

FEBRUARY
2009



Main Street Wausau “The RIVER DISTRICT” Newsletter

FEATURED BUSINESS: CITY GRILL

City Grill has established itself as one of Wausau’s favorite restaurants. This “New American” style venue offers a metropolitan ambience that is relaxed, welcoming and never rushed. General Manager, Renee Haertle and her highly trained staff are focused on providing an exceptional experience that is based on quality, consistency, and outstanding service.

Executive Chef, Joshua Braatz, who joined the restaurant in December, has tremendous passion for his food and a clear, articulate direction for his kitchen. He has fully embraced the “grill” and feels that it offers a great opportunity for creativity. His new menu features time-honored classics with a twist. Of course, great food begins with the best ingredients.

At City Grill, fresh fish is flown in from around the world. Steaks are certified angus and there is always a focus on freshness, all natural ingredients, organics, and locally produced foods. Chef Joshua will be updating the menu seasonally with a continued emphasis on bringing culinary classics to a new age.

City Grill is open for lunch and dinner daily. The bar is open late and serves a variety of martinis, cocktails and delicious wines by the glass. This is the kind of place that greets regulars by name and welcomes newcomers with genuine hospitality. With their combination of great food and attention to detail, City Grill is sure to remain one of Wausau’s best dining experiences.



Pictured: Executive Chef, Joshua Braatz and General Manager, Renee Haertle of City Grill.

CITY GRILL 203 JEFFERSON STREET WAUSAU, WI 715/848-2900

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CONGRATULATIONS



Congratulations to Intermissions Bar for completing for exterior and interior façade renovations.

If you are interested in a façade renovation or a interior renovations please contact the River District Office for more information.

RIVER DISTRICT INFO

426 THIRD STREET,
WAUSAU WI 54403

PHONE: 715/845-1328
FAX: 715/843-0938

Stop in to see us if you have any questions or just to chat!



“UPSTREAM FROM THE ORDINARY”

Organization / Promotion / Design / Economic Restructuring

The Top 20 Things Customers Like about a Retail Establishment

1. Being greeted with a friendliness and sincerity
2. Being addressed by name, not just another account number
3. Quick, courteous and accurate service
4. Having a sales person’s name for contact or personal requests
5. Consistency in service, price, and product for everyone
6. Careful attention to providing a comfortable atmosphere
7. Having accurate signs and prices in plain view
8. Providing really clean restrooms
9. Receiving a full, honest explanation or apology when a problem occurs
10. Having alternatives offered when problems need to be solved
11. Being able to talk with someone in authority
12. Delivering on promises. **Under-promise and over-deliver**—have things ready before it is promised to be done
13. Being open when posted hours say you’re open
14. Having the telephone answered by the 3rd ring
15. Being helped without being put on hold first
16. Timely and accurate filling of mail orders
17. Providing easy exchange policies. Money guarantees with no questions asked
18. Providing several alternatives in paying for goods and services
19. Being thanked for their business and asked to return again
20. Having follow up contact through phone calls or direct mail

Drawing in and Keeping Customers

Everything must go! Have a specific place for your sale items. Customers should be able to easily distinguish sale items from regular merchandise in the store. Placing your sales items towards the back of the store will force customers to walk by the regularly priced merchandise before coming across the sale items, thus increasing the probability for sales of regular merchandise. Clearly mark your sales prices on all your merchandise and on signs that will grab your customers' attention. Storefront signs will also increase traffic flow and let customers know there's a reason to stop in your store, and you might grab new customers who [want to] give you a try and see what you have on sale.

RIVER DISTRICT MEETINGS

February Meeting Dates:

Promotion: February 18th 7:30a.m.

Design: February 3rd 9:00a.m.

Economic Restructuring: February 5th 12p.m.

March Meeting Dates:

Promotion: March 18th 7:30a.m.

Design: March 3rd 9:00a.m.

Economic Restructuring: March 5th 12p.m

**All meetings are held at the Main Street office except for Economic Restructuring, which is at the M&I Bank Conference Room.

Everyone is Welcome to attend River District Meetings. We hope to see you there!

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SPOTLIGHT



Wisconsin Main Street Annual Awards

We are pleased to announce the 19th annual Wisconsin Main Street Wards program will be held in Wausau’s River District Friday, April 24th 2009 at the Jefferson Street Inn.

The 2009 Awards theme is Shooting for the Stars.

Invitations will be sent out in February. Please join the promotions committee if you are interested in helping out.

“UPSTREAM FROM THE ORDINARY”