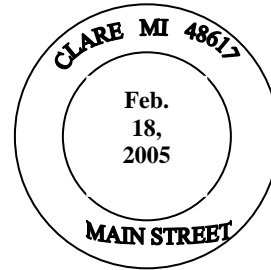


POSTMARKED: MAIN STREET



By Abigail Kulick, Main Street Manager

Greetings from Main Street! Main Street fans get ready for some fun! In the next few weeks you will get two chances to learn even more about the Main Street program. You will find your first opportunity for Main Street knowledge if you join the Clare business community on Thursday, February 24th at the Doherty Hotel for the Clare Area Chamber of Commerce Eighth Annual Business Expo. Not only will you spend the day networking and learning about local businesses but you will also get a chance to reveal the New Orleans party animal inside of you and celebrate Mardi Gras Clare, Michigan style! If your beads start weighing you down, pull up a seat at 3:30pm in the McEwan Room and join me as I present a breakout session titled Clare Main Street: Time to Revitalize! This seminar will be a tremendous opportunity to familiarize yourself with Michigan Main Street and what it can do for the Clare community and your business! You will learn the ins and outs of Main Street's four point approach to revitalization: Promotion, Organization, Design & Economic Restructuring. I will emphasize the importance of downtown development and how it affects the entire community as well as introduce you to the abundance of benefits the Michigan Main Street program makes available for Clare and how this applies to you! There will be a lot of people at the Expo being weighed down by heavy Mardi Gras beads and searching for someplace to sit and rest so call the Chamber today to reserve your seat! (386.2442)

You can find your second chance for Main Street fun at the Main Street Quarterly Meeting on March 8th. This event is conducted by the Michigan Economic Development Corporation and hosted on Clare Main Street at the Doherty Hotel. The theme for this event, as requested by many Clare downtown business owners is "Working to Become a Destination Community." Melinda Remer and Dave Symth from Travel Michigan will be providing the educational sessions that will teach us how to achieve this goal. Melinda Remer is the Director of Marketing at Travel Michigan and will provide us with recommendations as to how to attract visitors while Dave Symth discusses the basics of tourism and community tourism development and planning. He will profile the average Michigan visitor, specifically those coming to Clare County. Clare will welcome our friends from the six other Michigan Main Street communities to the Quarterly Meeting, as well downtown representatives from all over the state. The day will begin at 9am and adjourn with a networking party at 5pm. If you would like to see a complete outline of the meeting's schedule please log on to our website www.mainstreetclare.com or call Abby at 386.9190. All are welcome!

I encourage you to take these two opportunities to get to know the Main Street program and meet the people who make it possible in all seven Michigan Main Street communities!