



The Marketplace Merchant

MARCH 2008 ISSUE



Alton Marketplace is looking into the potential for downtown WIFI service!

Alton Marketplace has recently applied for a \$10,000 grant through the Lt. Governor's office that would allow us to enable a wireless internet network in the downtown area.

A wireless broadband zone has the potential to improve downtown Alton's economy, as many businesses in the district only have access to dial-up internet service. Having high speed internet would significantly increase the efficiency of many merchants who conduct business downtown. Area residents will enjoy the advantage of being able to access the internet from our downtown city parks & other public spaces. Customers and owners of eating establish-

ments would benefit, since WIFI is quickly becoming a standard requirement for tech-savvy clientele in metropolitan areas.

Advertising our district as a wireless hot spot would be a great marketing tool to improve downtown Alton's

payments to have wireless internet service in their establishments. Any participating business will be advertised on the network's "splash page", which will show up on the screen any time a computer is fired up in the district. Visitors will be drawn into participating downtown establishments who have the choice to offer free service to their customers, and businesses can choose to give out 24-hour passwords for free outdoor wireless service.

Potential contracts have been discussed with many businesses in the district, and the network can expand to manage any demand so call the Marketplace office today to get more details on this great opportunity!

The proposed fee schedule for wireless is very competitive with DSL service!
- Downtown residents and businesses who are Marketplace partners would be charged \$50/month
- Business offering bandwidth to their customers would be charged \$100/month

appeal as a vacation destination; this service would allow travelers with laptops to access the internet throughout the coverage area, while inside businesses and outdoors.

Network operations would be financed by a customer base that makes monthly

Recycling Update!

The wildly successful "Downtown Recycles!" program is exceeding all expectations in popularity and support. To date, the project has diverted **SIX TONS** of paper waste from the landfill!

If your business is interested in getting involved, please call the Marketplace office for details!

For the time being, paper and aluminum are being collected by the program, but did you know that you can take your large cardboard, glass and plastic to a large bin across from the G-B Grill (1858 E. Broadway)?

TIP - this bin is emptied every Thursday, so head over on a Friday & it's guaranteed to be empty!

Director's Note ~

The Marketplace office is as busy as ever with just a few weeks of winter to go! Plans for our upcoming events are underway & we welcome anyone who is interested in helping organize the Celebration of Broadway & All-Wheels Car Show, the Farmers' & Artisans' Market, or the Lincoln-Douglas events to call for meeting times & get involved!

In case you didn't catch it, an article on Alton's project to beautify the 67 Corridor leading from the Clark Bridge through downtown was featured in the Illinois section of the St. Louis Post-Dispatch on Monday, March 3rd. Marketplace is looking for community input and support for this & other projects that will kick into high gear as soon as this string of winter weather finally breaks...try to stay warm out there!



~ Sara

How wonderful it is that nobody need wait a single moment before starting to improve the world. - Anne Frank



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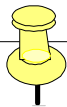
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A community based,
not-for-profit, volunteer
organization dedicated to
securing the economic
vitality and aesthetic
quality of the district.



REMINDER ~

Have you sent your
2008 Marketplace
dues yet?

*We thank you for your
continued support!*

Alton Marketplace Partners—News, Sales & Events!

My Just Desserts—

Invites you to a special luncheon to celebrate Mary Todd Lincoln. The event will be held at the Temple Banquet Center, and will feature an entertaining program and buffet luncheon. The guest speaker will be Donna McCreary, author and historian. Advanced ticket sales only, \$25 per person. Call 462-5881 to purchase your tickets today!

Jacoby Arts Center—

Visit the current exhibit, "Works on Paper" from Feb 29th—Apr 13. Enjoy a gallery talk on Sunday, March 16th at 2pm—a great opportunity to meet the artists and discuss their works. The event is free and open to the public. You can now visit: www.jacobyartscenter.org for a list of Spring 2008 class offerings and other featured events!

Temple Banquet Center—

Join us at 300 State St. on Friday, March 14th from 7pm—10pm for a WINE TASTING! Sample some of the best wines our distributors have to offer; over 60 selections available for you to sample.

The Beall Mansion—

Instead of sending out of town guests to a typical motel, why not have them stay in turn of the century elegance of a restored mansion? Leisure and corporate plans are available. Check availability or reserve online at www.beallmansion.com.

Argosy Casino—

Welcomes *The Kentucky Headhunters* for two nights of their unique southern sound featuring flavors of rock, country, bluegrass and blues. March 7th & 8th — 7pm shows each night. \$20 tickets, call guest services at 800-711-4263

Episcopal Parish of Alton

The Episcopal Church Men's group invites you to a **Fish Fry** on Friday, March 14th from 5-7pm at St. Paul's Church (10 E. 3rd Street) Profits from this event will go to support the ECM activities, which include funding local food pantries and purchasing Christmas supplies for local families in need. The group hosts several social activities throughout the year; joining the group is not only spiritually satisfying but provides the opportunity to meet and make new friends. Call 465-9149 for more info!

Gelato's Café—

Unfortunately, Gelato's Café has relocated out of the downtown district & will be greatly missed. Drop in to Pietown Stompin' Grounds in upper Alton to visit Linda at her new location!

Alton Celebrates "Local Government Week"

The City of Alton is celebrating Local Government Week, March 2 - 8, by inviting local 7th and 8th grade students from all the schools within the City of Alton to participate in an essay contest. This year the essay topic was to describe three ways in which you would improve the City of Alton if you were a part of City government. The students were encouraged to look beyond the Mayor's office and write from the perspective of other City offices. After the essays were submitted 18 essays were selected.

The authors of the 18 selected essays have been invited to City Hall on March 5th for a Mock City Council and Committee of the Whole meetings. The students will arrive in the morning and be randomly paired off with City Officials. The pairs will then work together to teach and learn the processes of the meetings and the roles of the different positions in the meetings. The students will lead the meetings with the help of their counterparts coaching them on. This is the second year the City has hosted the event, which is free and open to the public—come to City Hall around 10am to join the fun!