



Historic Delano News

October 2010

Promoting Delano's past, present & future

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Delano - A Recent History Part 2

"History teaches us the mistakes we are going to make" - Author Unknown

In Part 1, we learned how the businesses and residents of Delano worked together to focus the City's attention on the district and create a revitalization plan. The infrastructure was repaired, the business district was given a face-lift and Delano was re-introduced to the citizens of Wichita.

However, the work didn't stop with drawing up the plan - there was still a lot to accomplish. A large percentage of the population was still not aware of Delano - or had not visited recently. Those who hadn't visited in several years thought of Delano as run down with a high crime rate.

The next step in the revitalization process was to get the word out about the new Delano and to change people's negative perceptions about the district. One of the best ways to do that was to get people to come and experience Delano for themselves by organizing events which would draw large crowds of people to the district.

In 2003 there were still a lot of vacant storefronts in Delano and many of the buildings were in need of repair. This did not help to change people's negative opinions of Delano. Over the next few years the property owners began to fix up their buildings and new businesses started to move in at a rate of about 40 each year.

All of this new business activity created a lot of buzz about Delano, but what was really needed was a promotional campaign. As any advertising person will tell you, what is most important is repetition. Delano needed it's name to appear as often and in as many places as possible.

The best and most cost-effective way to get the name out there is for each business to include a tag line in every ad which says "In historic Delano." It seems like such a small thing, but over time it will really make an impact. Please consider adding the tag line to all of your advertising.

Mark Your Calendars

Final Planning for Ghost Tour

Tuesday, Oct. 5, 2010 - 6:00 PM
Central Plains Novelty
905 W. Douglas

At this meeting we will be finalizing our plans for the Ghost Stories of Historic Delano tour.



Ghost Stories of Historic Delano

Thursday, Oct. 7, 2010
5:00 - 8:00 p.m.



Second Saturday
Shop Douglas. Shop Local.

Saturday, Oct. 9, 2010
10:00 a.m. - 6:00 p.m.

**Delano, Downtown, Old Town &
the Douglas Design District**

Contact us

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Delano Community Farmers' Market

The end of the season for the Farmers' Market is almost here. Overall it's been a pretty good year but there have been a few challenges along the way. Surprisingly, the market was only rained out once, which we are all very thankful for.

The main problem was a lack of enough vendors to fill all of the booths. Another issue was that it wasn't a very good growing season and produce was in short supply. The vendors consistently sold most of what they brought to the market.

Farmers' Market Halloween Event

The final market of 2010 will be on October 27th, and the Delano Community Farmers' Market will have a special Halloween event.

Visitors, especially kids, are encouraged to wear costumes. Make a treat bag at the Backyard Gardeners Co-Op booth, then go "door to door" and visit the market vendors for treats.

Delano - West Douglas Bicycle Parking Plan



A draft of the **Delano - West Douglas Avenue Bicycle Parking Plan** was presented for public comment at the September 21st meeting of the Delano Neighborhood Association. Attendees were asked for their opinions about

priority locations, rack placement and funding.

The feedback that was gathered will be used by the Steering Committee to prepare the final plan. There will be one more opportunity for the public to review the final plan before it goes to the City Council for approval later this year.

We hope to gain approval in December and have the first bike racks installed early in 2011. It is possible that the racks will be installed in stages, with the priority locations being installed first and the rest filled in later. This will depend on rack designs and the availability of funding.



Second Saturday
Shop Douglas. Shop Local.

Saturday, October 9th
Saturday, November 13th
Saturday, December 11th

Wichita Downtown Development Corporation, Delano, Old Town & Douglas Design District have created this recurring event to highlight the shopping districts along Douglas Avenue with a focus on encouraging people to shop local.

Beginning October 9th, and on the 2nd Saturday of each month after, watch for people carrying stylish, reusable canvas shopping bags bearing the 2nd Saturday logo. These savvy shoppers will receive discounts whenever they use the bag at participating 2nd Saturday merchants.

If you are interested in participating, we are now signing businesses up for the next quarter, which will be the 1st quarter (**January-March**) of **2011**. The **deadline to sign up** for the next quarter is **November 24, 2010**. For more information go to <http://www.historicdelano.com/2ndsats>.



Historic Delano Update KCTU TV - Chanel 43

Every other Wednesday, Nancy Lawrence hosts a segment on KCTU's **Your Hour** titled "Historic Delano Update." The program is on during the lunch hour. Nancy's segment is one of several on the program and focuses on news and events that are happening in the district.

Nancy often welcomes guests onto the show to talk about various topics of interest. If you have an upcoming event or other news to share, call Nancy and she will try to work you into the schedule. If you aren't interested in being a guest, she can still get the news out for you.