You're probably enjoyed a food or beverage cart at an event, but have you tried to get event merchandise in exchange for the cost of the event? A new mobile screen printing cart is thanks to the Downtown Enhancement Grant and Ambiente Ink. Not sure why this is exciting for Eau Claire community or even taking about? Allow us to elaborate.

Ambiente Ink, a local print shop that does so much more, has stocked their anything but mobile screen printing equipment to several events in the Chippewa Valley over the years. Not only did the few screen printing add a cool spot color to the logo, but those buying the merch also got a mini education lesson and glimpse into how a local business worked. They expected this event to be rewarding for Ambiente, however they were hoping to turn down events that were doomed or small in size because of the significant time and personal commitment it took to lug their mammoth screen printing set up around. They wanted to do something to fix the situation, but their make day to day work took priority.

As many businesses have had to do this year, Ambiente invited some ideas that were previously shelved and decided that the Downtown Enhancement Grant might be able to help make a more mobile screen printing a reality. Although they had still competition from nine other eligible plans, a panel of judges made up of grant donors agreed that Ambiente's long-term philosophical vision of continually re-inventing themselves in ways that put people, community, and our world first paired with the promise of an engaging, educational screen printing opportunity at Eau Claire community events, helped make their application stand out among the rest.

The Ambiente team will take the rest of the year to work with as many local vendors as possible to assemble the cart. Then be on the lookout for next spring for Ambiente's mobile merch maker at a Downtown Eau Claire community event near you. And for local businesses and organizations, they'd be happy to discuss how their cart can help draw interest and revenue at your next event.

More About the Grant

The $2,000 Downtown Enhancement Grant is awarded twice a year. A judging committee made up of eleven reviewed all eligible downtown enhancement plans that were submitted. This year 10 eligible plans were reviewed which is the most to date in program history! In light of COVID-19, there was also an adjustment to the eligibility of this grant cycle that waived the requirement for the business to have been in operation for 2 years. Thank you to the sponsors of this grant: 38 and Tom Barland, B-Framed Gallery, Charter Bank, Krosnoff and Donn Dewer, Simply, 38 Systems, Kerry and Dan Kincade, Royal Credit Union, Ruben Ware, Lissa and Tom Gendron, U.S. Bank.