

Avoca Main Street Welcomes New Retail and Social Spaces in the District

In 2017, the Avoca Main Street New Business Incentive Grant was awarded to four businesses planning to open in 2018. The Fog Zone is the first of these to open their doors to customers in February 2018.

The grant program was a partnership with the City of Avoca's Urban Renewal Board, who agreed to focus on the Main Street district and its goals of obtaining more retail businesses and social spaces. These gaps had been identified by customers in the 2015 Downtown Avoca Market Study.

The Fog Zone is opening two storefronts at 104 and 106 N. Elm Street. The 104 address will contain The Fog Zone corporate offices as well as Ink Boss Screen Printing & Design, which supports The Fog Zone's retail line. Presently it also contains a condensed retail location featuring vape shop, body piercings, and tattoo services. Owner Glen Goos is encouraging customers to feel like this is a space they are welcome to linger, much like their original Atlantic location functions as a hangout for the community.

The 106 space is still under development to be The Fog Zone final re-

tail location. The storefront was last open as the Heritage Inn restaurant. Longtime residents of Avoca fondly recall when the space was a place to see your neighbors, have a bite to eat, and catch up on the town news.



The Fog Zone's temporary retail location at 104 N. Elm Street in Avoca.

The 106 N. Elm location continues renovation to open for full retail services later in 2018.

When The Fog Zone's full retail location opens, Goos likewise hopes residents feel welcome to frequently stop for purchases or conversation. "We pride ourselves on service after the sale and we see a great value in the customer seeing us as a space that

values their presence whether they are there to make a purchase or not," says Goos. The business will be adding a full espresso bar, pool table, and other recreational activities as they expand.

"I'm glad I can share with the young people of this town what their city leaders are doing to attract businesses that serve their interests," says Goos. "We chose Avoca because it is an excellent location for ease of travel of many of our existing customers and because the City's and Main Street's development efforts are very supportive of business."

Hansen Construction continues work on the 106 N. Elm location. Hansen says each historic building contains unforeseen surprises, but is confident the final product will please the community and the business owner.

Please add your welcome to this new Avoca business!



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