

Downtown Happenings

In this Issue

Committees, 1
Downtown Happenings, 1
What's New, 1
The Business of Helping
Businesses, 2
Committee Meeting
Schedule, 3
Oktoberfest Big Beer Run, 3
Oktoberfest 2011, 4
Portland Pay Day--Thanks to
Participating Businesses, 4

Contact Us

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Committees

- **Design:** Kathy Parsons
- **Economic Revitalization:** Diane Smith
- **Organization & Finance:** Julie Clement
- **Promotions & Marketing:** Nikki Sunstrum

- **Board Chair,** Joel VanSlambrouck

Flash Mob!

October 8, 9am

See "What's New?" for
details

- ▷ October 3, 4-6pm, Community Dinner, Congregational Church
- ▷ October 8, 9am, Flash Mob filming, United Methodist Church parking lot
- ▷ October 10, 4-6pm, Community Dinner, Congregational Church
- ▷ October 12, Promotions & Marketing Committee meeting
- ▷ October 13, Design Committee meeting
- ▷ October 15, Oktoberfest
- ▷ October 17, 4-6pm, Community Dinner, Congregational Church
- ▷ October 19, Organization & Finance Committee meeting

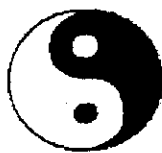
- ▷ October 24, 4-6pm, Community Dinner, Congregational Church
- ▷ October 27, Economic Revitalization Committee meeting
- ▷ October 31, 4-6pm, Community Dinner, Congregational Church
- ▷ November 7, 4-6pm, Community Dinner, Congregational Church
- ▷ November 18-19, HolidayFest on the Grand

What's New?

Flash Mob: The churches in the Portland area are sponsoring a flash mob/music video experience and would like to invite the entire community to participate. Persons from 3rd grade through 90-somethings are encouraged to participate. The movements have been choreographed by Rachel Miller to be appropriate for all ages and for those in wheelchairs. The song, *You Are the Reason*, was written and recorded by Rory Miller. The dress rehearsal will take place on Sat., Oct. 1, at 9:00 a.m., in the United Methodist Church parking lot. The film shoot date is Oct. 8, at 9:00 a.m., in the parking lot, as well. Filming will take place at the dress rehearsal in case of inclement weather on the shoot date. Please wear a brightly colored plain shirt. You may address any questions to Sherry Miller at 647-7030 or sherrysings@cablespeed.com. This is a very exciting event happening in our town, and we hope you will plan to be part of it. If you are not able to participate, please come and watch.

Portland Pay Day: The Promotions and Marketing Committee would like to thank all of the business owners and participants in the 2011 Portland Pay Day Promotion! By choosing to shop local, customers kept over \$77,000 in Portland this year! We would also like to congratulate our big winners: Sharon Fox (\$1,200 Grand Prize Winner); Cindy Zuber (\$300 Second Prize Winner); Liz Ingraham (\$100 Third Prize Winner)

Adirondack Chairs: The Portland Community Arts Council's Adirondack Chair project--"Sit a Spell"--takes place from now until Oktoberfest. Vote on favorite chairs and bid on one (or more) you'd like to take home! Chairs can be seen throughout the downtown.



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The Business of Helping Businesses

In my position of Downtown Development Authority Director/ Main Street Manager I get asked an amazing number of questions, but none is better than this: "What does Main Street do for businesses?" The answer? "Plenty." For example, throughout the year, Portland Main Street provides many business training seminars and workshops, local grants, promotional opportunities, and downtown events, all in an effort to help downtown businesses thrive in this struggling Michigan economy.

First, Portland Main Street offers free training sessions year round on a variety of business-related topics for all business owners and potential business owners in the Portland area. For instance, through a partnership with the Michigan Small Business and Technology Development Center (MI-SBTDC), we have offered trainings on working with the Small Business Administration; finding small business financing; ideas for small business marketing; business-plan writing, human-resource solutions for small businesses; small-business retail merchandising, and understanding the fundamentals of business legal issues. On top of what we currently offer, we have planned more workshops focused on helping small businesses utilize social media and websites. Our goal is to help Portland businesses remain strong, vital, and prosperous.

Second, Portland Main Street offers businesses low-cost advertising opportunities. For example, this year we have worked with our partners at WION (92.7 FM and 1430 AM) in Ionia to produce a cooperative radio advertising campaign for downtown Portland businesses. Twenty Portland Main Street district businesses have taken part this year, with their ads running until August 31st. Our Promotions and Marketing Committee also produced a downtown brochure in 2010. This brochure is available at many different hotels and businesses throughout the area and was designed to inform residents and visitors of all the great events and opportunities

that are available in our downtown. The P&M Committee also hosts the annual Portland Pay Day promotion – this event is a great "shop local" campaign that has kept over \$100,000 in Portland over the last two years.

Third, we offer two very exciting grants for Portland Main Street-district building and business owners. Our local façade grant is a 50/50 matching reimbursement grant based on historic façade rehabilitation for approved projects up to \$5,000. We also offer a "Local Sign Incentive Grant" to downtown business owners – this is another 50/50 matching grant that reimburses approved projects for up to \$1,000, based on creative business-sign projects and plans. Again, these grants are offered to help our downtown businesses succeed and to continue improving the aesthetic appeal of downtown Portland.

Finally, in an effort to bring more people to downtown Portland, we hold many exciting events throughout the year. Our annual "Block Party" each May, our "Oktoberfest," our "Wine the Walk," and the annual "HolidayFest on the Grand" are all organized and held to promote the downtown area. During these events, Portland Main Street encourages business owners to take an active part in these celebrations! Some businesses actively sponsor the events, some business owners volunteer, and others simply offer discounts or specials. The common theme is that all of these events are designed to bring more people to downtown Portland, to discover everything that we have to offer.

The best part about all Main Street events and programs is that they are produced, organized, and run by Portland business owners and residents! Portland Main Street is by no means a "one person show" – we had over 90 volunteers put in over 1,600 volunteer hours from July 2010 to July 2011 alone.

So, the next time someone asks you, "What does Portland Main Street do for downtown businesses?" feel free to answer, "A lot!"

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Upcoming Main Street Committee meetings

Promotions and Marketing - Wednesday, October 12

Design - Thursday, October 13

Organization and Finance - Wednesday, October 19

Economic Revitalization - Thursday, October 27

Call Manager Patrick Reagan for more information

517 647 5027

Oktoberfest Big Beer Run!

Runners will once again invade downtown Portland this fall during Portland Main Street's "Oktoberfest" on Saturday, October 29th.

"The Big Beer Run' was once again a popular event in 2010, and volunteers have been planning this run since last fall," said Main Street Manager Patrick Reagan. "With over 150 runners the last two years, the Organization and Finance Committee is very excited for the 2011 run."

The Big Beer 5K Run is part of the larger Oktoberfest celebration in downtown Portland. Entertainment, food, games, music, and adult beverages all highlight this event. Registration for the run begins at 10:30 a.m., on Saturday, Oct. 29, at the Oktoberfest event site—Portland's City Hall parking lot. The 5K race will then begin at noon at the Veterans Memorial bridge and will proceed out to Bogue Flats Park, before looping back to the finish line in Toan Park.

Runners may also pre-register for the race by downloading and completing a registration form from either the Portland Main Street website -- www.portlandmainstreet.org—or from the Playmakers website—www.playmakers.com — and returning it to the Portland Main Street office before Oct. 21.

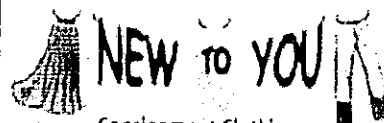
The entry fee for the run is \$20 until Oct. 21, and \$25 for registration forms received after that date.

Anyone who registers before Oct. 21 is guaranteed an official race T-shirt. Medals will be awarded to the top three finishers in each age bracket, along with a trophy for the top overall men's and women's finishers.

Portland Main Street's Oktoberfest is a fundraiser for the Main Street program. All proceeds from the event will be used to help this program with its continuing efforts to revitalize downtown Portland. For more information on this event, please contact the Portland Main Street office at (517) 647-5027.

Oktoberfest is October 29

Mark Your Calendars!



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Oktoberfest 2011

Portland Main Street is pleased to announce that we will be hosting our fourth annual "Oktoberfest" on Saturday, October 29, 2011 from 12:00 pm -- Midnight in downtown Portland!

All of the activities that make this event great will be back again this year!

The return of our annual "Big Beer 5K Run," sponsored by Vollman Ford

Live entertainment all day and night

Craft beer tasting sessions with local brewer Eric Frederick

A sauerkraut-eating competition

A craft fair

A pitcher-hoisting competition

Tons of kids' activities throughout the day

Great local food

Halloween costume contests

Many thanks to these Portland Pay Day Participating Businesses

- ◆ Around the Block Quilt Shop, 120 Maple Street
- ◆ Back to Basics Country Market, 126 East Bridge Street
- ◆ B&W Auto Supply, 828 East Grand River Avenue
- ◆ Cheeky Monkeys, 176 Kent Street
- ◆ Chocolate Moose, 116 East Bridge Street
- ◆ Distinctive Occasions, 160 Kent Street
- ◆ Electric Sunshine, 129 East Bridge Street
- ◆ G & B Pool and Spa Supplies, 826 East Grand River Avenue
- ◆ Grand Barber Lounge, 318 Kent Street
- ◆ Hoort Law, 230 Kent Street
- ◆ Jerry's Restaurant and Pub, 126 Kent Street
- ◆ The Law Offices of Duff, Chadwick, and Associates, 108 Kent Street
- ◆ Looking Grand Café, 117 East Grand River Avenue
- ◆ New to You Consignment Shop, 250 Kent Street
- ◆ Portland Clinical and Therapeutic Massage, 212 Kent Street Suite #10
- ◆ Raffaeles' Marketplace, 143 Kent Street
- ◆ Riemer Eyecare, 207 East Bridge Street
- ◆ Suzanne Maystead, Optometrist, 1311 East Bridge Street
- ◆ Vollman Ford, 1600 American Way

Oktoberfest is October 29

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