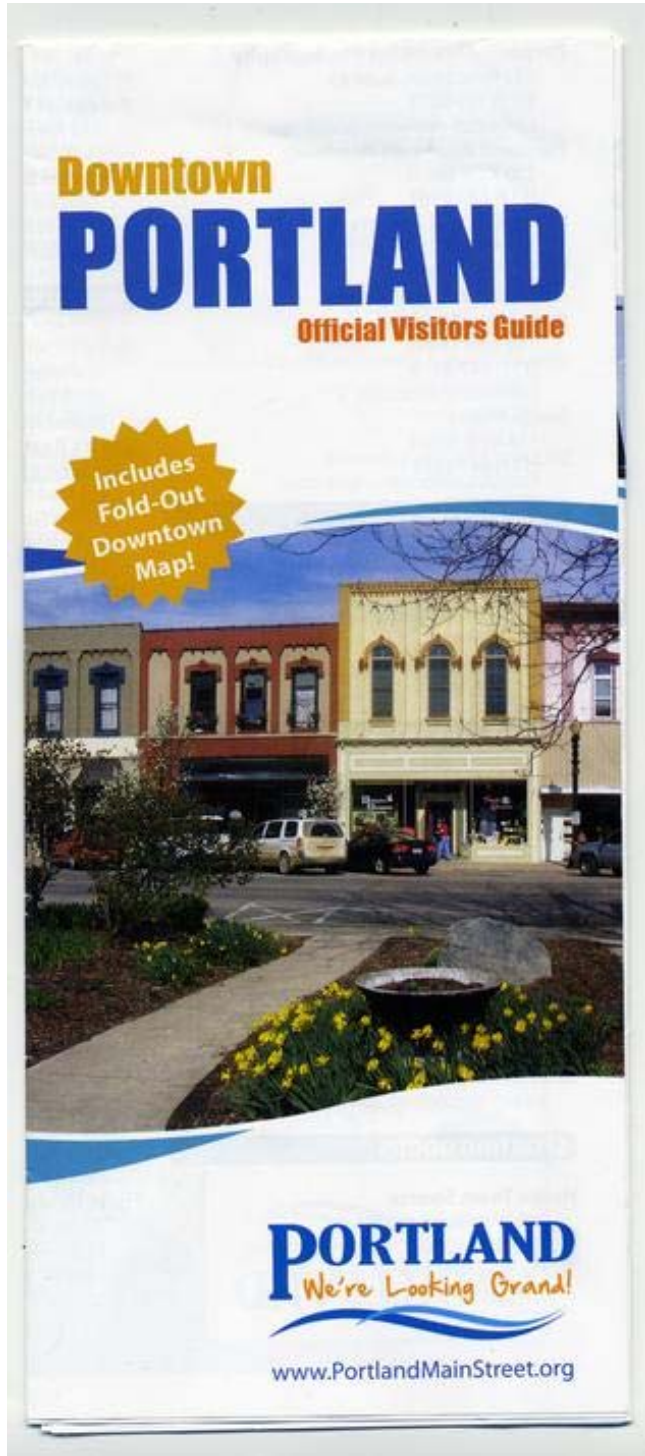




Portland: New guide developed to spark tourism



By Submitted

Portland, Mich., recently developed this tourism guide. To learn more about downtown Portland and the Main Street program, visit www.portlandmainstreet.org.

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By Jon Szerlag
 The Ionia Sentinel-Standard
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PORTLAND, Mich. -

Sparking interest for downtown Portland, the Portland Main Street Promotion and Marketing Committee introduces the Downtown Portland Official Visitors Guide.

The guides are currently at local businesses and the hotel located in Portland, and the committee is currently waiting to hear back from Travel Michigan to have them put at the welcome centers across the state.

“It will give more exposure for downtown Portland,” said Downtown Development Authority Director and Main Street Manager Patrick Reagan. “We want people to come and experience Portland, and see what a great community we have to offer.”

The committee printed 3,000 guides, and are hoping to get 100 of them in the 14 welcome centers by mid August.

“I know for certain that if we do nothing, nobody is going to come,” said Reagan. “This can only add to the package of bringing people downtown.”

The cost for the guides is just over \$600, and received the printing through Advanced Imagery in Lansing with Doug Snitgen helping lay the graphics.

The guides offer a list of all businesses in downtown Portland with addresses and phone numbers. There is also a color coded map which helps locate the desired location and public parking spots.

For the design concept, the committee gathered different brochures from other cities to see the different aspects, and to come up with ideas for their design.

“We gathered 20 different brochures from all around and picked out the ones we like, and this was an augmentation of different examples of what we saw,” said Reagan. “It was a total team effort; we wanted something that would show and highlight all the great businesses.”

A hope of the guide is to also show surrounding locations that Portland can be a destination for different forms of entertainment and activities.

“I think, a lot of times, when people think that downtown Portland is strictly a 9 a.m. to 5 p.m. type of downtown — we do have some great service industries, but we also have great places to eat and some night life,” said Reagan. “We want to show that it is all day long, there is always something fun going on, people can take in a great restaurant, get an ice cream cone and stroll the trail — it’s not just a nine to five community.”

The guide also lists the annual events in Portland, like the Octoberfest, Downtown Block Party and HolidayFest on the Grand.

There is also a section that lists six "Unique Portland Experiences," which include tubing and canoeing, exploring the river trail and strolling the boardwalk.

"We wanted to highlight something in downtown that we had to offer," said Reagan. "The committee discussed and we came up with those — six different snap shots to do in Portland."

To learn more about downtown Portland and the Main Street program, visit www.portlandmainstreet.org.

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