alton committee is organizing the event in order to raise funds to advance the project's goals. Mark your calendar; full details will be included in the July newsletter! Artists & businesses welcome: call 463-1016 for details.



~ Sara

Just LOOK at all the great stuff you can find at the Market!

cucumbers, green beans, eggplant, peppers, potatoes, pumpkins, sweet corn, sweet potatoes, tomatoes, turnips, Indian corn, gourds, cabbage, onions, zucchini, squash, broccoli, cauliflower, okra, berries, apples, peaches, pears, cherries, raspberries, watermelon, cantaloupe, baked goods, breads, brownies, bear claws, pies, cookies, strudels, jellies/jams, pottery, jewelry, paintings, stained glass, mosaic tables, blacksmithing & wood-working crafts, homemade candles & soap, quilts, crocheted flip flops



100 East Broadway
Alton, IL 62002

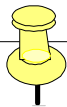
Phone: 618-463-1016

Fax: 618-463-1091

E-mail:

info@altonmarketplace.com

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



RECYCLE

your plastic pots &
plant trays with the
Alton Park & Rec
Department!

Saturday, June 21st

8am—11am

at Riverfront Park

*(please dump soil from
pots or trays and remove
any metal hangers)*

Free mulch will also be
available at Russell
Commons Park during
the collection time—
pickups and trailers
only please.

For more info, call:

463-3580

Alton Marketplace Partners—News, Sales & Events!

Tony's Restaurant—

Tony's New Summer
Hours: Monday—Closed

Tues - Fri—open at 4:30

Sat—Third St. opens at
2:00, dinner starts at 4:30

Sunday—open at 4:00

Closed for lunch

Argosy Casino—

STEVE LANDESBERG

June 13 & 14 @ 7pm—\$20

Get ready for two nights
of side-splitting laughter as
comedian Steve Landes-
berg takes the stage. You'll
recognize him as a regular
on Barney Miller, *The
Tonight Show*, *Golden Girls*,
The Cosby Show, *Law &
Order*, and *That 70's Show*.

THE 5th DIMENSION

June 27 & 28 @ 7pm—\$25

For over 40 years, these
masters of Sunshine Pop
and R & B have rocked
the charts and lit up the
stage. Come experience
The 5th Dimension on
stage for two nights of
groundbreaking hits,
including *Aquarius / Let*

the *Sunshine In*. Call 800-
711-4263 or stop by Guest
Services to purchase tickets!

Alton Symphony Orchestra—

Join the symphony and
special guest "The Alton
Four" Barbershop Quartet
in the Commons of Lewis
& Clark on June 14th at
7pm for a Pops and Jazz
concert. The theme for the
evening is "Patriotic Pops",
and concert tickets make a
great Fathers' Day gift! 467-
2326 or altonsymphony.org

Jacoby Arts Center—

Have an Inspiring Summer
at the Jacoby Arts Center!
Lots of classes for kids that
spark creativity, teach
design skills, and just
provide plain old fun.
A new class this summer for
4-7 year olds is a musical
adventure exploring the
cultures of Germany, Japan,
Africa, England and Mexico
through story, song, rhythm
and movement.
Saturday, June 7 10:30 -
Noon (1 session)
Cost: Just \$12.00!

Also, join the Madison
County Arts Council for
"Arts in the Park"; free art
activities for kids every
Saturday, June 14 - July
26 from 9:00 - 10:30 am
at Gordon Moore Park.
Sponsored by the City of
Alton & Target

P.S. Elvis is coming to
JAC on June 27th! For
more information, please
call 618-462-5222 or visit
www.jacobyartscenter.org

Riverbend Head Start & Family Services—

Is seeking donations for a
silent auction at the 2008
Circle of Care fundraiser.
Please call Debby at 463-
5946 to make arrange-
ments if you have an item
or service to contribute to
this worthy cause.

Southern IL Health- care Foundation—

Is hosting a Health Fair on
June 21st from 8am-Noon;
you will find this great
event in the same parking
lot as the Farmers' & Arti-
sans Market (550 Land-
marks Blvd) See you there!

BE A PART OF YOUR COMMUNITY AND HAVE FUN AT THE SAME TIME...

VOLUNTEER AT AN UPCOMING ALTON MARKETPLACE EVENT!

FARMERS' & ARTISANS' MARKET (Every Saturday 8AM-Noon) - HELP NEEDED FOR THE COFFEE STAND, KIDS ACTIVITIES, & VENDOR / CUSTOMER HOSPITALITY

CELEBRATION of BROADWAY (Saturday, June 21) - HELP NEEDED TO FILL HELIUM BALLOONS & VENDOR / CUSTOMER HOSPITALITY

ALL WHEELS CAR SHOW (Sunday, June 22) - HELP NEEDED FOR FOOD & BEVERAGE SALES, 50/50 TICKETS, DIRECTING TRAFFIC FOR THE CLASSIC CARS & HOT RODS

ARTFULLY ALTON WINE TASTING & INVITATIONAL ART SHOW (Thursday, July 24th) - HELP NEEDED TO SET UP THE LOFT AT TONY'S RESTAURANT, ARRANGE & HANG ARTWORK, HOSTESS & GUEST / ARTIST HOSPITALITY