

Downtown Discovery

I M L A Y C I T Y D D A Q U A R T E R L Y N E W S L E T T E R

ECONOMIC RESTRUCTURING

SEED GROUP

The SEED Group stands for Small business, Entrepreneurs and Economic Development. The idea is to promote "Planting" your business here and watching it grow! The group is actively looking for public input. Please follow us at the Imlay City DDA Website and on Facebook at "the SEED Group."

NEW BUSINESSES

There are a couple new businesses slated to open in Imlay City.
1) Great lakes Home Health Care Agency will be locating to 223 E Third Street. Owner Lulu Robbins is excited to bring home healthcare needs to Imlay City and the Thumb!
2) The Palmer House will be a 1920 Private Eye themed restaurant that will be housed at 335 E Third Street. This is home to the former Public Safety Building. Owner and Chef Mike Romine is very excited to bring a whole new cultural experience to Imlay City!

Do you know of someone who would like to start a business but does not know where to start? Feel free to introduce them to either the DDA at nfo@icdda.com or to the Chamber of Commerce at executivedirector@imlaycitymich.com. We would be happy to sit down and discuss what opportunities are available!

Call: 810-724-2135 or email at: mirelan@imlaycity.org

SPECIAL POINTS OF INTEREST:

- SEED Group
- New Employee
- Winter Movies
- REEL Deals
- Food for Thought
- Wayfinding

NEW EMPLOYEE TO BETTER SERVE YOU!

With the work the DDA has been doing in relation to Economic Restructuring, we became concerned about making sure current businesses were still a priority! That is why Dana Dunlop was hired! She is here to make sure Marketing and Promotions continue to



move forward. You may have already received an email or two from Dana. She will be your contact for all your amazing promotional ideas! Feel free to call and speak with Dana on Mondays and Wednesdays. 810-724-2135 or email at info@icdda.com.

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REEL DEALS

Once again the DDA has partnered with Imlay City Cinemas to add FUN to the winter months. The Winter Movie Series begins Tuesday, January 18 and runs every other Tuesday through March. Patrons will be treated to a FREE family friendly movie and receive special prices on concessions.

Reel Deals

The Winter Movie Series is a great opportunity for movie-

goers to dine, shop and support the Downtown District! The DDA is asking merchants to participate in the “**Reel Deals**” promotion by simply offering customers holding a Winter Festival Movie ticket special offers and discounts throughout the 12 week event. Your business’s special offer or discount will be described on the DDA Facebook page and website and participating merchants will be listed on printed materials available at the movie. What

a great way to encourage movie-goers to support local business!

To further encourage patrons to shop local, a raffle will be held during each movie and the lucky winners will receive a gift bag filled with gift certificates and goodies from Downtown Imlay City businesses.

Promotions for the Winter Movie Series include: fliers advertising the movies distributed to local business and

PTAs, updates on the DDA website and Facebook page, press releases and local newspaper ads.

Please contact Dana at the DDA office if you have questions regarding the promotion or if you would like to participate in “Reel Deals” and/or the raffle.

810-724-2135

Email: info@icdda.com

All Winter Movies will be shown **Tuesdays at 7:15 pm** at Imlay City Cinemas.

January 18

Ghost Busters

February 1

Sound of Music

February 15

Wizard of Oz

March 1

Star Wars

March 15

ET

March 29

Back to the Future

Save the Date... mark your calendar for these 2011 Downtown Events.

January– March: Winter Movie series and *Reel Deals*

April: Recipe Books Available

May: Cinco De Mayo Celebration and the Farmers’ Market Opens for the season

June: Polly Ann Trail Walk, Tuesday night movie and concert series begins

August: Blueberry Festival

September: Oktoberfest

PROMOTIONS UPDATE

Do you have promotional Ideas?

The Promotion Committee Meets every THIRD Wednesday of the Month at Tietz Restaurant at 8:30 am!

Bring a friend!



Ideas are always welcome!

“I like to tell people that all of our products and businesses will go through three phases. There’s vision, patience, and execution.”

Steve Ballman Microsoft CEO

FOOD FOR THOUGHT

Picture This!

*"Laughter is
brightest
where food is
best"*
Irish Proverb

The DDA is beginning to gather your favorite recipes for the 2011 IC Recipe Book. Although there will not be a "Recipe Walk" this year, books will be available for sale beginning in April, 2011. Your name and business will be listed with the recipe(s) you submit and a special section within the book is being considered that would spotlight participating businesses.

Look for more information in upcoming Newsletters and contact the DDA office to join the "Recipe Book Committee". We would love to hear what *ingredients* you think are needed to make the 2011 Recipe Book a delicious hit!
"Food is our common ground, a universal experience."
James Beard

Are you interested in "hosting" a local student's masterpiece? The DDA is working with Imlay City Schools to display student artwork in Downtown store fronts. More details will follow in future newsletters but if you are interested in hosting, please contact Dana at the DDA office.
What a great way to support our local budding artists!

WAYFINDING SIGNAGE	JUST FOR YOU
<p>"I didn't even know Imlay City had a Downtown!"</p> <p>This phrase has been stated more than once to each merchant in Imlay City.</p> <p>This was and still is the number one concern of all the merchants of the Downtown. The necessity for signage is apparent.</p> <p>The DDA Board has spent a lot</p>	<p>of time and resources trying to find the perfect sign design and placement that would best direct potential customers.</p> <p>Although the design has not been finalized, the fabrication and installation of signage is a main goal of the DDA for this Fiscal Year. The board set aside funds to finish this project before June 30, 2011.</p> <p>DDA Programs:</p> <ul style="list-style-type: none"> • Façade Grant • Graffiti Grant • Merchant Happenings • Downtown Deals • Continuing education • Free advertising on our webpage; Facebook; and twitter.



Check us out at icdda.com and on Facebook at Downtown Imlay City

LETTER FROM THE DIRECTOR

Dear DDA District,

The last quarter was very busy for Imlay City DDA!

We designed and constructed a Downtown Infrastructure Project. This project was funded from the DDA Budget as well as a Community Development Block Grant.

The SEED Group was born and went to work quickly. There was a Townhall meeting held on November 9 to début the pro-

gram and a follow up meeting held on December 6 to hand out the first "Homework." Please follow our progress on the webpage at icdda.com.

The SEED Group has already had one success. The group worked together to help Mike Romine "plant" his dream of starting a local restaurant. He will be looking to use all locally grown produce. He would also like to use Ed-Tech Culinary students as

interns in his place of business. These type of innovative ideas will lead to an economic recovery in Imlay City and Michigan.

The DDA is still working with Mold Masters, Inc. to purchase the old Mold Masters building. This acquisition and eventual demolition of the building will be financed using a Blight Grant through the MEDC.

It has come to my attention several times in the last three

weeks that there is an issue or two with the sign ordinance. Please take a moment to write down why or how it is too restrictive. It can be very powerful to combine efforts with other businesses when bringing complaints before the City Commission. If you have an issue with the ordinance please send them along! I would be happy to represent your claims to the City Commission!

Sincerely- *Monica*

Regular Board Meetings are every second Monday at City Hall at 7:00 pm and are always open to the public.

WE'RE ON THE WEB
ICDDA.COM!



150 N Main
Imlay City, MI 48444

DDA Bulletin Board

*The Imlay City Downtown
Development Authority Board
Meetings are open to the public
and are held on the
second Monday of each month
at 7:00 p.m. at City Hall,
150 North Main Street.*

*Monica Irelan
Downtown Development
Authority Director
810.724.2135
mirelan@imlaycity.org*

DDA Board of Directors

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*Don't forget to visit us at
www.icdda.com*