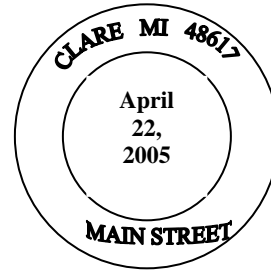


POSTMARKED: MAIN STREET



By Abigail Kulick, Main Street Manager

Greetings from Main Street! With the recent burst of warm weather, Main Street has been buzzing with new energy. I am not sure if it is the bright blue skies, more customers on the street, or the mild springtime heat that has increased this friendly sensation, maybe it is a combination of all three. Regardless of what has caused this new downtown spirit, one thing is for sure, winter is over and Clare Main Street is awake!

Coming in at the beginning of fall last year, I have not yet had the advantage of experiencing spring and summer downtown Clare. I am really craving the joys of the warm weather; watching families gather downtown for special events, groups of girlfriends getting together for lunch and an afternoon of shopping, small children spilling ice cream cones down their fronts, smelling the flower bundles that will decorate the light posts, and just sitting on the benches and taking it all in.

The spring changes have already started. Windows display bright spring colors and outdoor products such as sundresses, wicker patio furniture and sandals. Most of the Main Street businesses have propped their front doors open, inviting customers inside and filling their stores with fresh air. With businesses leaving their doors open, you may have noticed that the aromas from inside the stores have flooded the sidewalks immediately in front of them. Lately as I have been walking around downtown, I have smelled fresh flowers, popcorn, various candles & potpourri scents, fresh baked bread & sweets, new leather, and a wide variety of delicious meals, just to name a few. Each individual business has its own unique scent and any downtown regular could close their eyes and let their nose navigate their way through downtown.

This new spring behavior also reinforces the strong network shared by downtown business people; the support downtowners have for one another through advice, business referrals, and neighborly gestures strengthens both business and friendships. This bond is also apparent to customers and tourists; nobody likes visiting a neighborhood when it is evident the neighbors don't get along. Downtown Clare portrays a pleasant environment where neighbors respect and support one another, this helps to create a positive shopping experience for our Main Street customers. Keep up the good work Main Streeters!

Check out our website! www.mainstreetclare.com