You can be an active participant and partner in this year's Art on the Ave Festival. I've included information below about the many ways we could work together. It could be as simple as placing an ad in our gorgeous event program which will be inserted into the Weekly Volcano, Northwest Airlifter and Fort Lewis Ranger newspapers and distributed at the festival. Or you could show your support for the arts in Tacoma by sponsoring one of the large scale art installations listed below. There are numerous ways to get involved that would help us to truly showcase all the best things that Tacoma has to offer. Please feel free to forward this information to any local businesses you think may benefit from one of these offers.

Festivals are a fantastic way to connect with your community, show your support for local artists, meet new people and share your brand with thousands. If you want to get in on the action, 6th Avenue Business District's Annual Art on the Ave Festival has some spectacular options to share with you.

You might have noticed our festival growing year after year into the large regional draw that it is now. It is thanks to our generous partners that we have been able to achieve this growth, win awards and provide free entertainment to roughly 20,000 people every year.

Here are a few of the ways you could get involved:

* **Volunteers** - Everything we do is people-powered. If you've got the time, we have some fun jobs for you and your group. Contact volunteers@artontheave.org to sign up.

* **Vendor Applications** - available at www.artontheave.org. Over 100 vendors participated last year and the feedback we received from them was superb. I highly recommend participating as a vendor. This is a great way to showcase your brand and meet new customers. Save money by signing up before the May 15th early bird deadline. Send your vendor related questions to vendors@artontheave.org

* **Prize Donations** - We have a number of games and awards to present during the festival. As we publicize these contests, your business will share in the limelight. Contact Angela.Jossy@Gmail.com for more information.

* **Take out an ad in our event program** - Our event program will be an insert into three local newspapers (Weekly Volcano, Fort Lewis Ranger and NW Airlifter) and distributed at the festival too. Prices range from $200 to $1100. Contact marioslorenz@gmail.com for more information.

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**Scoop on Art on the Ave!** [continued from page 1]

*Promotional Partnership* - We love our cash sponsors but many times the in-kind support can be just as valuable. We’d like to have a conversation with you to discover how we can help each other. Our media outreach power is spectacular this year. Contact Angela.Jossy@Gmail.com to schedule a meeting. We'd like to tell you about all of the exciting festival features you could sponsor.

* Barter with us - Are you a [Saturn Barter Company](mailto:Joshuas@saturnbarter.com) member? We have special offers just for you! Contact Josh Serick ([joshuas@saturnbarter.com](mailto:joshuas@saturnbarter.com)) to find out about onsite, in print and digital marketing options offered by Art on the Ave. You can even pay for your vendor booth with barter credits!

Please let us know if you'd like to be involved and let's talk about how we can maximize exposure for your company in the process.

**The festival takes place this year on Sunday, July 13th 2014.**

**OPERATION EPIC ART INSTALLATIONS**

Few things inspire people as much as well crafted large-scale art piece. They have this way of snapping us out of reality for a moment. Don't you agree? This is something the bigger festivals (like Burning Man, Coachella, Bonnaroo, and etc.) have that Tacoma rarely does. In my work with many of our local festivals I was able to learn why. It wasn't for lack of inspiration or talent. We have an extremely vibrant art scene in Tacoma that is full of talented individuals. The trouble is funding. It actually costs a lot for the supplies and since its rare that someone locally would purchase something this large, there isn't much of a motive for the artist. This year's theme for Art on the Ave Festival is **Operation Epic** and to achieve this epic goal of featuring large scale art installations we would like to partner with companies who are looking for unique ways to share their brand. Our marketing channels are very exciting this year. Not only do our sponsors have the opportunity to interact with over 10,000 people at our event but we will also have a large presence on radio, TV, online and in print which we would love to share with you.

My goal is build Art on the Ave into something that Tacoma can be even more proud of, something that people travel here for every year but in order to do that, we need your help.

We would like to ask you to sponsor one of the art installations below. In return for your sponsorship we can offer you a SIGNIFICANT return on your investment including signage in front of the installation at the festival, as well as opportunities to be featured on our posters, print ads, TV commercials, social media, event signage, websites and more. [For more information about sponsorship benefits, please visit](http://www.artontheave.org/Multipage-Sponsor-Packet1.pdf) (this is a big file intended for print so please be patient while it loads)

Deadline for participation in this project is June 14th.

[continue on page 3]
Scoop on Art on the Ave
[cont. from page 2]
The following artists submitted proposals to us this year. We hope that we can get these funded so that next year we have more that double the number of proposals. Please reply and let us know which of these installations interests you and we can provide you with greater detail.

OPERATION EPIC ART INSTALLATIONS

EPIC PAINT BY NUMBERS
By Erika Rier (SPONSOR AMOUNT $3000)
The Epic Paint by Numbers - mural depicting an epic play scene -- festival visitors help paint.

AEROSOL CAROUSEL
By Tacoma FabLab, David Long, the Fraction (SPONSOR AMOUNT $3000)
The Aerosol Carousel -- a four sided cube of murals, revolving on a stand, created by 4 artists.

UNINTENDED HABITAT
by Jennifer Chin (SPONSOR AMOUNT $3000)
Unintended Habitat -- panels of plexi painted with scenes of underwater life, under the Narrows bridge, hanging from a bridge-like structure.

EPIC PAINT POUR
By Elleen Newton (SPONSOR AMOUNT $3000)
The Epic Paint Pour -- structure of recycled materials, paint is poured on top in layers and colors over the course of the day.

THE THRONE
By James Tucker (SPONSOR AMOUNT $3000)
The Throne -- huge ten foot tall place for sitting -- for visitors to see from, get their picture taken on, etc.

Please visit http://www.artontheave.org/Multipage-Sponsor-Packet1.pdf for list of benefits you will receive at the $3000 level if you sponsor one of the above art projects.

OTHER SPONSORSHIP OPTIONS

1. ONLINE PACKAGE: $350
A "thank you for your support" post which includes your business name plus link to your website posted on:
  6th Ave Twitter (2700)
  AoA Facebook Page: (2374)
  AoA Event Page: (more than 10k invited)

2. PRINT PACKAGE: $600
   6th Ave Newsletter - A "thank you for your support" post which includes your logo (300 printed distribution plus email mailing list of approximately 200 business owners)
   AoA Event Program - Your ad 1/8th size color (distribution over 35,000 inside Weekly Volcano, NW Airlifter and Fort Lewis Ranger plus distributed at the festival at info booth, beer gardens and various featured areas)
   AoA Event Poster - Your logo (600 distributed throughout Pierce County)

3. ONSITE PACKAGE A: $1000
   Art on the Ave attendance is estimated to be between 10 and 20 thousand people annually.
   Your own banner (supplied by you) on display on stage, big tent or carnival fence
   Your logo on our signage for a festival feature (such as Cirque du Tacoma Big Top Stage, Carnival, Beer Tasting Lounge, Art Installation, etc)
   Vendor booth (Bring your own tent, table, etc)
   Event program listing mentions sponsoring business of festival feature
   Event program lists business name on the map with location of booth

4. ONSITE PACKAGE B: $500
   Non-artist Vendor Booth (Bring your own tent, table, etc)
   Event program lists business name on the map with location of booth
   Festival smartphone app listing

For mixed packages containing items of print, onsite and online, see our full sponsorship brochure: http://www.artontheave.org/Multipage-Sponsor-Packet1.pdf.

Thank you for reading this and please get in touch with me if you have any sponsorship questions or general questions about the festival.

Angela.Jossy@Gmail.com

[continued on page 4]
**Scoop on Art on the Ave**  
[continued from page 3]

**Vendor Questions:** Cathy Marcotte vendors@artonthave.org

**Volunteer Questions:** Morgan Grimes volunteers@artonthave.org

**Advertising Questions:** Mario Lorenz: marioslorenz@gmail.com

**Art Installation Questions:** Jennifer Weddermann jennifer@weddermann.com

**Entertainment Questions:** Daniel Rankin danno@jazzbones.com

**Email:** Angela.Jossy@Gmail.com

Art on the Ave Director

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**Tacoma Games**

*By Angie L.*

3001B 6th Ave. Tacoma WA 98406  
253-301-2137

Open Wed-Thur Noon to 8, Fri-Sat Noon to 9, Sun Noon to 5, Closed Mon-Tues

10% Discounts for Military and Teachers; Schools’ Purchase Orders up to 35% Discount

[facebook.com/TacomaGames](http://facebook.com/TacomaGames)
twitter, instagram, 4 Square, Yelp

Website [www.liketacomagames.com](http://www.liketacomagames.com)


“*To provide a fun and friendly environment and meeting place for Tacoma’s Gaming Community*”

Carl and Lorien Hess are the owners of Tacoma Games and as might be expected, they are avid gamers. They opened their bright yellow store located behind Subway in December 2013, so they have been On the Ave for 6 months this month, and in that short time they have become a gathering place for casual to hard core gamers: card games, board games, or role-playing games. They have no typical customers; gamers come in all types: men, women, families, couples, high school and college students, military, and even pre-schoolers.

Tacoma Games hosts Family Game Nights, school groups (Tacoma Public Schools is using board and card games for educator team building), Gaming Events, and Birthday Parties (for kids and adults). They are busy most every night with specialty events: D&D Next on Wednesdays, Open Board Gaming on Thursdays, Friday Night Magic Booster Drafts, and other tournaments on Saturdays and Sundays.

Carl and Lorien feel it is important to help people find the games that are right for them. They are never too busy to talk to their customers and are more than willing to demo games. At any time you may find a table full of eager faces sitting at a table while Carl explains the game and walks them through the steps.

Tacoma Games has a widely varied inventory, but they do take special orders. They also buy used board games, card games, and RPGs for store credit. They support local charities and have Valhalla Coffee and Mad Hat Tea brewing on their counter. They have sporadic sales throughout the year, and they support Small Business Saturday (making it easy for you to find the perfect gift for your friends and family).

Lorien and Carl love the local community and their easy, gregarious nature is reflected in their game store, which allows them to make new friends, not just customers.
As demand for her ice cream grew, Layla continued experimenting. She has paired her ice cream with beer at Pint Defiance (don’t knock it, beer floats are as tasty as rootbeer floats), has added more farmers markets (Broadway on Thursday and Proctor on Saturday), has been across the Narrows to appear at Gig Harbor market, and her cart is no stranger to parties and events. Rumor has it that Ice Cream Social is in talks with The Red Hot for more beer float events.

Layla had been actively looking for a spot for a storefront for a while, and when the 6th Avenue spot opened, she grabbed it. Her family loves the neighborhood; it reminds them of the bustling Seattle neighborhoods where they have lived. The store will allow Layla to offer more flavors (plans are for as many as twelve), sundaes, and hand-rolled cones, as well as variations such as ice cream sandwiches or pie and ice cream pairings. Ice cream will also be available for purchase by the pint in packages.

The Scoop Shop will have seating at tables and a bar at the front window. Layla is still in construction, but says the storefront will be mostly white with pops of her signature colors (green, pink, and yellow). She will have a few new hires as well, as she will need four to six scoopers.

Ice Cream Social will have a presence for Art on the Ave with a brand new store and Layla will likely have staff handing out samples and coupons on the street as well. This summer there is no excuse not to visit 6th Avenue because Layla will have us all screaming for her ice cream.

**Southern Exposure**

*By Angie L.*

2715 6th Avenue, Tacoma WA 98406 | **253-272-2514**

Open: Tues-Fri 11:00 to 7:00, Saturday 11:00 to 9:00

Closed Sunday-Monday

[facebook.com/southernexposurerestaurant](http://facebook.com/southernexposurerestaurant)

[ southernon6th.com](http://southernon6th.com)

Yelp, Urban Spoon

“**Authentic Southern Cuisine with a Caribbean Flair**”

Angela Hernandez and Gloria Gentry found the perfect spot on 6th Avenue to set up their new restaurant venture way back in September of 2013 when they moved into the newly vacated spot right next door to Marrow. They [continued on page 6]
Southern Exposure [continued from page 5]
remodeled, re-decorated, applied for permits, and tantalized passers-by with their beautiful antiques, ethereal photos, and perfectly set tables laden with linens and silver. Many of us left nose-prints on their windows as we watched the progress and waited patiently for the opening. What the nose-print-leavers didn’t see was the behind the scenes activity.

Their perfect venue under the Carolina Blue Awning demanded a lot of work. Because Angela and Gloria wanted to feature fresh foods bought from farmers markets and local businesses, they had to basically build a new kitchen and make accommodations for the upstairs apartments. That took time, and permits, and approvals, and waiting. But, the wait is over. They opened about 3 weeks ago and have been getting rave reviews since.

Although the atmosphere is quite elegant, the menu features an ever-changing “feature of the day,” and relaxed, homey foods reminiscent of Sunday dinners in Southern dining rooms. The staff is friendly and personable and makes the diners comfortable. Their customers could come in jeans for lunch, go home and change into suits or little black dresses for dinner and feel right at home. Sweet tea and Perrier are offered along with soft drinks, and a wine list is coming soon.

Officially, the restaurant is closed on Sundays and Mondays, but Angela is currently reserving Sundays for special engagements and parties, and she envisions Mondays as a Monday Morning Meeting venue for area businesses.

Angela learned her cooking skills from her husband’s Puerto Rican grandmother, and she learned her lessons well. This is the perfect restaurant for a business meeting, informal luncheon, or elegant supper. And it’s finally open for business!

Tacoma iPhone Repair  By Angie L.
2301 6th Avenue Tacoma WA 98403 (Corner of 6th and Trafton)

Hours: Mon-Fri 10-7 Sat 12-6
Facebook: https://www.facebook.com/TacomaiPhoneRepair
Website: http://www.tacomaiphonerepair.com

Owner’s Name: Steven Spink

Mission Statement/Purpose: Here at Tacoma iPhone Repair our mission is to provide affordable, quality, and professional repairs for your Apple or Samsung devices. We have been dedicated to providing excellent customer service as well as speedy repairs, without sacrificing quality. We also offer a calm, comfortable environment if you choose to sit and wait for your device to be fixed.

Typical Customer/Clientele: If you happen to have an accident with your Apple or Samsung device, our typical customer would be anybody looking to save time, money, and avoid the hassle of dealing with corporate carrier stores. We also provide new, used, and refurbished devices, as well as prepaid airtime for those not looking to sign or re-sign a two year contract in order to own a smartphone and be capable of roaming the web on the go.

Amount of time on 6th Avenue (New store? Recent move? Remodel?): Tacoma iPhone Repair has been open 9 months now, since September 2013. This is actually our second location, with our original store located in Olympia since October 2010.

Type of business offerings: We specialize in apple device repairs (iPhones, iPod Touch, and iPads) but we are now also servicing the Samsung Galaxy line of phones and tablets. We also Buy-Sell-Trade mobile devices, provide Pre-Paid Airtime, Device protection, customization, and [continued on page 7]
Tacoma iPhone Repair [continued from page 6]

When Tacoma iPhone Repair works on a device...

Data and personal information is not lost from the device.

Most repairs can be completed within an hour or while you wait.

The customer is aware of the repairs needed and has an opportunity to discuss alternatives.

We keep a record of device repairs so both parties have access to the history of the device.

We offer a 90 day limited warranty on all repair services covering parts replaced and technician workmanship.

You have the opportunity to support a family owned and operated local business that strives to succeed and contribute to the success of others in today’s economy.

Why 6th Ave? Being on 6th Ave gives a business that feeling, and ability to be a part of the neighborhood. There is a high level of energy and positivity buzzing on the Ave. Not only is there a decent amount of street traffic and visibility, but also a large amount of foot traffic and friendly neighborhood faces all around you. Best of all 6th Ave has an actual personality, unlike anything you would normally find at your usual strip mall or business complex. Great food, friendly people, and personality. What more could you ask for when trying to choose a location for your young thriving company?

Another exciting addition to the Sixth Avenue Business District is now open at 3010 Sixth Avenue.

See Mike Brown’s story on page 10.

A Report on Revitalize WA (Mainstreet) Conference May 6-8, 2014 Wenatchee, WA.

By Frances Lorenz

Mario and I had the good fortune to be selected as delegates to the Revitalize WA Main Street Conference in Wenatchee, WA which was sponsored by the WA Trust for Historic Preservation, the WA State Main Street Program, and the Department of Archeological Historical Preservation.

We attended the pre-conference workshop Main Street 101 presented by Kathy LaPlante of the National Mainstreet organization. She reported on the most successful Main Street programs nationally. Mainstreet is regarded as a proven model of success.

Why is Main Street important?

It contributes to the community’s economic health; it creates partnerships between private and public sectors; it increases quality of life; it develops community pride and a sense of history.

The first key principle is:

If the core of a business district looks bad, the whole district looks tacky and unattractive.

Wenatchee’s core is 2-3 blocks long and is on a highway. Fifteen years ago Wenatchee was a hodge podge. Today with its Main Street Program, it is vibrant and fun, a true attraction. It is thriving economically.

The second key principle is:

Support local businesses!

It’s important to support local businesses. Of a dollar spent by local businesses, 75c re-circulates. Contrast that with the big chains which only re-circulate 15c on the dollar in the local community.

The third key principle is:

Your local city government should be a major player in your business district.

The City of Tacoma chose for its 15 business districts the acclaimed Main Street Model because business districts are a lot like small villages and towns. The teams that work effectively in small towns can also be effective in business districts.

Many ideas from national main street programs were [continued on page 8]
Main Street Conference  [continued from page 7]  

shared. (We have a handout outlining all of them.) It is about capitalizing on the unique aspects of your business district or town.

For example, after the film *The Titanic* came out in 1996 because the main character played by Leonardo di Caprio said he was from Chippewa Falls, Wisconsin, the town of Chippewa Falls created a Leonardo di Caprio look-alike contest. It was a fun event that drew thousands to the town.

It’s important to make the town or business district attractive with façade improvements, signage, lighting and landscaping. An example was shared from Telluride, Colorado in which the town identified the good, the bad, and the ugly, then prioritized design needs and initiated major maintenance and repairs.

In Meredith, New Hampshire, the town initiated an “Extreme Business Makeover” program that happens once every three years. Volunteer laborers and companies donate time and materials to create a total makeover of a run-down business. In this case, it was a Chinese restaurant that received a $ 100,000 makeover through donations of time, talent and treasure from the town.

I learned a new term at the conference. We all know the value of using demographics in marketing, but what about **psychographics**? Demographics is the profile of who buys your products and services—their age and income levels. Psychographics is why they buy or why they choose your services. The focus is on psychology, lifestyle, and behaviors. It’s about where people go on vacation, their hobbies, interests, values and internal attitudes. What makes your customer happy? That’s within the purview of psychographics.

The keynote speaker for the conference was Chuck Wolfe. He is a lawyer and photographer whose hobby is urbanism. He spoke about “Urbanism Without Effort.” He led with a slide from Portugal of school children on a walking tour in an urban area. They were all wearing orange hats. In that way, even if a student got slightly separated from the group, he or she was clearly visible. It was a nice way of creating a safe walk through an urban area for school children.

Wolfe said that the best Main Street urban area models are:

- Compact
- Walkable, sittable
- Safe
- Bikeable
- Live-work proximity
- Honor the environment/ are carbon neutral
- Affordable
- Follow the 400 meter rule (437 yards)—around the world it is 800 meters.
- Even though the Core of Main Street may seem small, creating perfection around one core area leads to successful developments further away from the Core.

In Wenatchee, there is a Core Main Street, but it has led to the development of Pybus Market about a mile from the core which has fruits, vegetables and local artisans and Wenatchee now claims to have the World’s Largest Farmer’s Market.

Chuck Wolfe noted the impact of the Seahawk’s Parade which was a one-time event that crystallized the use of urban spaces in Seattle. He also spoke of Frances Mayes’ movie *Under the Tuscan Sun* and her new movie, “The Genius of A Place” in which Frances Mayes documents how she noticed a town in Tuscany changing for the worse and initiated changes that retrieved the area’s history, artisans, and character.

On a tour of downtown spaces in Wenatchee, we met the owner of a downtown Pilates studio who wanted tolive and work downtown. Her studio is there, and now she and her family live there and walk to the local downtown grocery store and schools and other shops. She is trying to be free of the automobile. We also met Lauren Turner and her husband who bought a building that occupies two blocks in downtown Wenatchee. He works with fledgling businesses and gives them breaks in rent until they can expand up to the market rate. He is driven by service to the community, not greed. This stepping up in the community was emulated by so many business leaders we met in Wenatchee. They have clearly transformed their town with their vision, commitment and economic investment in the Main Street Model.  
[continued on page 9]
Main Street Conference [continued from page 8]

Finally as far as the Mainstreet Model goes, I came up with an acronym. It’s COOL.

C - Creative—it’s got a Design Team that thinks about beauty and good design and how to make storefronts inviting within a business district.

O - Organized—it’s got an Organization Team that looks at fundraising and membership.

O - Opulent—it’s got economic restructuring and a commitment to thrive, with an intention to fill the empty open spots along the Main Street so that the core can continue to be vibrant and successful.

L - Loved—it demonstrates love through its Promotions Team. It creates new slogans and promotions that continue to show its love for its businesses and people.

It provides love and support for its leaders, for the individuals who step up to make a difference.

All of our business districts have the potential to become COOL.

The last principle I took away from this Conference was:

You either make things happen, or let things happen.

That’s a slight variation on the slogan, “If you don’t know where you are going, anyone else’s road will take you there.”

I think we can make things happen in the Cross District.

Thanks for the opportunity to attend the Revitalization Conference.

The Crack in Arrakis

The melange of life on either side of 6th Avenue, from Valhalla to Bluebeard and beyond, is testimony enough to the characteristic variety of life original to Tacoma and distinct to the environs of the South Puget Sound.

Soon coming days the differences that set us apart will become the unifying elements that bring us together. Similar-minded neighbors all over the South Puget Sound will be invited to experience with us the ways of life we share in common across our local communities, and we will perceive with one another the spirit of our own originality.

So let us ring -’Ring the bells that still can ring. Forget your perfect offering. There is a crack, a crack in everything - that's how the light gets in. ’

- Lox
(Quote by Leonard Cohen)

Outlaw Gang at Large in SABD

Watch out for this gang known to be at large in the Sixth Avenue District. This surveillance photo caught them preparing to steal trash from the streets on District Cleanup Day, May 24.

They have been identified as (l to r) Mario Lorenz, Dave Parker, Rachael Kragelund.

Officials believe they are neither armed nor dangerous.

We want to Publish Your News, Too!

Let us know about your special events, promotional successes, whatever, by the first of each month. Contact Mario Lorenz.

Circulation: to District businesses and community friends.
The first moment when you begin to ride, you are free!
Everyone has the same reaction. It’s happiness!

*Interview with Mike Brown, owner of Tacoma Bike at 3010 6th Ave April 25, 2014. By Mario Lorenz.*

Mike Brown opened the 5,000 square feet Tacoma Bike store on May 1, 2014. It is elegant, classy, and eclectic and fits well into Sixth Ave, which Mike says is the center of the universe. “Sixth Avenue is hipper than other neighborhoods I have been in, although I loved the store in the Dome District and the one in Proctor. But I own this dirt, and that is the realized difference. We made the farm bet, and this is where I want to be. I put my money where my soul is.”

Mike has been devoted to the bicycle retail business since 1983 when he was an independent sales representative in Oak Harbor, Washington. From 1983 to 2009 he worked for several wholesalers in the bike business, then started his own bike business on Puyallup Avenue in 2008. When the lease came up for renewal, Mike decided he wanted to own his own building and discovered a site for sale at 3010 Sixth Avenue. After months of negotiations, he closed in January and spent several months getting the store ready to open.

He says his biggest challenge was doing the work himself. Fortunately, with a little help from his friends, he was able to complete the remodel of the space. He happily points out that everything in the building was purchased from local independent merchants: lighting from United Lamp in the McKinley district, interior design colors from Scott Nestie in Proctor, lumber from Gray Lumber on 6th Avenue, and hardware from McClendon’s.

Mike’s love of wood inspired him to retain the authentic nature of the building. He stripped the beams in the ceiling to preserve the natural look. He insulated the ceilings to give depth and quiet to the place. The building was originally constructed in 1950, and it opened as a floor covering business. Prosser Piano was here, then an art gallery, Cork Wine Bar, and later a hookah lounge.

No one could have imagined that Mike’s first bike given to him at age 6 would lead to a forty year love affair with bicycles. Today he has about 200 bikes in the store and sells to everyone. His personal bike was built by a friend from California named Brad Steelman. Steelman’s bikes begin at five grand and are the Picassos of the bike industry.

Though the helmets have changed, the basics of bikes have remained pretty constant. A forty year old Peugeot positioned next to a modern bike would not stand out as that different. The handlebars are alike, the saddle is the same, the seats are similar, and the wheels are the same size. The only difference is that many modern bikes are built from carbon. Carbon bikes are light, strong, and weigh about 18 pounds compared to a 25 pound Peugeot relic.

“Bikes will be around forever. They are a lifestyle. It’s a big thrill to learn to ride a bike. You have the sense of freedom. Then you experience happiness. My circle of friends and my life and my vacations are based on my bicycle adventures, either domestic or foreign, and my pastime is enjoying the freedom of a bicycle. You see more things. You see, smell, feel, and hear your neighborhood. “Freedom and happiness are powerful motivators to choose bicycles.”

Mike’s wife Deb is a teacher at Annie Wright, and she has been teaching there for 15+ years. Mike says her patience with small children earns her the halo above her head. Their daughter, Gwen, is now in college and works in the store part-time. Deb did quite a bit of the detailing and painting of the store.

Banners around the city declared May as bike month, but Mike thinks it should be July. “In Tacoma there may be four good biking days in May, and the rest of the time it’s pouring down rain. Someone at a national level declared it should be bike month, and so Tacoma had to go along with it.”

Mike’s vision for the store is clear: “I want the roughness of the bicycle community and the elegance of the bicycle community to find common ground. 6th Avenue is the perfect neighborhood and business district for this. It’s got street life and night life. It’s got personalities, and it’s flat as a pancake.”

Tacoma Bike is a perfect fit! The 6th Avenue Business district could not be happier.
2013 Members

- 6th Avenue Photography, Vanessa Vancuren, 253-503-7611, 2506 Sixth Avenue
- A+ Driving School, Martin and Linda Konsgli, 253-272-5869, 2703 Sixth Avenue
- Advanced Chiropractic, James and Dana Fletcher, 253-906-3663
- Annette B, Doreen Jensen, Boris Kogan, 253-761-0984, 2711 Sixth Avenue
- Asado, John Xitco, 253-272-7770, 2810 Sixth Avenue
- Bluebeard Coffee Roasters, Kevin McGlocklin, 253-272-5600, 2201 Sixth Avenue
- Blush Beauty & Organic Spa, Lilah Pearson, 253-302-5904
- Bronage Tanning, Lynsey Joudheh, 253-759-3444, 3518 Sixth Avenue, Suite 102
- Marlene Carroll, Tacoma Weekly, 253-922-5317, 151 So. 46th St.
- Casual Comfort, Amy Byrn, 3019 Sixth Ave Ste A, 253-302-4648
- City Central Church, Jennifer Hollins, 253-404-0177, 2520 Sixth Avenue
- Commencement Bay Veterinarian, Dr. Karen Comer, 253-475-5301, 3511 Sixth Avenue
- Commencement Financial, Troy Sapp CPP, 253-820-6432, 614 So. Oakes St.
- Connect Realty, Christopher List, 253-219-3041, 3407 So. 7th St.
- Constellation Art Gallery, Stella Maris Vera, Therese Tucker, 253-625-7107, 3013 Sixth Avenue Ste B
- Crown Bar, Jacqueline Platner, 253-272-4177, 2705 Sixth Avenue
- Dirty Oscar’s Annex, Jake Barth, 253-572-0588, 2309 Sixth Ave
- Edward Jones Investments, 759-4136, 3813 Sixth Ave
- Engine House #9, John Xitco, 272-3435, 611 No. Pine
- Farley’s Flowers, Alton Larson, 253-627-7161, 1620 Sixth Avenue
- Farelli’s Wood Fire Pizza, 759-1999, 3518 Sixth Avenue
- Fediy, Nick, 360-507-7001, PO Box 3336, Lacey WA 98509
- Forward, Inc.,
- Gateway to India, C.J. Singh, 552-5022, 2603 Sixth Avenue
- Grateful Goods, Tracy Saxton
- Gray Lumber Co., Steve Gray, 752-7000, 3806 Sixth Ave
- Marta Gronlund, 248-4828, 614 So. Oakes St.
- High Maintenance Spa, Su & Ehrin
- Ice Cream Social, Layla Isaac
- Il Amore’, Art Britton, Linda Greer
- Jason Lee Middle School, Kelli Johnson, 253-383-8725, 602 No. Sprague Ave.
- Jazzbones, Daniel Rankin, 253-396-9169, 2803 Sixth Avenue
- Laughter Masters, Mario Lorenz, 816 So. L St., 253-272-6622
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- Legendary Doughnuts, Shannon Patton,
- Lizz Mayz Furniture, Jennifer Gintz
- Michele Malec, 272-6336, 710 So. Fife St.
- Mandelin’s Consignment, Rachael Kragelund, 253-301-3383, 2714 Sixth Avenue
- Masa, John Xitco, 253-254-0560, 2811 Sixth Avenue
- Medi’s, 2710 Sixth Avenue
- Minuteman Press, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- O’Malley’s Irish Pub, Pat Mawhinney, 627-9403, 2403 Sixth Ave
- Pop’s Liquor Store, 2805 Sixth Avenue
- Primo Grill, Jacqueline Platner, 253-383-7000, 601 So. Pine St.
- Retrospect, Emily & James Jenkins, 253-327-1399, 2709 Sixth Avenue
- Sandhana-Karana Yoga, Pamela Higley, 253-254-6167, 3014 Sixth Avenue
- Six Olives, Eve Adams, 272-5574, 2708 Sixth Ave
- Sixth Avenue Farmers Market, Jamie, 253-272-7077, P.O. Box 707, Tacoma 98401
- Starbucks, Janelle Graciano, 253-572-9525, 601 So. Pine Ste 100
- Starbucks, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue
- Studio 6 Ballroom, Wes Rogers, Natasha Thayer, 253-905-5301, 2608 Sixth Avenue
- Tacoma Custom Jewelers, Dan & Shelly Smith, 253-572-5080, 2003 3rd Avenue
- TAPCO Credit Union, Bethany Neiman, 253-565-9895, 2502 8th Avenue
- The Travel Company, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor Ste 153
- Ubiquitous Journey, Robyn Liss, 253-572-2550
- Urban Alchemy, Stella Maris Vera
- Wild Orchid, Lin Po An, 627-5889, 2603 Oliver Ave
- John Xitco, 253-272-7770, 2810 Sixth Avenue
- Kelli Johnson/Mary Boone, 253-383-8725, 602 No. Fife St.
- Lakmal Marasinghe, 253-212-1492, 606 So. Pine St. Suite 201
- Lin Po An, 627-5889, 2603 Oliver Ave
- Mike Sandford, 206-290-5765, 2301 Pacific Avenue
- City of Destiny Float, Marca Ouida, 253-792-9735, 406 E.
- Commencement Bay Animal Hospital, Dr. Karen Comer, 253-475-5301, 3511 Sixth Avenue
- Connect Realty, Christopher List, 253-219-3041, 3407 So.
- Constellation Art Gallery, Stella Maris Vera, Therese Tucker, 253-625-7107, 3013 Sixth Avenue Ste B
- Creatively Unique Gifts, Joan Johnson, 253-383-4438, 3009 Sixth Avenue
- Epworth LeSourd United Methodist Church, Dave Parker, 253-370-6208, 710 So. Anderson St.
- Fediy, Nick, Nick Fediy, P.O. Box 3336, 360-507-7001, Lacey WA 98509
- Gateway to India, C. J. Singh, 253-552-5022, 2603 Sixth Avenue
- Gray Law Firm, The, Judson Gray, 253-759-1141, 4142
- Sixth Avenue
- Gray Lumber Co., Steve Gray, 253-752-7000, 3800 Sixth Avenue
- H & R Block, Julie Lomas, Ron Pinckney, Bert McKinney, 253-383-5603, 360-265-2010, 2411 Sixth Avenue
- Half Pint, Jos North, 253-272-2531, 2710 Sixth Avenue
- Health Connection, The, Jenny Schwartz, 253-396-1000, 601 So. Pine St. Suite 201
- Jason Lee Middle School, Kelli Johnston/Mary Boone, 253-571-7755, 602 No. Sprague Ave.
- Jazzbones, Daniel Rankin, 253-396-9169, 2803 Sixth Avenue
- Jon’s Barber Shop, Jon Tryfon, 253-752-5132, 3825 1/2 Sixth Avenue
- Just Loving Care Farm, Jeff & Lisa Breiner, 253-441-8811, 843 So. Pine St.

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2014 MEMBERS [continued from page 11]

- Kathleen Creso, 253-537-7565, 160151- 6th Ave So., Spanaway 98387
- Laughing Masters, Mario Lorenz, 816 So. L St., 253-272-6622
- Laundry Mart, Rose Mathes, 5401 Sixth Avenue, 253-752-6100
- Law Offices of Terry E. Lumsden, Terry Lumsden, 253-537-4434, 3517 Sixth Avenue, Suite 200
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- Mandelin’s Consignment, Rachael Kragelund, 253-301-3383, 2714 Sixth Avenue
- Marta Gronlund, 253-448-8282, 614 So. Oakes St.
- Michele Malec, 253-272-6336, 710 So. Fife St.
- Minuteman Press, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- MSM Deli, Mike Mohamed, 253-272-4814, 2220 Sixth Ave.
- Mt. Tahoma Seventh Day Adventist Church, Pastor Kevin Rogers, 253-572-6470, 615 No. Sprague Ave.
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- O’Malley’s Irish Pub, Pat Mawhinney, Richard Jenning, 253-627-9403 2403 Sixth Ave COMMUNITY MEMBER
- Paul Reilly ND, 253-752-4544, 3620 Sixth Avenue
- Pierce County Community Newspaper Group, John Weimer, 253-922-5317, 2588 Pacific Highway Ea., Fife WA 98424
- Primo Grill, Jacqueline Platner, 253-383-7000, 601 So. Pine Street
- Retrospect, Julie Bennett, 253-327-1399, 2709 Sixth Avenue
- Rogge Law Offices P.S. Inc., Theodore C. Rogge, Gayle Doiron, 253-272-0503, 253-219-3797, 3211 Sixth Avenue
- Satori, Diamond Sanger, 253-272-0910, 2503 Sixth Avenue
- Seabury School, Sandy Wollum, 253-952-3111, 1801 NE 53rd St.
- Southern Exposure, Gloria Gentry, Angela Hernandez, 253-272-2514, 2715 Sixth Avenue
- Starbucks, Janelle Graciano, 253-572-9525, 615 So. Pine Ste 100
- Starbucks, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue
- South Sound Pano, Dan McCormack, Angie Lokotz, 253-227-6061, 704 No. Warner St.
- Suton-McCann & Co., PS, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2
- Tacoma Custom Jewelers, Dan Smith, 253-572-0508, 3013 Sixth Avenue, Suite A
- Tacoma Food Co-op, Vickie, 253-627-3344, 3002 Sixth Avenue
- Tacoma Bike, Mike Brown, 3010 Sixth Avenue
- Tacoma Frame Makers, Kim Weiser, 253-564-2320, 3013 Sixth Avenue, Suite C
- Tacoma Games, Loren Hess, 253-301-2137, 3001 B Sixth Avenue
- Tandem Gear, Dmitry Mikheyev, 253-301-3026, 3019 Sixth Avenue, Suite B
- TAPCO Credit Union, Elizabeth Stewart, 253-565-9895, 2802 Sixth Avenue
- The Hippie House, Justin Stieglitz and Sintha, 253-267-9846, 3109 Sixth Avenue
- The Travel Company, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor Ste 153
- Turntable Treasures/House of Records, Peter W. Vanrosendaal, 253-272-9229, 608 No. Prospect
- University of Puget Sound, John Hickey, 1500 No. Warner #1027, 253-879-3203
- Vabor Café, Chris & Andrea Hendricks, 253-302-4985, 2602 Sixth Avenue
- Vapor Works LLC, Kevin Mitchell, 253-448-2625, 6409 Sixth Avenue Suite 15
- Vantive, Mark Davis, 253-677-5170, 411 No. G St.

District Manager’s Report

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- soon • Rumor has it that the Photography Studio/Posh homes is soon to have a tenant. • Primo Grill is moving • The Gateway project is to be up and running soon. • The House of Tattoo has moved over • The Driving School has moved into the Doggie Day Care • There have been no shootings on the Ave for over a month. • The safety Committee is continuing to meet and welcomes interested parties. • The newsletter is going strong and looking to expand its parameters. • Holiday Lights and decoration committee was delayed due to good weather • Sixth Ave Brochure is on its way as soon as we can connect with some of the original art work for the logo - A new idea for promotion is being born. In an effort that expands the district and is more inclusive SABD has a new office at the John L Scott Building at 4424 6th Ave Suite 1, Tacoma, WA 98406 (2nd Floor) This is where the next membership meeting will be held. • Did I mention that Art on the Ave is July 13th 2014. There is one open seat on the board. The year looks good and the district is continuing to grow and memberships are still being sought and are greatly appreciated. In unity all things are possible.

In Love and Service,
Mario Lorenz
6th Ave District Manager