

April 2008



Main Street Beat

In This Issue

[Pots 'n' Pedals Festival](#)

[Membership Drive](#)

[New Website](#)

[Bridal Show](#)

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Dear Main Street Friends,

Spring is finally here! Main Street Sterling's Pots 'n' Pedals Festival is right around the corner. Be sure to mark May 10 on your calendar and be sure to attend! There will be something fun for everyone in the family.

We appreciate all the feedback we get about our newsletter. There are also printed copies available in the Main Street Office.

Pots 'n' Pedals Festival

May 10, 2008



Main Street Sterling's Annual Pots 'n' Pedals Festival is set for May 10 this year.

We will be partnering with the Sterling Chamber of Commerce this year to bring you more fun and entertainment with the addition of the Broadway Arts & Food Fair to our festival.

Included in this year's festival are the Pedal to the Metal Car Show, city-wide garage sale, pedal-tractor pull for kids, Benton's Greenhouse flower sales, Rotary auction, live music, a historic walking tour, sidewalk chalk contest, and art, craft, and food vendors. Some downtown businesses will be holding sidewalk sales also.

Check out our mystery picture in the Sterling Bulletin each week leading up to the Historic Downtown Walking Tour. See if you can guess where the tour will take you!

We are still taking registrations for the car show and garage sales.

The Pedal to the Metal Car Show will be held at the Northwest corner of Sterling Lake, beginning at 9:00 am. The registration fee is \$15 and can be sent, along with your name, address, description of car, and any special needs to Main Street Sterling. The first 50 entries will receive dash plaques.

The city-wide garage sale will begin at 8:00 am. Interested community members should send \$5, along with your name, address, and a description of items to Main Street Sterling also.

Registrations received by May 1st will be included on the garage sale locator map; late registrations will not be listed.

2008 Membership Drive

Our Board of Directors and Organization Committee are gearing up for our annual membership drive. We want to let all of our 2007 members know how much we appreciate your support. If you are not a member, we hope you will consider becoming one in 2008.

In 2007 alone, Main Street Sterling helped bring in more than \$300,000 to our downtown, which helped to create 10 new jobs. A total of \$28,000 was received from Kansas Main Street in Incentives Without Walls funding, and another \$15,000 is already secured for 2008. The Sterling Services Call Center and Broadway Market opened with the assistance of Main Street Sterling and IWW funding. Please consider your involvement in the revitalization of downtown Sterling as you are contacted during the drive.

Check out our new Website!



Main Street Sterling's website recently got a facelift. Kim Hoffman did a great job redesigning our site.

We will keep it updated with all the downtown happenings and more helpful information. Visit us at www.sterlingks.org.

Bridal Show

**Saturday, April 12
1-4 pm**

Broadway Market Flower Shop invites you to attend this fun event! They will have flowers, caterers, photographers and cakes!

Drawings for prizes as well as answers to all your questions!

Have a great month!

Christi Gilmore

Executive Director
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