



COLLINSVILLE DOWNTOWN, INC. A MAIN STREET PROGRAM

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1126 West Main Street

Collinsville, OK 74021

918-371-5530

Mary Risley, Director

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MAIN STREET CASH MOBBER WILL STRIKE AGAIN ON THURSDAY, APRIL 11

On December 31, 2012, excitement was in the air as the members of the Main Street Cash Mob gathered at the Main Street office. "Where are we going was the frequently asked question. Everyone had their \$20 bill (or credit card) out and ready to spend. At 4:30 p.m., Bill Johnston, editor of The Collinsville News (one of two papparazzi in Collinsville) drew out the name of the lucky merchant: **Graffiti's Salon and Gifts!** The Cash Mob charged down the street. As they marched along, several others joined the group. Once inside Graffiti's, the serious shopping began. While most mobbers spent their \$20, several did some Christmas shopping and spent upwards of \$100. Lanette Cornette, owner of Graffiti's, said she took in more than \$600 during the event, and that it was the best single day that she has had in quite a while. "I am so glad you mobbed me," she was quoted as saying. "That was so much fun!"

Silver Dollar Café was mobbed on February 14. Did you know there is more to buy at Silver Dollar than just food? Some of the "Main Street Cash Mobbers" went home with some neat Valentine gifts.



The Main Street Cash Mob is a really fun event that was begun in December 2012. This spontaneous event will visit a Main Street merchant once every other month.

So, what is the point of a "Cash Mob?" Essentially, it's just another way to acquaint Collinsville residents with the merchants on Main Street and their products. Most importantly, it's about YOU—The Customer. This is your event. It's your chance to feel good about doing something that can have a big impact on our Main Street businesses, and it helps build community spirit. When we each do a little, we do a lot.

How do you get to be a member of the Main Street Cash Mob? According to Director Mary Risley, you can call the office (918-371-5530) and she will email you a sign up sheet, or just stop by the office at 1126 West Main Street to fill out the form. "You know, it's not just for the ladies. The men are welcome too." Risley said.

There are three rules to being a Main Street Cash Mobber: 1) Plan to spend at least \$20.00; 2) Meet three new people; and 3) HAVE FUN! shopping local. You will receive a free Cash Mob t-shirt when you attend your first event.

The next event will Thursday, April 11. Meet at the Main Street office at 1126 West Main Street at 4 p.m. for light refreshments and visitation. Who will be the next merchant to be mobbed? Find out at 4:30 when the next lucky merchant's name will be drawn.

MAIN STREET AWARDS ANNOUNCED



The Collinsville
Main Street Office

Earlier this month, the Oklahoma Main Street Center announced the finalists for 20 competitive awards. All finalists will be honored, and the winners in each category will be announced May 7th at the 24th annual Main Street Awards Banquet to be held at the National Cowboy and Western Heritage Museum in Oklahoma City.

“These awards highlight the best from the businesses, communities, and programs throughout Oklahoma,” said Linda Barnett, the Oklahoma Main Street Director. “These award entries, sent in by the local Main Street programs, showcase the enthusiasm, creativity, and responsibility toward increasing revenue and creating jobs for their local downtown business districts.”

Each award category falls under one of the four points in the Main Street Approach—Organization, Promotion, Design, and Economic Restructuring. A panel of judges for each point reviews each entry and determines the finalists.

The Collinsville Main Street Program submitted nine entries and of the nine entries, five were selected as finalists in the following categories: **Organization:** Best Creative Fundraising Effort—Chew Dunit on Main Street; **Promotion:** Premier Special Event—Hogs’n’Hot Rods 2012; Creative New Event—Chew Dunit on Main Street; Outstanding Web Presence—www.collinsvilledowntowninc.com; **Economic Restructuring:** Best Business Practices—Reach Clothing, LLC.

Collinsville Downtown, Inc. Main Street Program is very proud to have been selected as finalists in these categories. Hopefully we can bring home some awards on May 7th.

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DOWNTOWN, INC.**



**Be the first
among
your peers
to become
a member
of Collins-
ville Down-
town, Inc.
and watch
us grow!**

Mary Risley, Director

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Name: _____

Address: _____

City/State/Zip: _____

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Email: _____

**FRIENDS OF MAIN STREET
PLEDGE CARD**

Circle one:

- Individual/Family Member \$ 100.00
- Business Member \$ 250.00
- Silver Partber \$ 500.00
- Gold Partner \$1,000.00
- Premier Partner \$2,500.00

SEE YOU ON MAIN STREET!!

WHAT'S GROWING ON IN COLLINSVILLE

Collinsville will soon have a community garden. Collinsville Downtown, Inc. has partnered with Collinsville Victory Community Garden, the Victory Cherokee Organization and the Collinsville High School FFA to create a "Partners in Growth" initiative in Collinsville by joining forces to create a community garden.

The Victory Community Garden will be located between the site of the new Cherokee Nation Food Distribution Center (now under construction) and the Victory Cherokee Cemetery on 12th Street.

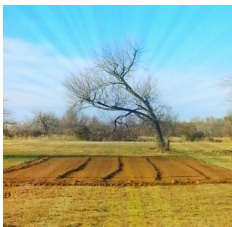
As part of its on-going revitalization effort, the Design Committee, chaired by Maureen Wright, set in

motion the idea of a local community garden. After months of research, soil testing and consultations, a spot was chosen for the Community Garden. With the aid of the Cherokee Healthy Nations initiative and Indian Health Resource Center of Tulsa, Collinsville will now have its own space to grow local food.

Ms. Wright, a recent graduate of the Oklahoma State University Master Gardener Certification program, met with VCO Chairperson Ed Phillips and Jennifer Burge, the FFA Educator at Collinsville High School, to discuss the viability of this project. After much research and applying for funding through various sources, the garden idea began to "grow".

A space in the community garden is free for Collinsville residents. "We ask that ten percent of what is grown be donated to the Food Distribution Center," Wright said. "The community garden will give residents the opportunity to grow their own food in a shared space with other gardeners, who will have a multitude of resources at their disposal to ensure successful food production for their families."

Work was begun on March 15 for eight raised bed gardens, as well as a communal plot. Space is limited, so anyone interested in gardening should contact Garden Administrator Maureen Wright at 918-636-2656.



Communal Garden Plot



Volunteers building raised beds



Collinsville FFA



Moving bricks for flower garden



Arranging bricks for flower garden

Photos courtesy of Maureen Wright, Garden Administrator

HOGS'N'HOT RODS—JUNE 8, 2013

The time for Hogs'n'Hot Rods is fast approaching. Saturday, June 8th will be here before you know it. There will be thousands of people on our Main Street, and they will be shopping at the Main Street businesses and eating at our local restaurants.

For this 12th annual event, we are anticipating approximately 300 cars and motorcycles to be entered for judging. American Bank of Oklahoma, the Presenting Sponsor, will be awarding a trophy and \$250 in cash to the best overall

car as well as the best overall motorcycle. A DJ will be hand to play tunes from the 50s, 60s, and 70s as well as some of the current top tunes.

Approximately 60 vendors will be on-site that day and will be selling everything from gourmet packaged foods to dolls, artwork, jewelry, and even clothing.

Admission is free. This is a family event, so there will be inflatables for the kids in front of Collinsville Pharmacy and the Collinsville Library.

Are you a crafter? Do you have a commercial product that you would like to sell? Contact Mary Risley at the Main Street office (918-371-5530) to get more information and a vendor application.

Come spend the day eyeing these classic and custom built cars, shopping and eating!



Photos from Hogs'n'Hot Rods 2012—Courtesy Ted Wright—Collinsville Newspaper Museum



FRIENDS OF MAIN STREET

Allred Hardware

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Schultheiss Insurance Agency

Three Sisters Kitchen to Go