

Introducing Virtual Dubuque!

Over the past year, Virtual Dubuque has been partnering with local businesses and organizations to develop features and sponsored content, including a project for Gronen Restoration to build a 3D interactive tour of the CARADCO building in the Historic Millwork District.

This new community resource will provide a **free** and easy to access window into an interactive, customizable 3D model of the city.

The Masonic Temple has also been commissioned, where international members of Demolay will be working with industry pioneers in developing a world-class learning environment, using Virtual Dubuque as its core platform.

“We’re harnessing the same technology used to make the latest iPad apps and Xbox 360 games, but we’re not making a game, we’re building a dynamic and ever-changing model of the city designed to serve as a true community resource that can be easily accessed directly from a website,” said Jon Brouchoud, Founder of Virtual Dubuque.

As visitors explore the virtual city, links to websites and additional information about nearby buildings, parks, and businesses appear automatically.



A rendering of the Historic Millwork District

For example, when you approach a restaurant, you can click through to read their menu. If you’re near a historic building, you can learn more about its past. Businesses and organizations can customize and enhance their space in the virtual model, layering it with more information or interactive features.

Proceeds from sponsorship and custom content are then re-invested in the ongoing development of the city model, enabling Virtual Dubuque to add more features, build new parts of the city, and refine models with more detail.

But a virtual replica is just the beginning. “If you’ve ever experienced the Voices Gallery in the Millwork District, you’ve seen how a building can be completely re-imagined into a destination that celebrates the unique architectural character of a place, yet transcends it to become something completely unique,” said Brouchoud.

“That’s really what Virtual Dubuque is all about. The replica of the city as it is now will certainly have interesting use cases, but I’m looking forward to seeing how Dubuque might be re-imagined within an environment where anything is possible.” To learn more, visit <http://dubuque.archvirtual.com>



A rendering of Main Street looking towards the Town Clock



In Memoriam: Nakoa Moonhawk Estafen October 5, 2008-January 10, 2012

After a tragic accident on New Years' Eve, Nakoa Moonhawk Estafen, son of Maple Breitbach and David Estafen, brother to Alam and Judah, and grandson of Michael and Pearl Breitbach, passed away on January 10, 2012.

Always a source of joy and light to his family {and all who attended the Dubuque Farmers' Market where he was ever present} Nakoa will be remembered fondly by everyone whose life he touched during his brief time with us. Although not easing the tragedy, Nakoa's legacy will live on through our memories, and the heroic contribution of organs that his family arranged, so others may survive and lead a better life. The Dubuque community has truly come together as a family to express support and love for Nakoa's family during the past month.

A benefit will be held for the Breitbach-Estafen family on Sunday, February 12, beginning at 3 p.m. at various downtown locations. [Click here for more information.](#) Proceeds from this event will go towards supporting the family during their time of need.

The Breitbach-Estafen family's dedication to our community and the local/organic food movement is shown through their award-winning grocery and deli: [The Food Store](#), 1109 Iowa St.



Come on down to the annual Downtown Business P.M., co-hosted by Dubuque Main Street, on Tuesday, February 21, from 5-7 p.m. at the Hotel Julien Dubuque, 200 Main Street. The original themed tradeshow event and networking opportunity of the year will feature more than 75 area businesses, game show themed booths, costumes, prizes, entertainment, food, and beverages!

All attendees are encouraged to mix and mingle with participating businesses, enjoy the great refreshments, sign up for prizes, make new contacts, say hello to old ones, and rediscover their favorite game shows! Prize packages will be presented for "Best Dressed" Female, Male, and Best Booth, for those getting into the competitive spirit. Arrive in costume for a chance to win, whether it's as Bob Barker or Vanna White! Be creative!

Free parking will be available in the 4th Street Parking Ramp (entrances on Main Street and 4th Street) beginning at 5 p.m. on February 21.

Fabulous food and drink samples will be provided by Caroline's Restaurant, Hy-Vee, and more! Beverages will be provided by Dubuque Main Street, Stone Cliff Winery, and 7G Distributing Company. We still have booth spaces available, and you may [click here](#) to visit our [vendor registration page](#). You may also [print a copy of the registration form](#).

Marketing, Merchandising, & Food Safety for Farmers' Market Vendors

Dubuque Main Street, in conjunction with the Iowa State University Extension Office, will host the second annual **Dubuque Area Farmers' Market Vendor Conference:**

Saturday, February 25, from 12:30 – 4:00 p.m.

At the Hotel Julien Dubuque in the River Room.

Vendors from any local farmers' markets are invited to attend, as well as anyone interested in becoming a vendor. Hosted by Dubuque Main Street, this meeting will be an excellent opportunity to learn from the experts. This conference is free of charge and open to the public.

Andy Larson, an Iowa State University Extension Specialist, will offer some excellent opportunities to maximize your sales, including: Signage & Appearance, Customer Service Tips, Differentiating Your Product Display, Eye-Popping Packaging, Pricing, and more.

Dr. Angela M. Laury, Assistant Professor of Food Safety at Iowa State University, will present a practical understanding of food safety practices that will benefit everyone from growers to producers. From Pre-Harvest and Post-Harvest Food Safety Training, to packaging jelly at home, this is an invaluable session for anyone selling food to the public. Attendance is strongly encouraged for all farmers' market vendors.

Farmers' market vendors who have questions that they would like addressed at the meeting can contact Dubuque Main Street at 563-588-4400.

Together, we can all create a vibrant farmers' market community. For more information, please contact Farmers' Market committee chair, Tom Thompson, at tom@heritagetraillfarm.com or by calling (563) 543-4850.