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*A Message from
Executive Director—
Diane Sheridan*

As we turn the page on our calendar this month, our office kicks into high gear as we removed the beautiful begonias from the planters, welcomed ghosts and goblins for Trick or Treat, wrap up ArtWalk, and start preparations for the upcoming holiday season. Here are a few important points for upcoming events:

Light Night

November 17 @ 5-8 pm

FREE hot cocoa and shopping totes to first 500 shoppers

FREE Shuttle—running throughout the Main Street District—along 7th and Washington

Wine About Winter

January 12 @ 5-9 pm

Registration deadline for Venues to be considered for a liquor license (wine tasting site) is 11/15/17. Deadline to be listed in the program is 12/15/17.

New this year...Venues are asked to find their own artist. Complete details are on the registration form.

Frozen In Time

February 10 @ 2-4 pm

This year's theme is "SUPER HEROS!" Start planning now—HEROS are assigned on a first-request, first-choice basis!

Introducing New Main Street Staff

Please welcome Vicki Ellis as the new Administrative Aide in the Main Street office. She is a local Grand Haven resident and has several years' experience in the non-profit sector working on building community, recruiting volunteers, heading up fundraisers and being a positive influence in our community. Vicki worked as the Director of Operations for the Young Buc Football Club for 4 years, helps with the current GHHS football program, and has begun volunteering for the new Re-Imagination Station that was recently unveiled.

Vicki lives in Grand Haven with her husband, Dan, and two sons, Grant (15yrs) and Jack (12yrs). She enjoys hiking, snow skiing, the beach, reading and spending time watching her boys play football, baseball and ski/snowboard. She is passionate about being involved with people who are here to make a difference and living a life that has purpose and significance.



Main Street Mixer

Mark your calendar and join us for our Main Street Mixers—a time for networking with your peers, sharing ideas and meeting new business owners.

November 14 5:30—7:30 PM @ **Grand Armory Brewing**

Appetizers provided by Righteous BBQ, cash bar

February 27 5:30—7:30 PM @ Dee Lite / Theatre Bar

Appetizers provided by Harbor Restaurants, cash bar

June 21 6:00-8:00 PM @ Community Center

Join us as we kick off summer with a celebration of our volunteers. We'll provide a picnic-style dinner and soft drinks for you and your family.

New Year's Eve

Make plans to be downtown this New Year's Eve! We will once again join with the City staff, Public Safety and community sponsors to drop the ball at the stroke of midnight and ring in the new year.

Grand Haven Main Street
519 Washington Avenue
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Business Assistance—Available Upon Request

Main Street is continuing our efforts to strengthen local business development with our Business Assistance Program (BAP). Designed to assist you with help for specific challenges you may face when starting or running your business, BAP gives you access to a resource team of experienced, local professionals who specialize in accounting, banking, business coaching, law and real estate. All requests are handled confidentially and at no cost to the you. Think of it as “peer-to-peer” professional coaching.

Main Street believes the entire Grand Haven community benefits when your business is successful and that, working together, we can connect and maximize the experience and skills of our local businesses with each other – a new twist on the old-fashioned days when a community would gather for a barn-raising. Current specialties offered include: *Accounting, Legal Consultation, Banking & Financial Services, Real Estate, Façade Design Consultation, and Business Coaching*. If you have professional skills and would like to be part of our team, please call the office.

To connect with the BAP to be connected with a professional, simply call Diane at (616) 844-1188, or email: dsheridan@grandhaven.org, and she will connect you with a specialist on our team in the appropriate field.

Are You Reaching the Millennials?

by guest contributor, Vicki Ellis

How do Millennials shop? On-line? On Main Street? In your store? According to Colin Shaw, Founder & CEO of Beyond Philosophy LLC, Millennials still prefer to shop in the brick-and-mortar stores versus going on-line. “They prefer physical stores for fashion, home improvement, and electronics.”

How can you capture this generation of shoppers? There are several approaches that the Millennials use to obtain their favorite items that may benefit your business and help bring this generation of consumers into your stores.

1. An omni-channel approach. Millennials believe that what they read on their mobile and see on their desktop is the same thing, which is different than their older generational counterparts. Ensure that when you present your products that you are living up to their expectations. Your message should adapt to all the venues they access, and it should be the same.

2. Being socially responsible. Per Deloitte’s Millennial Survey 2017, 76% of Millennials say business has a positive impact on the world, but they also think business could do more, particularly at the multi-national level. If you can communicate how you advocate for change and make the world a better place at your store (e.g., fair trade practices, charitable contributions for your purchase, social programs your brand supports, etc.), you could attract these socially conscious shoppers to your store. Best of all, you also make the world a better place.

3. Online reviews. The vast majority of consumers today (81%) research online before making a big purchase (e.g., electronics or home improvement). Online reviews of your store, associates, experience, products can help drive more business to your brick-and-mortar locations. So, solicit them. Ask your customers to review their experience and incent them if you can. And, don’t forget about social media’s “unofficial” reviews. Always monitor and respond to customer feedback that you receive on the various sites.

Source: <https://www.linkedin.com/pulse/millennials-still-shop-stores-yours-colin-shaw/>

What makes downtown Grand Haven special? The appearance of downtown is what creates a real sense of place and sets it apart from others. First impressions... what you see is what you get. The importance of cleanliness, the upkeep of property, smart lighting, good window displays, unique elements and integrating beauty are all elements vital to the downtown and the heart of our entire community.

On behalf of the Preservation & Place Committee, we would like to encourage business and property owners to make an extra effort to help improve the already-excellent image of Grand Haven. This effort could range from washing your windows to sweeping your sidewalk to painting or restoring your building. Every little thing counts to maintain and improve downtown appearance. For example, the raised planters showcase cheery, bright flowers and what a difference it makes in the look of our downtown. Consider these simple steps that you can do to make a big difference for your storefront:

Clean your windows! Besides removing dirt and cobwebs, make sure the glass on your windows and doors is transparent and not covered with handbills and flyers.

Restaurants/ bars—an extra, late night or early morning effort should be made to clean up cigarette butts and trash left on public sidewalks and parking lots.

Sandwich board signs promote a business, but must be maintained to reflect positively on the business. They are required to be within two feet of the front entrance of the business, and may not block pedestrian traffic.

Flower pots and decorations should be checked to ensure they are not used as trash receptors or ashtrays.

If you are considering improvements or altering your property/storefront, we have **free design consultation services** and Design Guidelines available to help maintain or restore building character through your rehabilitation. This guide has recommendations to help create and maintain historic qualities found in downtown GH.

The design guidelines are available online at the City of Grand Haven's website:

<http://www.grandhaven.org/departments/planning-community-development>

In addition, there may be *grant funds* available to help with building improvements. If you would like information or have any questions, please contact Diane in the Main Street office.

Director's Note:

Research shows that **shoppers will decide in a mere 5-7 seconds if they want to enter a store**, and often that first impression lives on, despite later changes that may take place. In October we presented a "Design Cents" workshop with Ron Campbell, Preservation Architect. Here's a simple checklist that he calls SLAP:

- 1. Signage**—A well-designed sign can catch someone's attention, as well as designate your business. Make sure all signs are professional, cleaned regularly, visible and readable.
- 2. Lighting**—Make sure your store lighting sets the correct ambience for your business. Do tinted windows hide your light and leave people wondering if you are open? Check your storefront at night and consider soft lights in your windows. A "warm glow" will draw foot traffic to your storefront. Be sure your lights are working and placed correctly.
- 3. Awnings**—The right awning adds character and dimension to a building and can serve as add'l signage. Check your awning regularly, with a critical eye. Does it need cleaning or repair? Does it fit your business?
- 4. Paint**—One of the easiest "fixes" to freshen up a space is paint. Critically evaluate your storefront AND inside your business. Are the walls dirty and scuffed? Does it feel warm? Inviting? Upbeat? Paint can set the mood while providing the backdrop for successful business transactions.

Main Street / DDA Board

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Welcome to Main Street!



124 Washington Avenue
(616) 414-7988



512 Washington Avenue
(616) 414-9550



Our two newest Main Street businesses share a storefront and provide a welcome respite from your daily stress. Sir Wellington's is a unique tea shoppe featuring a variety of loose and bagged teas, accessories and specialty food items. The Willow Wood Hearth & Home is a small town shop specializing in vintage, garden and healing home décor.

Monthly Committee Meetings

All Grand Haven Main Street meetings are open to the public and we welcome your participation. Not sure where to start? Come visit one or more of our "working committees" and see what fits your volunteer interests.

DDA Board—Chair: Sharon Behm

Meets 2nd Thursday at 7 a.m.; Council Chambers, City Hall

Business Recruitment & Retention—Chair: David Garland

Meets 4th Tuesday at 8:30 a.m.

Lower level Conference Room, Chamber of Commerce

Organization Committee—Chair: Bob Warren

Meets 1st Thursday at 8:30 a.m.; 2nd Floor Conference Room, City Hall

Preservation & Place Committee—Chair: Randy Smith

Meets 4th Monday at 8:30 a.m.; 2nd Floor Conference Room, City Hall

Promotions Committee—Chair: Andy Cawthon

Meets 3rd Tuesday at 8:30 a.m.; City Hall Council Chambers

