

PORTLAND

We're Looking Grand!

www.PortlandMainStreet.org

Edition #66: June 2009

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Our new logo

The Main Street Promotions & Marketing Committee announces our new logo—check it out above. Thanks to Doug Snitgen at Bridge Street Creative for the design—we are, indeed, looking grand!

Congratulations!

The Lansing State Journal has announced the People's Choice Awards for Portland. Congratulations to our outstanding businesses and many thanks to the customers & clients who voted for them!

- **Cheeky Monkeys** - Best Coffee Shop & Best Bakery / Bread Store
- **DaVinci Custom Framing** — Best Framer
- **Duke's** - Best Steak, Best Dinner & Best Mediterranean Food
- **Distinctive Occasions** (3 Awards) - Best Flower Shop, Best Gift Shop, & Best Candy Shop
- **Jerry's** - Best Bar
- **Looking Grand Café** - Best Breakfast
- **Raffaeles' Marketplace** — Best Specialty Shop, Best Art Gallery, & Best Antique Shop
- **Rivertown Bookstore** — Best Book Store

Did you win, too? Give us a call & we'll mention it next month!

Relay for Life Cruise-a-Thong

Announcing the first annual **Cruise-A-Thong**: a triathlon for the average Joe. On June 27, **Cheeky Monkeys'** Relay for Life team will host this fun event where the person with the most average time wins! Enter alone, or enter as a team. The event has three legs (hence, TRIathlon): a short bike ride, a wild tube ride down the river, and a walking race in your "thongs" (better known as "flip flops" these days).

Judging is arbitrary and capricious and can be based on costume, bribes, gears on your bike (penalty), how attractively you wear the event headband, and more. Bring your own tube, or borrow one from **Portland Pedal Paddle**. Contestants, supporters, and hecklers, gather at the end of the Boardwalk at Bridge Street!

Call 647.6710 for an entry form and more information. Entry fee is \$20 for individuals or \$15 per person for teams (up to 3 people). Participants will receive a Cruise-A-Thong t-shirt. All proceeds donated to Relay for Life to help win the battle against cancer.

On The Street

Calendar of Events—a look at 2009 Downtown:

- June 4, 6:30-8pm: Thursdays on the Grand! This week: Rush Clement & Friends
- June – August, **Portland Pay Day!**
- June 6, 8am-1pm: Official opening of the Red Mill for the 2009 summer season
- June 9, 6:30pm: "Main Street Building Basics" training, City Hall (public welcome)
- June 11, 6:30-8pm: Thursday on the Grand – El Kabong & Friends
- June 18, 4:30pm: "The Economic Benefits of Historic Preservation," City Hall
- June 18, 6:30-8pm: Thursday on the Grand – Distance
- June 25, 6:30-8pm: Thursday on the Grand – Pat White
- June 26-28: St Pat Summer Festival
- June 27: **Cheeky Monkeys** Relay for Life "Cruise-A-Thong"!
- July 2, 6:30-8pm: Thursday on the Grand - TLG
- July 4, Chamber of Commerce **RiverFest**
- July 16, Main Street Quarterly Forum
- July 16-18, Portland Civic Players Summer Theater
- October 16-17, Main Street's **Oktoberfest**

"Shop Local, Shop Often, Win Big!"

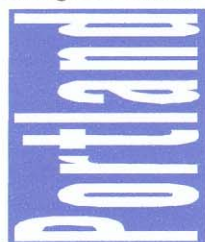
Portland Pay Day!

June 1 – August

Portland Pay Day is an event that encourages and rewards people for shopping in Portland. Any person that spends at least \$10 or more in a participating business and brings the receipts to either Distinctive Occasions (160 Kent Street) or Around the Block Quilt Shop (120 Maple Street) will be entered into a drawing to win over \$1,500 or other great prizes.

For every \$10 spent in a participating business (see the list below), you get your name put into the drawing, which will be held on September 9th.

- **Cheeky Monkeys • Raffaeles' Marketplace • Distinctive Occasions • Chocolate Moose • Around the Block Quilt Shop • Electric Sunshine • Maria's Tacos • Portland Clinical and Therapeutic Massage • Dr. Randall Riemer, O.D., P.L.C. • Rivertown Bookstore • Hoort Law, PLLC • Looking Grand Café**
- **Grand Barber Lounge • McDonald's of Portland • New to You Consignment Shop • Health Source Physical Therapy and Wellness Center • G & B Pool Supplies • Pawsh Dog Bakery**



MAIN STREET

Economic Development Office

City Hall, Portland MI 48875 517.647.5027

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A Message from the Manager: "Why is the Downtown so Important?"

As a DDA Director/ Main Street Manager, I am always asked interesting questions by all sorts of concerned area residents. My favorite question is normally, "Why is the downtown so important?" The answer to this question usually gives people a new perspective on the importance of downtown.

First, the downtown is the symbol of Portland that visitors will take away with them. Our boardwalk, our scenic parks and bridges, and our great shops with their updated facades will be the lasting memory that they tell others about. Personal recommendations are one of the single most effective forms advertising available and will bring more tourists and visitors to Portland.

Second, in our sputtering economy, think of how big of an employer our downtown is as a whole – if we didn't work to keep it thriving and vibrant, how would that impact city businesses and in turn impact our local economy? Our downtown is, collectively, a very large employer within the city and the area – and similar to other large employers, we want to keep our downtown fresh, beautiful, and fun so that people come back again and again. This keeps businesses profitable and keeps many of our family and friends employed in these uncertain economic times.

Finally, a prosperous downtown Portland is a measure of the overall quality of life in our city. While this alone is important, it becomes even more crucial when you realize that one of the most significant factors analyzed by businesses when they decide to relocate (or maintain) their operations is the "quality of life" within any city. A successful downtown attracts more businesses to our area, creating more jobs in the long run.

So is our downtown important? Definitely! If you would like to help keep our downtown great, I encourage you to give the Portland Main Street offices a call today at (517) 647-5027 and get involved.

Downtown Portland - Business Highlights

Portland Pedal Paddle has bikes and tubes for rent all summer. Call 647.6710 for spring and summer hours. Located in **Raffaeles' Marketplace**, 143 Kent Street.

Around the Block Quilt Shop announces, "We have now expanded our store and have an entrance on Kent St. Visit us through the main entrance at 120 Maple Street, or come in at 123 Kent Street (the former Grand River Communications location). Either way, you will be able to enjoy our expanded displays."

Half-Baked Paint-Your-Own-Pottery Studio is donating all studio fees in the month of June to **Cheeky Monkeys Relay for Life Team**. You won't believe their selection!

Has the yard work left your back sore? We at **Portland Clinical and Therapeutic Massage** offer treatments by Nationally Board Certified Therapists. Call P.C.T.M @ 647-7476.

Electric Sunshine: extended hours: Mon-Thurs, 7am-9pm; Fri, 7am-8pm; Sat, 8am-1 pm; Sun, 10am-2 pm. Get a little sunshine any way you can!

Cheeky Monkeys' Starting June 1, **Cheeky Monkeys** will be open until 8pm on Thursday & Friday evenings, giving you the perfect opportunity to grab a brown bag sandwich/cookie/chips and a drink to take over to Thursdays on the Grand or enjoy on our beautiful boardwalk overlooking the river. On July 4th, we will be opening at noon and closing after the parade -- come in and get yourself a thirst-quenching fresh-squeezed lemonade and baked goodie to enjoy the festivities!

Check out **Raffaeles' Marketplace** for books (**Rivertown Bookstore**), Pipka collectibles (**Granny's Gift Corner**), exquisite teas and jams (**The Beach House**), collectible kitchenware and cookbooks (**Marion's Kitchen**), Coach and other fine purses (**The Bag Lady**), paint-your-own pottery (**Half-Baked**), and original artwork and custom framing (**DaVinci Custom Framing**). Interested in starting your own retail business on a limited budget? Call **Raffaeles'** at 517.647.6710.

Save the Date for the **Portland Civic Players Children's Summer Theatre** program. This program has been in existence for well over 45 years and counting! It offers children a great opportunity to be involved in the performing arts and their local community. The program begins after school lets out for the summer and runs 6 weeks. Show dates this year will be July 16, 17, 18, and 19. Watch the schools for registration forms in May and the **Portland Civic Players** website for more information.

Duane G. Hein Allstate Agency – How Can I Help You? There are things in your life that are worth protecting: Your family, your home, your auto, your business, your future. That's where I can help. Just stop by my office or give us a call. 180 Kent Street, 647-7000. "When it comes to protecting what's important, "Hein-Sight is 20/20." Mon-Thurs, 8:30 a.m. - 5:30 p.m.; Fri: 8:30 a.m. - 5:00 p.m.; Sat: 8:30 a.m. - 1:00 p.m.

We print the downtown news that you send us. If you're a downtown business owner with news, contact us at info@portlandmainstreet.org, and we'll do our best to include it (as space allows)! Submissions must be received by the 25th of the month to be included in the next newsletter. Please limit submissions to two or three sentences. If we don't have room for all requests, priority is given to Main Street volunteers (but we can always use more hands!—won't you join a committee today?)

Contact us: ddamainstreet@portland-michigan.org • www.portlandmainstreet.org • 517.647.5027

Thank you for reading *On the Street*, and thank you for helping us revitalize our downtown. Please let us know if there's a topic you would like to see covered in "On the Street." And please **shop downtown Portland**; the community you support is your own!