



# Historic Delano News

## November 2010

**Promoting Delano's past, present & future**

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### Delano - A Recent History Part 3

*"How can you know where you are going if you don't know where you have been" - Author Unknown*

In Part 1, we explained how the businesses and residents of Delano worked together to create a revitalization plan.

In Part 2, we talked about name recognition and how to increase it by including Delano in a tag line in advertising. We also mentioned the need to change a few negative perceptions that some people hold about (the old) Delano.

A large part of the revitalization planning process included identifying Delano's strengths and weaknesses. Delano has a rich and colorful history - starting with it's days as a rough and rowdy cowtown at the end of the Chisholm Trail, continuing through the beginnings of the airplane industry and on to today. What Delano is missing is an identity.

Delano's identity was lost after it was annexed by Wichita - primarily to stop it's reputation as a rowdy, lawless place. Delano became "West Wichita" - just another part of the quickly growing City of Wichita - and it's rowdy history was forgotten. When the revitalization plan was created, only people from older generations had heard of Delano.

Now that there is a plan in place and Delano has some name recognition it is time to develop an identity which can be used for marketing the district. There has been some discussion about this over the past few years, but Delano is a lot of different things to different people.

To some, Delano is a Traditional Neighborhood with large Victorian houses, mature trees and a little business district. To others it is a funky little shopping district with interesting architecture. Visitors are always excited to be standing on the Chisholm Trail and hear about Delano's colorful past.

The challenge will be in developing an image which will encompass as many of Delano's facets as possible.

### Mark Your Calendars

#### *Christmas & St. Pat's Parades*

**Tuesday, Nov. 9, 2010 - 6:00 PM**  
**Central Plains Novelty • 905 W. Douglas**

At this meeting we will be finalizing our plans for the Christmas Parade on December 4th. We will also discuss how the new ordinances might affect the St. Patrick's Parade.

#### *Holiday Decorations*

We would like to encourage everyone to get their holiday decorations up as soon as possible after Thanksgiving, and certainly *before the Christmas Parade on December 4th.* We will be judging the *Holiday Decor Contest* after sundown the day of the parade.



#### *Second Saturday* *Shop Douglas. Shop Local.*

**Saturday, Nov. 13, 2010**  
**10:00 a.m. - 6:00 p.m.**

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

### Contact us

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## Ghost Stories of Historic Delano

The Ghost Tour was great! The weather was beautiful to be out walking in the early evening. Eager tourists started lining up over 30 minutes before the event was scheduled to start. Based on the number of brochures that were handed out, we estimate that somewhere between 600 - 800 people came out for the tour.

There were 10 stops on the tour this year, but a few of them were not open for the public to go in. **Amira's Dance Productions** provided ghostly guides at these locations. Thank you to all of the dancers who came out to help with this event.

### Questionable Future for Events in Delano

Due to changes in City ordinances that will take effect in January of 2011, it will become much more expensive to put on a parade or other type of public event. Not only have permit fees gone up, there are also new requirements for security.

In the past, we have relied on donations to help cover the costs of our events. More recently we have established an entry fee for the parades but still income barely covers the modest expenses.

Under the new ordinance, the cost of putting on one of our parades will be around \$3,000.00. Larger events would cost even more.

It would be a shame if the parades and the other events were no longer held. For several years they have been part of Delano's identity and they have brought thousands of people to the district.

We want these events to stay free to the public, so the only apparent answer is to find sponsors for each event. We will be attempting to do that.

The 2011 parades we will need sponsors for are:

- **St. Patrick's Parade - March 12, 2011**
- **Christmas Parade - December 3, 2011**

If you would like to be (or know of) a sponsor, please call **Nancy @ 640-2453**.

## Christmas Parade in Historic Delano

We have been busy preparing for the 2nd Annual **Christmas Parade in Historic Delano**. The Parade will be on **Saturday, December 4th** and will begin at **High Noon**.

This year's route will be from the clock tower at Sycamore west along Douglas Ave. to Walnut St. The route is a little shorter, but the parade will be just as long as last year and the crowds will be even bigger (if the weather cooperates).

We are now accepting entries for the parade. You may download an entry form or enter online at

<http://www.historicdelano.com/Christmas>.



***(There is a \$10 entry fee to be in the parade.)***



### Second Saturday

The next **Second Saturday** shopping promotion is **Saturday, November 13th**.



This will be the 2nd month in the current quarter and we are starting to prepare for the 1st quarter of 2011. We are now signing up merchants who wish to participate in the promotion.

The cost to participate is only **\$60 for 3 months**, the next quarter will be **January - March 2011**. More information & a sign-up sheet will be in the next **Delano Business Connection** envelope or call **Jim @ 706-6283**.

The **deadline to sign up** for the 1st quarter 2011 promotion is **Wednesday, November 24, 2010**.