

Downtown Sylva Association

J A N U A R Y N E W S L E T T E R



3rd Annual Father Daughter Dance
February 5, 2010
6:00 pm - 8:30 pm
First United Methodist Church
in downtown Sylva

Registration applications online at
www.downtownsylva.org
\$25 per couple,
\$5 for additional daughters



Save your local economy...
three stores at a time.



3 Think about which three independently owned businesses you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50 If just half the employed U.S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68 For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1 The number of people it takes to start the trend...you.

Pick 3. Spend 50. Save your local economy.

Visit the350project.net

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* Employment statistics courtesy U.S. Bureau of Labor Statistics, 2/6/2009. 68/100 courtesy Civic Economics study, 2008.

*Keep your community alive and thriving
during these slow economic times...*

Shop locallyyear 'round.

The 3/50 Project is proudly sponsored by the partnership of
the Downtown Sylva Association and The Sylva Herald.
www.downtownsylva.org • www.thesylvaherald.com

Spring Street Cafe reopens

Emily Elders has purchased Spring Street Cafe. "The restaurant plans to open during the last week of January and will advertise an opening date in the coming weeks," said Emily. Spring Street will offer lunch and dinner from 11 am to 9 pm Tuesday through Saturday and brunch on Sunday from 10 am to 2 pm. Visit our facebook page for updates and stay tuned for our website coming soon. Spring Street Cafe will revitalize its commitment to local and organic fare with a menu that maintains the fresh, healthy flavor that characterizes the cafe's history. We promise to keep consistent hours and an affordable price range, particularly by providing a regular and timely lunch schedule. We are looking forward to providing the kind of quality Spring Street customers have come to expect and appreciate. The cafe plans to work closely with the new owner of City Lights Bookstore, Chris Wilcox, to promote shared events and become a central gathering place in the downtown Sylva community that appeals to all of Jackson County. I'm excited to hear ideas and thoughts from this wonderful community and can't wait to feed everyone...especially at brunch.

Website: www.springstreetofsylva.com

Email address: springstreetsylva@gmail.com

Facebook: Spring Street Cafe

Phone: (828) 586-6700

Come On Down To "My Place"

The downtown area welcomes a new addition to its already outstanding list of great eateries. Local businessman, Ben Seay, has recently completed the purchase of Big Rick's Bar & Grill. In a recent interview Ben was quite excited with his recent purchase, "I have wanted to do something along these lines for quite some time in Downtown Sylva. It's such a vibrant area to do business. I'm like a kid in a candy store"

When asked what his plans are Ben quickly stated, "start from the ground up." The name of his new restaurant will be "My Place." First and foremost "My Place" will be a family style restaurant specializing in homemade local comfort foods with a lunch and dinner menu for a reasonable price. Our chef is a local culinary school graduate with a strong background that shares our same vision.

By night "My Place" will transform into Sylva's newest downtown night spot featuring dancing, live bands, karaoke, trivia games and movies on our new projection screen. There will always be something exciting to do. My Place will be a fun place to relax, have a good time and get a bite to eat.

There has always been some controversy surrounding the Big Rick's location with regards to noise and other issues. This was a concern to Ben Seay as well, which prompted him to work with Sylva's Town Manager and Chief of Police to get input on the best way to address the communities concerns. We will be using some state of the art security measures like the new electronic IdVisor system for age verification and an extensive digital video security system.

I love new challenges and to be able to provide a venue where people can eat good food and have fun place to go at night in a safe community environment is almost a dream come true for me, said, Ben Seav.

Heinzelmannchen Brewery

Specialty Ale Releases

Every Saturday, this month, we will offer a different Specialty Ale for growler fills only (\$12.10). These high gravity Ales are bolder, bigger and hoppier than our regular offerings and include the award winning Big Amber Gnome, IGA (Imperial Gnome Ale) and the Chocolate Covered Gnome. There's only one keg (15 gallons) each Saturday, so get it while it lasts!

Get ready for the Super Bowl

February 7 is the day and Heinzelmannchen Brewery is the place for your party needs. We offer 5 & 15 gallon kegs of your favorite beers and sodas, dips, wickles, mustards and a cookbook to make some great recipes.

Big Event coming to Downtown Sylva in February!

Stay tuned for more information so you'll know where to go, what day to be there and how to celebrate!!!

Friends of the Library 1/2 price book sale

January 14th from 4-8 pm (Friends only 1/2 price sale, membership can be paid at the door)

January 15th and 16th from 10-am-8pm open to the public

After the 1/2 price sale January 14 - 16, Friends of the Library Bookstore will be closed from Sunday, Jan. 17 for annual refurbishment and renovations to Friday, Jan. 22 when the store will be open for business with regular hours. While the store is closed, Jackson County Public Library will accept donations. If the donation is a sizable one, please call the store at 586-1221 when it reopens on Friday, Jan. 22.

It's by Nature

will be closed from January 1st - 28th reopening Friday, January 29th at 10:30 AM. Winter Hours through March: Wednesday-Saturday 10:30 AM-5:30 PM. Please feel free to leave messages at 631-3020.

Bubacz's Underground Coffee & Cafe

will offer all DSA partner businesses and employees 10% off the menu price for food for the month of January.

Garden Seed Ordering: 1/9

Are you planning to have a garden this summer?

Are you interested in heirloom, organic and non-GMO seeds?

Are you looking for the best possible prices

Then come to Eric's Fresh Fish Market on Mill Street in Sylva on Saturday, January 9 between 10:00 and 2:00 for the second annual garden seed-ordering event sponsored by CREATE and the Jackson County Farmers Market. Catalogs for Fedco and Johnny's Seeds with descriptions and prices will be on hand at the ordering event. Copies are also now available at the Jackson County Public Library for people to look through and make their selections. Each order needs to be submitted on an order form and be paid for by cash or check on January 9. The seeds will arrive in about two or three weeks. "This will be the second group seed order we have done," said Ron Arps. "The first one in January last year was a great success. We qualified for a 24% discount with Fedco and saved a lot on shipping costs." People who want to start a new garden this year are encouraged to place an order. Many experienced gardeners will be there to give help and advice.

Carole Lilly Massage

January & February SPECIAL OFFERS!

\$10 off Body Wraps

Treat yourself or that special someone this Valentine's Day!

Soften, energize and hydrate your body with *Purchase a gift certificate or schedule an appointment online at*

www.carolelillymassage.com/

Papou's Wine Shop & Bar

January 11th: The Cellar Club will meet from 6:30 pm - 8:30 pm.

January 8th: Join us for an evening of music from 8:00 pm - 11:00 pm featuring Tyler Kimbel

January 23rd: Join us for a wine tasting from 2:00 - 5:00 pm.

New Winter Hours

Through February we will be open Tuesday, Wednesday, Thursday and Saturday from 10 - 6 pm and Friday from 10 - 8 pm. We will adjust these hours when we have events scheduled.

Mountain Biz Works

will hold a free information session on January 12 at 4:30 p.m. and January 26 at noon. Both sessions will be held at Mountain BizWorks' Western Regional Office at 200 Marsh Lily Drive, Sylva. Anyone interested in starting or expanding their own business is invited to attend the free session and learn more about the services offered through Mountain BizWorks. Reservations are requested and can be made by calling 631-0292.

Mountain Biz Works will also offer its Foundations Business Planning course for anyone interested in starting their own business beginning **January 25 at 6 p.m.**

The classes will be held at the Sylva office of Mountain BizWorks, 200 Marsh Lily Drive in the Dillsboro Court. Participants will study the development of a mission statement, cost estimation, profit goal setting, cash flow, marketing, licensing, and record keeping. Throughout the course participants receive supportive feedback and group encouragement.

Sheryl Rudd will facilitate the course. She has owned three successful small businesses in the last 15 years. From two service oriented companies to a manufacturing/retail/wholesale company these experiences give her a broad background to work with many types of businesses.

The class will meet eight consecutive Mondays from 6-9 p.m. Space is limited and pre-registration is required. For more information or to register, contact Daphne Carson at 631-0292 or daphne@mountainbizworks.org.

Make it a Day On Not a Day Off!

During the 1950s and '60s, civil rights leader Martin Luther King, Jr. recognized the power of service to strengthen communities and achieve common goals. Initiated by Congress in 1994, King Day of Service builds on that that legacy by transforming the federal holiday honoring Dr. King into a national day of community service grounded in his teachings of nonviolence and social justice. The aim is to make the holiday a day ON, where people of all ages and backgrounds come together to improve lives, bridge social barriers, and move our nation closer to the "Beloved Community" that Dr. King envisioned.

All workers who have this federal holiday are invited to join us at the Friends of the Library Used Bookstore on Monday, January 18, to celebrate community and the King Day of Service. Friends provide cleaning supplies, snacks, drinks and lunch. There are tasks that anyone can do according to capability. Please call Jeri Winkels at 293-2106 ahead of time if you plan to come.