



# Downtown Spotlight

September 2011

## Streets, Pedestrian Ways to be Addressed at September Luncheon

City Traffic Planner Pepper Whittlef is in the process of developing a Downtown Pedestrian, Traffic Master Plan. You can find out all about it at our September 22 luncheon, 11:45 a.m., to be held in the second floor conference room at the Wells Fargo Building. In addition to a rundown of progress on the plan, Pepper and Bill Zwick will be available to answer questions and note comments you may have. This will be a chance for all of you to give some input into the process. New restaurant member Zero's Bistro will provide lunch. Ali'i Management, the leasing agent for the building, will sponsor the meeting.

All general meetings are open; you need not be a member to attend. We do call our full members reminding them about meetings. Cost to attend the meeting is \$15; reservations may be made by email to [margaret@pueblodowntown.com](mailto:margaret@pueblodowntown.com) or by calling the office at 543-7155. Please make your reservations no later than noon on Monday, September 19. Reservations for the meeting which are not cancelled by noon on Tuesday will be billed at the \$17 rate. We do accept Master Card and VISA for meetings as well as dues and purchases of Downtown Association merchandise.

## Gifts Galore & City Center Cash: New Christmas Promotion Open to All Downtown, Union Avenue and Mesa Junction Merchants

We have decided to try a new promotion this holiday season. The Pueblo Downtown Association will team with Union Avenue and Mesa Junction to bring more shoppers into the area. Everyone in the area may participate in what we are calling *Gifts Galore & City Center Cash*.

All you, as a retailer or restaurant, need to do is agree to participate in the registration event and pay the money listed below. The promotion will run from Friday, November 18 through Thursday, December 15. We are asking that you agree to provide \$40 in cash (\$20 for the prize pool and \$20 for promotion of the event) and another \$20 in merchandise or gift certificates. After signing up and paying, you will receive registration blanks and boxes between November 15 and 17. You will receive a call each week, mostly on Thursdays although since Thanksgiving happens on the first Thursday that call will be made on Wednesday morning. Each Friday we will draw two names from the ones we received from you. For the first three weeks of the promotion we will give the winners merchandise from the items we collect from you. I would remind you that your gifts need to be quality merchandise as people will form an opinion of your store from what they receive. On December 15 we will collect all of the boxes from all participants. On December 16 we will draw names from the collected reservations. If we can get 40 participants, we will have a prize pool of \$800. Based on that figure prizes would be Grand Prize: \$500 in City Center Cash (\$10 "bills" which can only be spent in the participating stores), a Second Prize of \$200 in City Center Cash and Third Prize of \$100 in City

Center Cash. If we get 45 or 50 participants, we would add \$100 prizes until we have given out all of the "Cash". We will make the "Cash" valid through January 6, 2012 so that those recipients who want to take advantage of After Christmas Sales will have an opportunity to do so.

Participating stores and restaurants will be reimbursed in cash for the money they submit. Businesses will have an additional two weeks (January 20) to submit their "Cash" for actual money. We will need all participating stores committed and paid no later than Wednesday, November 2. Union Avenue and Mesa Junction will spread the word to all of the people who have businesses in those areas. **If you are a member of the Pueblo Downtown Association, Margaret Ward-Masias will be contacting you beginning the latter part of this month. As a member you have an additional advantage; the Association will pay half (\$10) of the money for the prize pool—we will provide this incentive only for those who are in good standing, dues paid in full by early October.** If you are a restaurant or retailer in the downtown area who chooses not to be a member, you may also participate in the promotion. Your business will receive the same deal as those from the other areas (\$20 prize pool, \$20 in merchandise, and \$20 for promotion). If you are not an Association member and would like to participate, please call the office and leave a message. I have information on members that we don't have for the rest of you. For more information call the Downtown Association Office, 543-7155. Additional information will be published in the October *Spotlight*.

## Street Talk

# Make Your Marketing Dollars More Effective by Knowing Who Your Customers Are

by  
Margaret  
Ward Masias

I saw an article in a recent *Colorado Biz's* online edition. The author, Larry Turner, was talking about how many marketing dollars are wasted on those who could not or would not use your products or services. I ran into some of that also when I was working at the *Chieftain*. I will never forget the time the owner of a high end

ladies shop complained that her advertising was "not effective" because she only had a few people come in. I tried to explain that the Walmart or Kmart shopper would not consider shopping in her store, even at sale prices. I am not sure I got the message across. Please continue reading, maybe between Mr. Turner and me we can give you a few ideas on how to reach your real, and ideal, customer.

Mr. Turner suggests you create a profile of your ideal customer. To do that, he suggests that you look at existing customers. His approach is to look at the "quality" of purchases rather than just quantity. He points out that some large customers expect not only price discounts, but extra time and effort from staff and may pay slowly; at some point this customer is less profitable than others. He also suggests using outside help to refine the profile.

Once you have the profile of the ideal customer, you then develop the marketing plan which will put you in the best contact with that customer. If your business is to provide food with a broad

range of appeal, the mass media is probably the best way to reach the largest number of potential customers. I know that many of you think that the print or broadcast is very expensive, but have you thought about how much it would cost to send mail to all 35,000 households just in the city of Pueblo. If you have a more exclusive business, maintaining a mailing list may work well for you, although at some point you will need to find a way to contact new people. That way may very well be an occasional campaign in the mass media. Whatever your decision is as far as marketing, do keep in mind that ultimately you are responsible for its success. All of the marketing in the world will not make up for poor customer service, unfriendly clerks or an uninviting place of business.

### New Members, Member Occasions

We would like to welcome some new members to the fold. We were joined this month by Kogovsek and Associates and Blazer Electric. We are glad you see a value in belonging to the Pueblo Downtown Association. If you are new to the area or just now ready to talk about membership feel free to contact the office at 543-7155 or any board member.

We would also like to extend congratulation to Mary Ann Miklich on her October 6 twenty-fifth anniversary at Classic Corner Frame shop. Mary Ann is a one person operation; those of you who do the same know how much work that is. Twenty-five years shows a lot of dedication on her part. If you need framing, her shop is at 415 W. 4th Street, Suite B.

## City of Pueblo

**Downtown Pedestrian & Traffic Master Plan  
Public Information Meeting & Open House  
Thursday, September 15, 5:30-7:30 p.m.  
Pueblo Convention Center**

A brief presentation by the design team and City Staff regarding potential roadway, sidewalk and bike enhancements within Downtown. The presentation will be followed by an open house where we will respond to your questions.

## Two Receive *Shining Stars* for Property Improvement

At the August 25 meeting the Pueblo Downtown Association presented *Shining Star* awards to Central Pueblo Center and to Gary's Coors Tavern. Both businesses have made improvements to their parking space. The Central Pueblo Center has put in planters and plants to divide the large parking lot into smaller areas. Don Gray has put in a concrete parking area so that his customers at Gray's Coors Tavern have an easier time parking and more cars can find space in the lot. We urge all of you to drive by and see the great job these businesses have done.

## Southside Lawn & Landscaping

Commercial & Residential

Specializing in hardscape and water features  
as well as plantings

See our work on Santa Fe between 5th & 6th in Downtown!

564-0858

[www.SSLawnLandscape.com](http://www.SSLawnLandscape.com)



# Historic Downtown Pueblo Calendars: Additional Dealers Welcome

The 2012 Historic Downtown Calendars will be available in mid-September. We will be contacting previous dealers in the next few days. If you have not carried the calendars in the past but would like to carry them this year, you can call the Downtown Association Office, 543-7155 any morning of the week to get an immediate answer. The calendars retail for \$13.99 plus sales tax; as a dealer, you will be entitled to get the calendars at either a wholesale price or a consignment price.

Photos in this year's edition of the calendar range from a horse drawn *Colorado Chieftain* delivery wagon through photos of five different retail businesses to a couple of parades. One of our favorites is a photo of a woman driving an early automobile in front of the Mineral Palace; her companion is a dour male. Most of the photos and information for the captions come from the Pueblo County Historical

Society's archives. As usual Peggy Willcox has done an excellent job of selecting interesting scenes for your information and enjoyment.

Members who wish to purchase calendars directly from the Association can go to our website [pueblodowntown.com](http://pueblodowntown.com) or call the office. We do give discounts on retail purchases of ten or more calendars.

## Promote Your Business with an Entry in the Parade of Lights

Do you want to reach 40,000 people at one time, plus the 10's of thousands who view the parade between November 26 and New Years on Channel 19? One of the most fun and economical ways is to have a commercial entry in the Parade of Lights. For only \$75 you can enter a float or vehicle in the annual event. This year's theme is *Holiday Dreams*. Almost all of the businesses in the area can offer a product or service that dreams are made of. You can pick up entry forms from signature sponsor Pueblo Bank & Trust or just go to either [puebloparadeoflights.com](http://puebloparadeoflights.com) or [pueblodowntown.com](http://pueblodowntown.com) and download an entry form and rules for participation.

The parade still has sponsorship opportunities for those of you who want to be more heavily involved in the event. You receive benefits with sponsorship that you do not with just an entry. You may contact Heidi Miller, 671-5828 for more information about sponsorship.

The Parade will be held at 5:30 p.m. on Saturday, November 26. It begins at Colorado and Abriendo on the Mesa Junction, proceeds up Union Avenue to Court Street and from there up to the parking lot at Pueblo Bank, 6th & Main. The Pueblo Christmas Parade of Lights is a joint production of the Pueblo Downtown Association, the Union Avenue Association and the Mesa Junction Association.



## Locate Your Business or Office in the Historic Heart of Pueblo

*This directory is provided by the Pueblo Downtown Association to give prospective newcomers information about whom to contact for space in the area. Properties listed are Downtown Association members; there may be other properties in the area which do not appear here. All area codes are 719 unless otherwise noted.*

### 3rd & Main:

1. Jordan Block, Michael Jordan, 543-8178
2. PEDCo's BTC, offices, 160 sq. ft to 1,326 sq. ft., 2 "virtual offices" or day offices, light manufacturing space in basement, 546-1133
3. ABC Bank/Lottery Building, 2,500-7,000 sq. ft., Sound Venture Realty, 542-8426
4. 307 N. Main, 5,000-10,000 sq. ft., Sound Venture Realty, 542-8426

### 4th & Main:

400 N. Main, approx. 2,400 sq. ft., Sound Venture Realty, 542-8426

### 5th & Main:

1. The New Thatcher Building, one-man offices, two-office suites, 1,800 sq. ft. of open space area, other options available, Sound Venture Realty, 542-8426.

### 6th & Main:

1. 514, 516, 522 & 524 N. Main, tenant improvement allowance, Sound Venture Realty, 542-8426
2. RBC Wealth Management Building, 1,300 sq. ft. suite—can be divided in half, Sound Venture Realty, 542-8426
3. 627 N. Main, approx. 4,000 sq. ft., Sound Venture Realty 542-8426.

### 8th & Main:

Wells Fargo Building, Ali'i Management, Scott Luinstra 542-1333

### 13th & Main:

Dan Molello, Jones-Healy, Inc., 545-8181

### 8th & Grand:

4,000+ sq. ft. also parking, loading doors. Call 542-3379, ask for Bart.

### 13th & Grand:

Dan Molello, Jones-Healy, Inc., 545-8181

### 5th & Greenwood:

1. Greenwood Square, Kerry Gladney, 544-0583
2. Metro Plaza, Kerry Gladney, 544-0583

### West 4th Street:

1. 710 W. 4th St. Near proposed judicial center, 1,400 & 2,100 sq. ft., Rol-lie Leyh, 542-3876
2. 801 W. 4th St., Central Pueblo Center, Dan Molello, Jones Healy, Inc. 545-8181

### Riverwalk:

1. 101 S. Main St., Waterfront Building, retail and office space, Rudy Pad-ula, 671-4027
2. 102 S. Victoria, Olde Towne Carriage House Building, restaurant or pub space, lower level, 543-1012, email [otch@oldetownepueblo.com](mailto:otch@oldetownepueblo.com) view at [www.oldetownepueblo.com](http://www.oldetownepueblo.com)

### Many Downtown Locations:

1. Sound Venture Realty, (719) 542-8426
2. Keller Williams Realty (719) 583-1100

# Downtown Happenings

## Sangre de Cristo Arts Center

Purchase art classes online at [www.sangredecristoarts.org/education](http://www.sangredecristoarts.org/education) anytime, anywhere. Find out what's coming up by visiting [www.sdc-arts.org](http://www.sdc-arts.org).

### Art Exhibits:

Through Oct. 15, *women.embodied*, King Gallery

Through Oct. 22, *Faces: 100 Cuban Artists*, Regional and Foyer Galleries  
Sept. 22-Oct. 29: *Representing the West, Art Exhibit and Sale*, White Gallery. Info & application to submit: [www.sdc-arts.org/callforentries.html](http://www.sdc-arts.org/callforentries.html).

### Buell Children's Museum:

Life is beachy keen under giant beach umbrellas! We invite you to join us this summer in the Smilin' Islands—a tropical Caribbean adventure.

### Education:

Friday Arts Academy for grades 1-8.

### Performances:

Auditions Sept. 12, 4 p.m. for local children K-12 to perform in Children's Playhouse Series production.

Sept. 17, 11 a.m. & 2 p.m., Children's Playhouse Series & Missoula Children's Series *The Secret Garden*. Arts Center Theater. Tickets \$6. Call 295-7222.

Sept. 27, 7:30 p.m., Center Stage Performing Arts Series, *Ballet Hispanico*. Arts Center Theater. Tickets \$25. Call 295-7222.

## Business & Technology Center

3rd & Main, Lobby and Atrium areas

Monday-Friday, 8 a.m.-5 p.m. Artwork by two local artists, Lisa Bailey and Rayann Orr. Art is labeled and priced for sale.

## 5th & Main Art Gallery

Historic Federal Building

## Pueblo Plaza Ice Arena

1st & Grand, 553-2730, [www.coolicepueblo.com](http://www.coolicepueblo.com)

Weekday early sessions \$2; Friday & Saturday, Students \$4, Adults \$5.

Cheap Skate Sessions: Mondays 5-7 p.m., Tuesday & Thursday 5:15 - 7:15 p.m., Friday 12:45 - 2:45 p.m. Everybody \$2, includes skates.

*Laser Light Friday Nights*, 7:30 p.m.-9:30 p.m., Sat: 1-3 p.m., 5:45-7:45 p.m. Regular admission.

## Rosemount Museum

14th & Grand [www.rosemount.org](http://www.rosemount.org), 37-room, 24000 square-foot mansion built between 1891 and 1893 by prominent Pueblo businessman John A. Thatcher. The house became a museum in 1968. More than 85% of the furnishings and artifacts displayed or original to the family. Open 10 a.m.-4 p.m. Tues.-Sat. Admission \$6 adults, \$5 seniors, \$4 children 6-18. Tours every half hour; last tour at 3:30 p.m. Grounds and veranda may be rented for special events. For group tours and information call 545-5290.

## Southeastern Colorado Heritage Center

Victoria & B Street. In the 1924 Denver & Rio Grande Western Freight Depot near historic Union Depot and the Railway Foundation Museum. Exhibits of historical, cultural groups of southeastern Colorado. 10 a.m.-4 p.m. Tues.-Sat. Adults \$4, 6-12 \$3, Heritage Center Members and under 6 Free. 295-1517 or website for tours and information.

## 2011 Ghost Walk

Walking tours September 30, October 1, 7, & 8 every 15 minutes between 5:30 & 8:30 p.m. Storytelling of Pueblo's Past. Tickets \$8 per person, under 5 Free when accompanied by an adult. Advance tickets available at YWCA, El Pueblo History Museum and Southeastern Colorado Heritage Center. [www.puebloghostwalk.com](http://www.puebloghostwalk.com).

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## Pueblo Performing Arts Guild

A voice for the Arts: Connect to the Arts @ PuebloPAG.org. Performing Arts Calendar, audition listings, performing arts links.

## First Friday Art Walk

Oct. 7, 5-9 p.m. 19 locations in Pueblo's City Center are open extended hours with newly hung shows, refreshments and music. Create your own free walking tour by starting at one gallery and picking up a guide. Live street performances at the corner of Union and C. After sunset be sure to take in The Moving Wall Project, a silent exhibit of classic and experimental films in a variety of settings around town. Since the buildings are selected at random, you need to find the location by stumbling upon it or by becoming a Fan of the Pueblo Performing Arts Guild on Facebook. For a complete map of locations and updated activities visit [www.PuebloPAG.org](http://www.PuebloPAG.org) before your visit.

## Union Avenue

*Street Beat*, through October.

Wednesdays 11 a.m.-1 p.m. & 6-8 p.m., Thursdays 5-8 p.m., Fridays 6-8 p.m., Saturday 11 a.m.-1 p.m., 3-8 p.m. Various performers. Details available at [PuebloPAG.org](http://PuebloPAG.org).

## Impossible Playhouse

1201 N. Main St., 542-6969, [www.impossibleplayers.org](http://www.impossibleplayers.org), also on Facebook. Available for community rentals; contact us at number listed. *Proud to be impossible since 1966.*

Oct. 7, 8, 14, 15, 21, 22, 7 p.m. Oct. 9, 2 p.m. *Night of the Living Dead*. Seven people trapped in an isolated farmhouse, held hostage by the ravenous ghouls, begin to turn on each other as the dead encroach. This gripping terror-filled monochromatic play brings all the fright of the cult film classic to life. The blend of thrilling horror laced with touches of black humor envelops the audience in the action and unfolds into a shocking theatrical ending.

Oct. 17 & 18, 7 p.m. tryouts for *Every Christmas Story Ever Told...And Then Some*. Auditions open to all.

## Damon Runyon Repertory Theater

611 N. Main Street, [www.runyontheater.org](http://www.runyontheater.org). Reservations and information 564-0579.

## El Pueblo History Museum

301 N. Union. Call 583-0453. Tues.-Sat. 10 a.m.-4 p.m. \$4 adults, \$3 seniors, children 6-12, students with ID. "Family Saturdays" children 12 & under—free. For docent-led tours for groups of 10 or more, contact the museum office at least one week in advance.

Through Oct. 29, Southern Colorado Open a 2- and 3-dimensional fine art exhibit on display during regular museum hours. Regional artists. Free opening reception September 2, 5-8 p.m. Free admission to High Vista Gallery.

Sept. 16, 7 p.m. Song of Pueblo, original oratorio telling Pueblo's history through song and narration with historical images. Tickets \$15. Doors open 6 p.m.

Sept. 24 & 25, Experience El Pueblo History Museum During the Pueblo Chile and Frijoles Festival. Free admission to the Trading Post and discounted admission for adults, senior citizens and students to the galleries await visitors. Thundering Earth drummers will resonate through the post; look for their tipi. Pony Rides for children. New and surprising dance demonstrations and vendors.

## Center for American Values

Riverwalk at South Main, Riverwalk level #101, 543-9502. [www.american-valuescenter.org](http://www.american-valuescenter.org). Open 10 a.m.-2p.m. Mon-Sun. Admission is free. The Center which is part of the Walk of Valor, exhibits more than 140 portraits of Congressional Medal of Honor Recipients.

# Downtown Happenings

## Pueblo Convention Center

1st & Main. For Information about events or to book space call 542-1100.

- Sept. 14 Mental Health America of Pueblo.  
Sept. 15 City of Pueblo  
Sept. 16 PEDCo Quarterly Luncheon  
Pueblo Convention Center Heroes Pavilion Grand Opening  
Sept. 17 Intellitec College Graduation  
Crossroad's Turning Points Office of Prevention  
Pueblo Convention Center's Home Grown Wine Dinner.  
Sept. 19 Colorado Association of School Boards  
Sept. 21 Security Service Investment Group.  
Sept. 22 Boy Scouts of America  
St. Mary Corwin Employee Appreciation  
Sept. 23 CSU-Pueblo Thundergals  
Sept. 24 Chili & Frijole Contest  
Sept. 26 Global Partnership Schools  
Sept. 26-27 Colorado Criminal Justice Association  
Colorado Department of Corrections  
Sept. 28 URAP—DDIS Commerce Committee  
Sept. 28-29 Colorado Society of CPA's  
Sept. 29 PERA Shareholders  
Sept. 30 Mental Health America of Pueblo  
Oct. 1 Power Credit Union  
Oct. 5 City of Pueblo  
Oct. 6 Comcast Spirit of Women Girls Night Out  
Oct. 7-9 Oscoberfest  
Oct. 11-12 PERA  
Oct. 12 Mental Health America of Pueblo  
Oct. 13 Colorado Department of Education  
Network Communications Group  
Business During Lunch  
Southern Colorado Residential Rental Association  
Pueblo County Historical Society

September 17, 5:30 p.m., Pueblo Convention Center's Home Grown Wine Dinner. Featuring a six course meal with produce from local farms (DiSanti Farms, DiTomaso Farms, Country Roots, Mauro Farms, Musso Farms) and wines provided by 80/Twenty Wines. Hors d'oeuvres 5:30; dinner 6 p.m. Tickets \$50; must be purchased in advance. Call 542-1100.

*These events are published so that area businesses will know who will be Downtown. We encourage retailers and restaurants to make these folks feel welcome.*

## Small Business Development Center

301 N. Main Street, 549-3224.

www.coloradosbdc.org. email SBDC@pueblocc.edu.

Sept. 20, 5:30-7:30 p.m. **Business Plan Essentials: Your Roadmap to Success.** A business plan is needed for starting, financing or refinancing your business and raising debt or equity capital. Much money is made then lost because one area of a business fails dragging the positive parts down with it. The Plan helps you find hidden flaws and makes you think carefully about each phase of your business. Learn essentials of developing a professional business plan for your business. By writing your own plan you will gain the in-depth knowledge about your business and what is involved in making your business a success. Great resource and tool to continue measuring and mapping your business growth and success. Speaker: Caroline Parra, Director.

Oct. 18, 5:30-7:30 p.m. **Bookkeeping Basics for Small Businesses**—what, why and how of bookkeeping. Understand what bookkeeping can tell you about your business, how to manage your cash flow and how to get started setting up and tracking income & expenses. Designed for the entrepreneur just starting out with little experience in business accounting. Speaker Angela Eiferd, Angela's Tax & Accounting Service.

## Pueblo Downtown Association

Dates for upcoming membership meetings. Locations, times and programs are subject to change. If you would like to sponsor a meeting or get more information about meeting programs call Margaret Ward-Masias at (719) 543-7155.

Sept. 22, 11:45 a.m., Wells Fargo Building, (See Page 1)

Oct. 27, 11:45 a.m., Sangre de Cristo Arts Center, Caterer: Do Drop Inn, Program: Police Chief Valez, Sponsor: Executive Services

Nov. 17, 7:30 a.m., Pueblo Marriott, Program: Downtown's Economic Numbers: Rod Slyhoff, Sponsor: 80/Twenty Wines.

Jan. 26, 11:45 a.m. Pueblo Convention Center, Program: Downtowner Awards, Sponsor: CTU

Feb. 23, TBD, Sponsor: available

Mar. 22, 11:45 a.m. Nacho's, Program: TBD, Sponsor: Sunflower Bank

April 26, TBD, Sponsor: available

May 24, 11:45 a.m., TBD, Sponsor: Pueblo Bank & Trust

June 28, 11:45 a.m., Pueblo Conv. Ct, Program: TBD, Annual Meeting, Sponsor: US Bank.



## Pueblo's Riverwalk

www.puebloharp.com. For reservations of facilities or to arrange walking tours call HARP Authority, 595-0242 or email info@puebloharp.com.

### Excursion Boats:

Through Sept. Wed.-Thurs. 11-8 p.m. Fri 1-10 p.m., Sat. 11 a.m.-10 p.m., Sun. noon-6 p.m.

### Farmers' Market on the Riverwalk:

Thursdays until first frost, 4-8 p.m., fresh produce from local farms, arts, crafts, live entertainment.

## Get Your Downtown Discount Card Today!

The new Downtown Association Discount cards are for sale now. If you are an Association member you can purchase cards for only \$5 each.

With discounts from 27 restaurants and retail businesses (see page 6), you'll save hundreds for dollars in savings during the next year. Members can get cards through the Association by emailing margaret@pueblodowntown.com or call the office 543-7155. For non-members cards are available for \$10 each at any JR's Country Store in Pueblo, Exquisite Taste, 80/Twenty Wines, Ten Spot II and Sisters' Courtyard Tea Room. If you are a retailer and would like to sell cards, please contact the number above and we can get you cards to sell.



## Convention Certificates Program

The Pueblo Downtown Association has a program aimed at getting conventioners into downtown retailers. At selected conventions, the Association will present \$25 certificates to a conventioner. These certificates will list a single retail business or restaurant. Once the certificate has been presented to the business, that business may bring the certificate to Pueblo Bearing to receive \$25 cash for the certificate or may mail it to the Association at P.O. Box 1953, Pueblo, CO 81002 to receive a payment by check. The certificates are printed on dark red paper. Retailers may issue their own certificates for specific conventions if they wish. Call Margaret at the Downtown Association office, 543-7155 for information.



*Dancing with the Pueblo Starz* was a great success! Entire dance team awaits start of competition, above. Winner David Ortiz and partner Sarah Sexton at right. People's Choice winner Sandy Stein and partner Raul, center left. Judges Josh Cooley, Sandy Gutierrez, William Alexander and Misha Izotov, emcee Paul Richards, center right. Dancers Andrea Aragon, MaryDee Carter and Scott Jones, lower left. Competitors congratulate themselves on job well done, below right.



## Member List to be Purged in October

Nearly all of you have paid your dues and we thank you for it. For the dozen or so who have not, you need to be aware that we will be taking your name off the back of the newsletter next month. Our members receive many benefits in exchange for dues that amount to less than \$21 per month. You not only receive the newsletter, you also receive phone call reminders about meetings, a discount on Downtown Association Discount Cards and the satisfaction of knowing that you are contributing to the physical improvement of the appearance of Downtown. Our members receive recognition not only with the listing on the newsletter; we list them on our website and provide a free link to your website too! If you have not received an invoice or have lost yours, please call Margaret at 543-7155.

## Downtown Discount Card Savings

You can support Downtown Association members and save too! Listed here are participants and their offers to you. Call the Downtown Association office, 543-7155, to learn more about the card and to purchase it as an Association member employee. Non members may purchase cards at Cookie Ladies' Riverwalk Bake Shop or J. R.'s Country Store locations in Pueblo.

1. Angelo's Pizza and A-More, Riverwalk, 10% off dine-in individual meals and soft drinks
2. Cambria Suites, 1st & Santa Fe, 10% off food and soft drinks
3. Camera Craft, 2nd and Main, 10% off photo printing
4. Carleo Creations, 608 N. Main, 25% off in-store merchandise
5. Classic Corner, 415 W. 4th St., Suite B, 5-10% off framing
6. Country Oven Bakery, 5th & Greenwood, 10% off baked goods
7. The Deli, 612 N. Main Street, 10% off individual food & soft drinks
8. Do Drop Inn, 1201 S. Santa Fe Ave., \$5 off large pizza
9. 80/Twenty Wines, 5th & Greenwood, 10% off selected wines
10. Exquisite Taste, 327 S. Union Avenue, free truffle or ice cream cone with \$10 or more purchase
11. Gray's Coors Tavern, 4th & Elizabeth, 5% off food purchase
12. Greatest Gift, 5th & Grand, 10% off regular priced merchandise
13. Greenlight Tavern, 3rd & Santa Fe, Friday show 2 for 1
14. J.R.'s Country Stores, 5 cents off per gallon gasoline
15. Mobile Record Shredders, 205 N. Elizabeth, 10% off shredding at store
16. Nacho's Restaurant, 409 N. Santa Fe Ave, 20% off entire ticket, both locations
17. Patti's Restaurant, 241 S. Santa Fe, 10% off any meal
18. Pueblo Marriott, 1st & Main, 20% off food—no special events
19. Riverwalk, Union at Riverwalk, buy 1, get 1 free boat rides
20. Rosemount Museum, 14th & Grand, \$2 off admission per visitor
21. Rush's Pueblo Lumber, 2nd & Grand, 10% off cash sales
22. Sangre de Cristo Arts Center, 210 S. Santa Fe, buy 1, get 1 free admission
23. Shamrock Brewing Co., 108 W. 3rd St., 10% off food items
24. Signs by Scott, 123 W. 4th Street, 10% off sign orders up to \$500
25. Sisters' Tea Room, 517 W. 5th St., free pot of tea w/purchase of 2 scones
26. Southside Lawn & Landscape, 564-0858, 3% off \$10K+ pre-paid residential jobs
27. Spangler's Home Fashions, 4th & Grand, 20% off area rugs
28. Ten Spot II, 125 S. Union Ave., 10% off entire purchase

# A Walk Through Time

Information & photos gathered by Margaret Ward-Masias

## Federal Bakery, Main Street

I tend to think of franchise businesses as a phenomenon of the late twentieth century, beginning about the time McDonalds came along. In 1918 San Francisco transplants William and Charlotte Casto and Henry and Harriet Martin opened a bakery. It was one of the Federal System of Bakeries, a

franchise which by 1921 had more than 400 bakeries located in 300 cities. After the initial investment the fees were based on gross sales. The franchisor provided all of the equipment necessary to operate the bakery; they required the use of approved ingredients and even had people checking the stores on a regular basis to make sure they were abiding by the agreement.

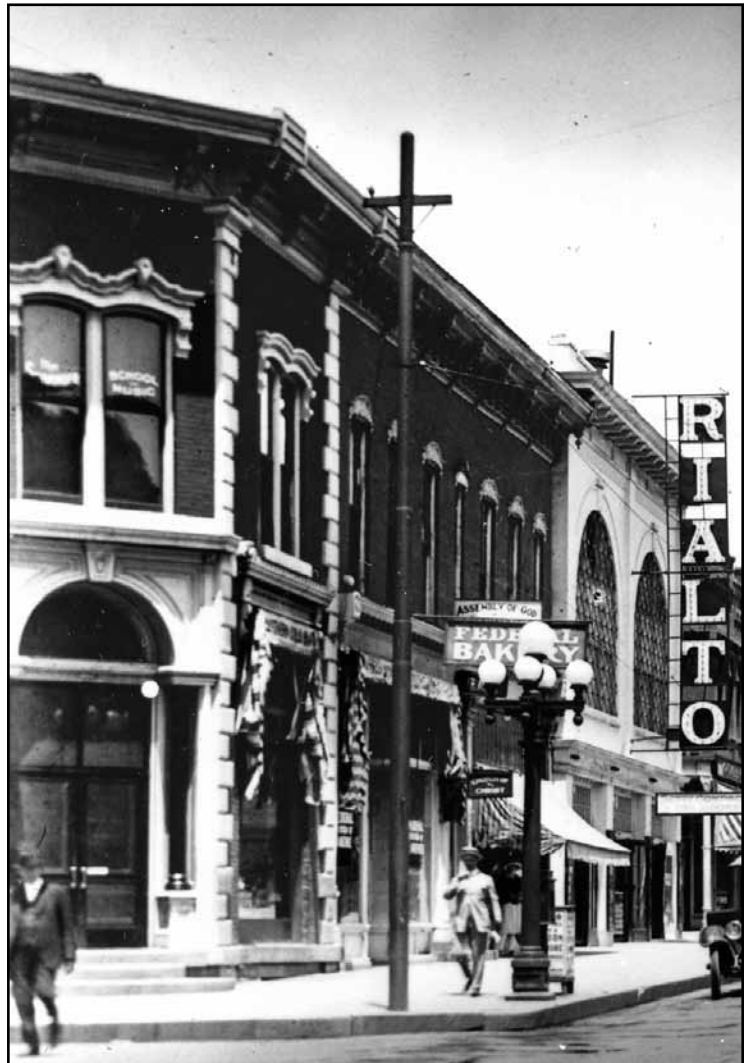
The first Federal Bakery opened at 603 North Main Street in September of 1918. At that time there were eleven other bakeries open in Pueblo. The federal produced a full line of breads and bakery products every day. They even offered a free cookie for children of customers every day. Another daily task was to clear all cases and shelves of unsold items at 6:30 p.m. each day. Two days per week, Tuesday and Fridays, these items were donated to the city's three orphanages: Lincoln Home, Sacred Heart and McClelland. The other four days per week the items were sold to the public at ½ price. By 1921 the bakery had added twice a day delivery to their commercial customers—restaurants, the train depot, hospitals and other food providers. During that year they also hired Robert McIlvaine to manage operations for their Bessemer location. At that time there was no such thing as sliced bread; in 1922 the machine shop in Pueblo which maintained the equipment for the Federal convinced William that he could make a machine that would slice bread; Casto agreed to finance the machine. They used the slicer until 1928 when factory made equipment became available. (An interesting side note: the federal government banned sliced bread from 1943 to the end of World War II; they felt that sliced bread lead to waste of valuable resources.) In 1923 Henry and Harriet Martin died within a few months of each other. William Casto and his son Everett became the operating owners of the business.

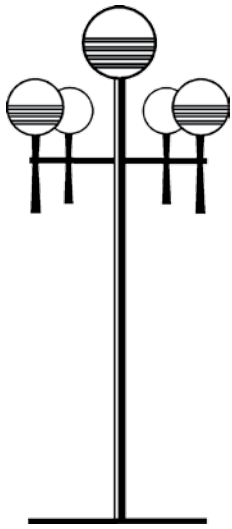
In 1932 the Castos decided to relocate to a site they owned. They chose 717 N. Main Street; from the article in the Lore it appears that they built the building at that location. Those of you who are familiar with the buildings on Main will recognize that building right away; it is one of the most distinctive in the area. There were a bakery and a grocery store with a bakery on either side of the new bakery. By 1935 the Castos had purchased the other bakery and the grocery store (Arapahoe) had moved to 4th & Court. The bakery continued to be a fixture at that location until it closed in 1962; it had large windows, well lighted cases and the ability for the customer to see the baking operation in progress. George Williams writes in his article, "A privately owned wholesale-retail bakery such as the Federal was from 1918 until 1962 is a 24 hour, seven day a week operation that requires 25-35 employees and a lot of work by the owners and their families." The scattering of business from the downtown area and the ease of shipping pre-packaged and frozen dough that can be "baked" in store has taken away the larger bakeries from the city. The smaller mostly retail bakeries that remain are a reminder of just how good the products from a real bakery with real ingredients are.

*Information for this story came from an article by George Williams in the October 2007 edition of the Pueblo Lore. The photos came from the collection at the Pueblo County Historical Society.*

*Top: The original Federal Bakery was located just off the northwest corner of 6th & Main; the building has been refaced and houses RBC Wealth Management and other businesses today.*

*Bottom: The building at 717 N. Main Street which housed the Federal for 30 years is empty today, but still stands out as different from any others in the area.*





# Pueblo Downtown Association

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*The Pueblo Downtown Association is a catalyst for enhancing Downtown Pueblo through the promotion of business, beautification, and development of activities.*

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As of September 2, 2011

Accounts Unlimited	El Pueblo Museum	Minnequa Redevelopment Corp.	RSL Accounting Services
The Albany	Embroidery Plus/Quick Print	Minnequa Works Credit Union	Rush's Pueblo Lumber
Ali'i Management	Engineered Systems Inc.	Mobile Record Shredders	Sangre de Cristo Arts Center
American Bank of Commerce	Ent Federal Credit Union	Montgomery & Steward Funeral Directors	Senior Resource Development Agency
<i>American Classifieds</i>	Executive Services	My Friend the Printer	Shamrock Brewing Company
Angelo's Pizza Parlor and-a-Moré Riverwalk	Express Employment Professionals	Nacho's Restaurant	Sharmar Village Care Center
Armstrong Jewelers	Exquisite Taste	Norick's Auto Service	Signs by Scott
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Better Business Bureau	Fox's Garden Supply	Old Town Carriage House	Smitty's Greenlight Tavern
Black Hills Energy	Gobin's Inc.	Parkview Medical Center	Sound Venture Realty
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Board of Water Works	Gray's Coors Tavern	PEDCo's	Southside Lawn & Landscaping
Sandra L. Bradley, CPA	Great Divide Ski, Bike & Hike	Business & Technology Center	Spangler's Carpets
Cambria Suites	Greater Pueblo Chamber of Commerce	Pride City Awning	Style Bride
Camera Craft	Greatest Gift and Scripture Supply	Pueblo Bank and Trust	Sunflower Bank
Cañon National Bank	Greenwood Square	Pueblo Bearing Service	Ten Spot II
Cardiology Now	Hewitt & Couch, P.C.	<i>The Pueblo Chieftain</i>	The Deli
Daniel E. Carleo, CPA, LLC	Historic Arkansas Riverwalk of Pueblo	Pueblo City Government	US Bank
Carleo Creations Jewelers, Inc.	Historic Federal Building	Pueblo Convention Center	Vidmar Motors
Centennial Insurance	Housing Authority of Pueblo	Pueblo County Government	Waterfront, LLC
Center for American Values	HUB International	Pueblo County Historical Society	Wayside Cross Gospel Mission
Classic Corner	InZone Fitness	Pueblo County Republican Party	Wells Fargo Bank
Clear Channel Southern Colorado	Jones-Healy, Inc. Realtors	Pueblo Crime Stoppers	Wilcoxson Buick-Cadillac-GMC
Colorado Bluesky Enterprises	Kaiser Permanente	Pueblo Elks Lodge #90	Xcel Energy
Colorado Optical Supply	Keller Williams Real Estate	Pueblo Government Agencies Federal Credit Union	YWCA
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Cookie Ladies Riverwalk Bake Shop	Little Caesars Pizza	Pueblo Urban Renewal Authority	Jay Dammann
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