



Portland Pay Day contest hits record level



Written by

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PORTLAND - The Portland Main Street program completed another successful Portland Pay Day campaign with the grand prize drawing on Sept. 8.

The promotion allows persons who shop at a participating Portland business to be eligible for a cash prize at the end of the promotion. For each \$10 purchase made, shoppers received one entry into the prize drawing.

The top winner from the Sept. 8 drawing was Sharon Fox of Lyons, who received the \$1,200 grand prize. Cindy Zuber of Portland was chosen for the \$300 second prize while Liz Ingraham of Belding was the winner of the \$100 third prize. Other drawings were held for gift certificates and other prizes donated by Portland merchants.

Portland Main Street manager Patrick Reagan said the big winners were the Portland merchants as \$77,300 was spent in local businesses through the promotion.

"That is something that we are very happy about," said Reagan. "It is great to see that we are keeping money in Portland, especially in these tough economic times. We love our neighbors in Lansing and Grand Rapids, but we would just as see that money spent here in Portland."

Approximately \$55,000 was spent in Portland as part of the 2010 Pay Day promotion with \$57,000 spent in 2009.

Wanda Urie, owner of Distinctive Occasions and a member of the Main Street Promotions & Marketing Committee, was also pleased with the results.

"I thought the promotion went very well this year," said Urie. "We were one of the collection points for turning in receipts and we had a ton of people come in. And all of them gave us positive comments."

Urie said that having a few additional businesses take part in the promotion this year helped increase the total spent through the promotion.

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Reagan said another positive aspect was the number of people from outside of Portland who participated.

"I think that shows that the promotion is bringing people into Portland," said Reagan. "I believe it is helping to make Portland a destination. It is great just to get people here so we can show them what we have to offer."

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