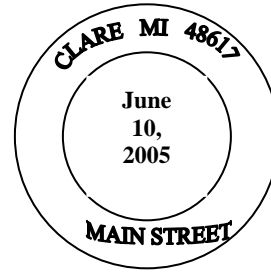


POSTMARKED: MAIN STREET



By Abigail Kulick, Main Street Manager

Greetings from Main Street! I would like to thank all of you who have participated in our Main Street market study project thus far. Many of you have been approached on the street downtown and asked to fill out a survey to provide information regarding your perceptions of downtown Clare; others have been contacted via telephone and asked to complete the same survey. Our downtown business owners have also participated in this project by completing a business survey for the market study. All of the completed surveys will be sent to the Downtown Professionals Network out of Batavia, Illinois for data analysis. The results will be available at the end of the summer and the Downtown Professionals Network, the professional marketing firm that is leading this market study, will teach the Clare Main Street Board and the community just how to understand the results of the study and ways in which we can apply appropriate change to Clare Main Street.

Of course none of this would be possible without the help of our incredible volunteers! Main Street owes many thanks to the dozens of volunteers that fought through the wind and the heat while surveying customers downtown, others smiled through answering machines and busy phone lines while surveying over the phone, and even kept up their spirits when they encountered an occasional hang up! Other Main Street volunteers generously spared their time to set up and break down tables and chairs at survey stations downtown.

In order to provide the Downtown Professionals Network with accurate and plentiful information, Main Street is required to collect 200 consumer intercept surveys on the sidewalks downtown and 200 telephone surveys from computer randomly generated phone number from residents in Clare and surrounding areas. Depending on our success by the end of this week, you may or may not have seen (and heard) the last from our surveying staff!

Tackling the market study for downtown Clare was a big task that has been made much easier by many hands. Main Street graciously thanks and appreciates every ounce of time donated by our volunteers, business owners and survey participants!

Check out our website! www.mainstreetclare.com