



The Downtown Lowdown

News from the Brighton PSD

November 2008

UPCOMING EVENTS:

November

21- 23 - Holiday Weekend Kick-off Downtown Brighton

22 - Holiday Glow Downtown Brighton

27 - Thanksgiving

December

2 - PSD Meeting City Hall 7:30 am

11 - Ladies Night Out Downtown Brighton

22 - Hanukkah Begins

24 - Christmas Eve

25 - Christmas Day

26 - Kwanzaa Begins

Chairman's Corner

By: Mark Binkley



As the new Chairman of the Brighton Principal Shopping District, I thought it would be a

good idea to reintroduce the PSD initiative and give my take on where we have been and where we are now. It's been a while since you've seen a newsletter from the PSD, mostly due to the departure of Nate Geinzer, the PSD Administrator, in November 2007 for a Management Assistant gig with the City of Farmington Hills... and, as could be predicted, Nate is exceeding expectations there too!

WHERE HAVE WE BEEN?

Since its inception in April 2006, the PSD Board has completed the core marketing tools necessary to promote the district as a place to invest and do business:

- ◆ Initiated a branding campaign (2006) through the use of billboards, radio and print media with the marketing theme: "Downtown Brighton-Don't Miss

Out"

- ◆ Created a logo that is used with all marketing pieces. (see upper left)
- ◆ Developed a walking map that covers the PSD district.
- ◆ Commissioned a marketing study that identifies characteristics of the Brighton trade area.
- ◆ Established a website in 2007 that includes, among other things, PSD information, community events and a list of vacant properties in the PSD.
- ◆ Provided advertising support for a variety of merchant-oriented and civic events including: Summerfest, Sidewalk Sales, Smokin' Thursday Nights, the Kiwanis concerts, Brighton Art Festival and Smokin' Jazz & Barbecue Blues Festival.

WHERE ARE WE NOW?

One of the objectives of the PSD is to help downtown reach beyond the immediate market to try and generate new shoppers and diners. Typically this is too expensive for the individual small business owner but can be effec-

tively achieved with the PSD budget. In recent meetings, the PSD board developed a multi-media marketing program for the upcoming holidays and beyond. Key components of the campaign include:

- ◆ A five-week radio campaign on WJR with 120 60-second spots highlighting the Holiday Glow, Ladies Night Out and other seasonal events targeted to commuters and consumers outside Livingston County
- ◆ A six-week radio campaign on WHMI with 180 60-second spots targeted to the local shopper and highlighting the seasonal events
- ◆ A billboard simply stating "Shop Downtown Brighton" located on I-96, noting the PSD website. The billboard will be up from November 17 to December 28, obviously prime shopping season.

Look for updates on other PSD activities in future newsletters and on the PSD website.

Main Street Minute

By: Claudia Roblee



Let me introduce myself. I am Claudia Roblee. My husband and I own ArtVentures on Main Street and our family has lived in Downtown Brighton for 15 years. I was elected to City Council in 2007, and I serve on the Principal Shopping District Board as the Council Liaison.

The Main Street Program, a term you will be hearing about a lot, is a tried and true formula for success in helping communities create a thriving downtown. At the October 2008 City Council Goal Setting Retreat, Council identified the Main Street Program as the vehicle of

choice to advance Economic Development in Brighton. The Principal Shopping District Board was identified as becoming the Main Street Board. A Four Point formula - Design, Economic Restructuring, Promotion and Organization - provides the structure used to organize a comprehensive redevelopment effort based on the assets of a community including the stakeholders, the architecture, community landmarks, events and businesses.

In talking with other Main Street communities, I've heard of their success in bringing new businesses and jobs to their communities, having their downtowns full of people on the street, vibrant and healthy,

and of building strong leadership. What really lights up these participants' faces is when they tell me of the involvement of many volunteers from business people to residents, from service organizations to schoolchildren, from people within the city and outside the city, and the deep sense of community pride and commitment that is developed by these stakeholders.

I look forward to talking with you all more about this program and invite you to call or email me with any questions or further discussion. I can be reached at 810-229-3100 or you can email me at croblee178972mi@comcast.net.

*"What is a city but the people?"
~William Shakespeare*



Holiday Glow - Join in the Holiday Fun



"The PSD has helped to sponsor our holiday kick-off weekend November 21-23. The merchants have coordinated an event-filled weekend for our community. This is our weekend to shine literally! Free trolley rides will be offered to visitors to easily navigate them through our city and introduce them to our businesses. Stores will be offering specials and restaurants will be festive with drink and food specials. Let's give our community and visitors a reason to support our/their downtown."

Gail Sherman, Owner Impulse

Start here, at home, for the Holidays! The Greater Brighton Area Chamber of Commerce is delighted to present Holiday Glow 2008, a kick off to the holiday season with friends and family.

The Downtown Brighton Merchants will provide exciting activities and events beginning on Friday, November 21, 2008 from 6:00 - 9:00 p.m.. The Holiday Glow will officially start on Saturday, November 22, 2008 and will run from 3:00 - 7:00 p.m. Join us at the Holiday Glow Stage located in front of the Mill Pond and become mesmerized by the music and dancing taking

place during the day. Santa Claus will arrive at the Holiday Glow Stage at 6:00 p.m. to receive the key to the city from our distinguished Mayor of Brighton, the honorable Kate Lawrence. Once Santa receives the key to the city, downtown Brighton will magically light up with the holiday decor to welcome visitors to shop and dine in beautiful downtown Brighton.

As we await Santa's arrival, there will be a whole line up of fun things to do. Music - Traditional and updated holiday tunes - choirs and bands! Dancing - the Academy of Russian Classical Ballet will return again to perform excerpts of the Nutcracker

Ballet that they plan to bring to the Brighton Center for the Performing Arts in December. Nativity Petting Farm - Enjoy the company of reindeer and many other gentle animals on Saturday. Holiday Choo Choo Train - A free ride up and down Main Street for the little ones during the day. Food - If you're hungry, there will be several downtown restaurants and food vendors serving many special holiday treats.

Please contact The Greater Brighton Area Chamber of Commerce with any questions 810-227-5086

Let's All Welcome:

PKSA Karate - 709 W. Grand River



We would like to thank the entire community for welcoming our new business: PSKA Karate of Greater Brighton! Professional Karate Schools of America is the largest martial arts training organization in Michigan and has grown to Trans-National status! We are about family and community - taking pride in shaping our children into tomorrow's leaders. We instruct all ages from 4 years of age and up. We also graciously extend an open invitation to our "Free Karate" Program! This program invites parents to train along side their child for free. Please accept our professional invite to check out the best Martial Arts Training Organization in the State of Michigan.

Photo By: Christopher Ward RMAP

Motor City Interactive - 108 E. Main Street

Motor City Interactive is a full service advertising agency with emphasis on Online Marketing. Core services include Traditional Marketing/Advertising, Online Media, Email Marketing, Search Engine Optimization and Web Site Development. Our Client list includes AAA Life Insurance, Flagstar Bank, MotorCity Casino, Oak Pointe Country Club, HoMedics, and many more. Give us a call at 810-534-1600



or email jeff@motorcityinteractive.com for a free strategic consulting meeting.

Spirit Rising Yoga & Healing - 111 W. St Paul



A physical injury brought Stacey Coffey to yoga, and set her on an amazing path of evolution. Knowing that the community was hungry for the next step in personal transformation, she created Spirit Rising Yoga & Healing, a sacred place, offering yoga, meditation, massage and book groups. A registered yoga teacher and Reiki master, Stacey has taught yoga for several years before opening Spirit Rising Yoga on St. Paul Street. Our intention was to build a place, in the heart of downtown that would bring the community together, while finding peace of mind or lengthening hamstrings. With how stressful our lives have become, it's so important to have a place that you can feel comfortable... to heal the body, heart and soul. Our hope is for people to come downtown for yoga then walk to dinner and shopping. Each Saturday morning, we offer a **free** Hatha class at 10 am. Classes are available before and after work each day and Wednesday lunch time yoga will be added in December. Other classes include Ashtanga, Vinyasa Healthy Backs, Yin, Meridian, Prana and Yoga Nidra are offered throughout the week. We also offer Neuromuscular, Myofacial and Swedish Relaxation massage plus Reiki healing. We have something for every level, whether you are looking for stress relief, to heal injuries, a great work out, or a little inner peace.

Just So You Know...

The City of Brighton Sign Ordinance allows businesses to have temporary signage.

- ◆ Temporary signage requires the issuance of a permit through the City of Brighton Building De-

partment. The fee for this permit is \$50.00.

- ◆ Banners, pennants, A-frame signs, portable signs, sandwich board signs, sidewalk or curb signs are all considered temporary signage.
- ◆ A temporary sign permit can be issued for up to two weeks once every

three-months.

- ◆ A temporary sign is required to be no larger than ten square feet per side.

If you have any additional questions on temporary signage or the process please contact, Amy Cyphert, Deputy City Planner, at 810-225-9257.

PSD Board Members:

- Mark Binkley, Chairperson
- Shawn Pipoly, Vice-Chairperson
- Claudia Roblee, Secretary
- Nick Palizzi, Treasurer
- Dan Szymanski
- Cheryl Mayday
- Arthur Des Gravise
- John Okoniewski

Newsletter Produced By:

City of Brighton Planning/CD Staff

Please contact Lauri French at

810-225-9244 or

frenchl@brightoncity.org

with any comments or questions

Happy Two Year Anniversary

- Edible Arrangements - 533 W. Grand River
- Peak Performance/ Med Quan/Active Zone - 110 & 112 E. Main Street
- Reflections Salon - 523 W. Grand River
- Shine Salon -209 W. Main Street

Please contact Lauri French with the date your business opened, so everyone can be included in the anniversary column.



Get Involved & Mark Your Calendar



Regular PSD Board meetings are held on the first Tuesday of every month at 7:30 a.m. in Council Chambers at Brighton City Hall (unless otherwise noted). We encourage business and building owners in the Principal Shopping District to attend these meetings to let the Board know what you're thinking--what we're doing right, what needs to be improved, suggestions for marketing and promoting your PSD!

Upcoming Meetings:

December 2, 2008 at 7:30 a.m.

January 6, 2008 at 7:30 a.m.

January 20, 2008 at 7:30 a.m.

Help us to go paperless -- sign up for the e-mail editions of future newsletters. Just visit www.downtownbrighton.com click on "PSD Newsletter" on the upper left side of the page and sign up.

Looking for a Location

Are you looking for a vacant space within the Brighton PSD boundary?? Please view a listing of available property at www.downtownbrighton.com click on "Commercial Property"



Brighton PSD
200 N. First Street
Brighton, MI 48116

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Introducing...
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LOWDOWN**
The NEW and IMPROVED PSD
Newsletter

