

Portland pay Day pays back, sees increase in outside area participation

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PORTLAND, Mich. — A shop local campaign came to an end Thursday, and made one lucky shopper \$1,200 richer.

Sharon Fox, of Lyons, was the grand prize winner of the Portland Pay Day, the shop local campaign Thursday.

The campaign, headed by the Portland Main Street Promotions and Marketing Committee, kept \$77,300 dollars in downtown Portland, compared to the \$55,000 the campaign kept locally last year.

“It kept a lot of money in downtown Portland, and we wanted to open it up for everybody,” said Portland Main Street Manager Patrick Reagan. “It shows that downtown Portland is becoming a destination.”

This is the first year that participants did not have to be present to win prizes, and the reason was to allow area residents who do not live in or near Portland to still participate in the drawing.

“This shows that people are visiting downtown Portland, and participated in this event,” said Portland Council Member and Main Street Board Chairperson Joel VanSlambrouck. “People are visiting our town and spending money. That is all what our Main Street program is all about.”

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

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