

# WALNUT CREEK OPENS SECOND LOCATION IN DOWNTOWN BELOIT

*April 10, 2019 at 9:14 am | By [Hillary Gavan \(mailto:hgavan@beloitdailynews.com\)](mailto:hgavan@beloitdailynews.com)*

BELOIT - Walnut Creek Apparel and Gifts opened in November at 408 E. Grand Ave., the former home of Upper Class Awards.

The business is a second location for Walnut Creek Awards & Promotions, which also has a store at 851 Doner Drive, South Beloit, owned and operated by Nikkie Chadwick.

Walnut Creek Apparel and Gifts' latest location provides quadruple the space and offers custom apparel, gifts for all occasions, awards, trophies and other unique items. It has a high-end boutique look and feel, which is hoped to lure in shoppers seeking unique gift items.

"It's letting people know it's more than just a trophy shop," Chadwick said.

The first location, Walnut Creek Awards & Promotions, has been offering plaques, trophies, engraving services, metals and apparel for 39 years at its South Beloit location. Chadwick said those at the business were excited for the opportunity to have more space, be downtown and offer more gift items.

In order to expand the offering, Chadwick has brought on her mother, Julie Long, as general manager of the second location.

With more retail space at the second location the business will offer browsers a section on "Beloit Pride" featuring T-shirts, mugs and other items promoting the city.

It also has a \$5 jewelry line by Paparazzi and will be offering workout apparel including leggings, tank tops and headbands.

Walnut Creek Apparel & Gifts will be offering merchandise from local artists and vendors. Home and garden decor items by Nancy Mayhew of Mayhew Mosaics are on sale as well as homemade cookies, cupcakes and muffins by Tracy's Treats. It also offers Beepa's salsas and sauces and a free coffee bar for customers.

Chadwick has been busy planning monthly festivities for the new site to draw in more traffic.

Each month Walnut Creek Apparel and Gifts will offer a free print day where people can bring in a T-shirt for a themed-design or buy a shirt for \$10. Chadwick is also planning to do a meet and greet a local celebrity event.

"Everything is geared to the local community," she said.



Hillary Gavan/Beloit Daily News Walnut Creek Apparel and Gifts owner Nikkie Chadwick stands at her second store location. It opened in November at 408 E. Grand Ave., the former home of Upper Class Awards in downtown Beloit.

