



PSD News

Spring 2007

Volume 2, Issue 2

Don't Miss Out

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Digital Downtown

Downtown Website Now Online

On April 2, 2007, the new Downtown Brighton web-site was launched. We are very excited about this new venture and this issue of the newsletter is primarily dedicated to www.DowntownBrighton.com. Some of the articles in this newsletter will show you how you can use this site to better market your business and the Downtown Brighton Community.



We encourage every business and property owner to browse this site and get familiar with its functionality. We are currently looking into holding a workshop to help familiarize PSD constituents with the site. We will send out further information in the future when the specifics are determined.

If while browsing the new site and you notice a mistake, our would like to see your businesses listing changed to a different category, or for any other questions or comments, please contact Community Development/ PSD Consultant Nate Geinzer at geinzern@brightoncity.org.

We hope the articles within are informative and beneficial. We are working hard to promote our Downtown Brighton Community and www.DowntownBrighton.com is a big step in the right direction. What you will find is just the beginning. There is no doubt that this website will be expanded on over time and its presence on the web will grow to higher and higher levels. Enjoy this latest issue of PSD News.

Reciprocal Linking & Its Benefits

Now that Downtown Brighton is on the web, we need to do everything we can to better position this site amongst popular search engines such as Google or Yahoo. Reciprocal linking is one way to accomplish this.

Basically a reciprocal link is two websites linking to each other to ensure mutual traffic. This is used often for search engine optimization. Search engines, such as Google, rank the relevancy of a website based on the number of links

that lead to a particular page and the anchor text of the link.

To put it simply, the more links going to www.DowntownBrighton.com the better position it will have

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Check Out
Our New
Home on the
Web!

www.DowntownBrighton.com



A Word From The Treasurer

Its been a full year since the PSD board was established and I'm guessing you would all like to know just what we have been doing with the PSD fund that has been established.

Well let me tell you, we have been very busy, trying to make things happen for everyone in the downtown district and I'll try to break it down for you.

We purchased Billboards on I96 as well as our key one on US23. Christmas Garland to help decorate the city for Christmas as well as advertising on WHMI to draw attention to our annual Christmas festivities. By now, I'm sure you've heard that we have a marketing group working for us, and with their help, we have created a new Logo for the PSD and even had it carved in ice for all to see at the ice festival. We have just launched our own, brand new web site at: www.DowntownBrighton.com, which you should check out if you haven't already.

You may think that we are doing this blindly, but that is not at all accurate. We have been utilizing available resources in the form of reports and studies that we have purchased to better understand our marketplace and our customers. This will also be a huge help in the coming months as we move forward with our business recruitment program, which is in the planning and development stages currently.

In the coming months you will also see that we are now also taking on the responsibility of the Brighton Summerfest. We are utilizing an events planner to help accomplish an event that everyone truly looks forward to, year after year.

We also have a banner program in the planning stages to implement in the coming year as well.

We are coordinating our efforts with the city, the DDA, and the Chamber of Commerce on everything we do, so we can all make Downtown Brighton a place that you just can't "miss out" on.

If you have any suggestions, or would like to volunteer, please contact us. We can always use the help!!!

Shawn Pipoly, PSD Treasurer

Enhanced Web Listings & Other Services

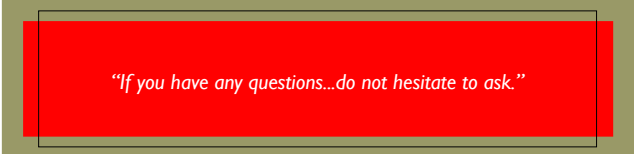
In the very near future, the PSD Board will be releasing details of its enhanced website listing services. This service will be available to all interested PSD businesses. Businesses will be able to have a page on www.DowntownBrighton.com that highlights their business. This opportunity will be available for a reasonable annual fee in addition to a set up charge that is dictated by the level of service requested.

Please watch for details on our website under "For the Investor" and "Current Businesses." This is a great opportunity to harness the benefits of Downtown Brighton's new online presence.

In addition to the enhanced listing opportunity, we are making space available on the website for PSD businesses wishing to promote their sales, or promotions. This will be done on a trial basis. Promotions may be submitted to geinzern@brightoncity.org. The PSD Board is continually investigating additional services to help better position Downtown Brighton and its businesses in our very competitive market place. Keep your eyes open for details. As always, we will make every effort to keep you informed.

If you have any questions about our new website, the enhanced listing program, future services, suggestions, comments, or concerns, do not hesitate to ask.

We look forward to continually offering quality, affordable, promotional opportunities for your specific business, in addition to the PSD's comprehensive promotional efforts.



Reciprocal Links Cont...

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amongst the web's most prominent search engines.

The PSD has made a commitment to link to any business's website that is located within the PSD. (If you have looked at your listing and there is no link, contact us and we will add it.) Basically, what we are

looking for is that any business that has a link on the Downtown Brighton website to in turn, provide a link to the Downtown's website.

Your cooperation and participation is what will make this website a good site or a great site. Thank you for your support.

Volunteers Wanted

The Brighton PSD Board is looking for volunteers for two new committees and other future programs. This is a great opportunity to get involved in the effort to better position Downtown Brighton in today's competitive marketplace.

We are looking for individuals with all types of skills, knowledge, and abilities willing to share their expertise with the PSD Board of Directors and our various efforts.

The PSD Board is taking steps to organize their endeavors more in tune with the nationally recognized Main Street Program (www.mainstreet.org). If you have a particular interest in sitting on our Design Committee (Banners, etc) or Promotion Committee, we would encourage you to join us at our next PSD Meeting **May 23, 2007 at 7:15am at City Hall.**

If you are interested in being a part of the Downtown Brighton movement, please send your name, business name (if a business owner), mailing address, phone number, and email address to Community Development/ PSD Consultant Nate Geinzer at geinzern@brightoncity.org

Business Recruitment

In March the Business Recruitment Committee began meeting. This committee will be meeting every month to discuss and guide the PSD's business recruitment efforts. Early efforts will focus on the review of the PSD's market data to determine available market opportunities, review information to be included in a business recruitment packet, and discuss and develop various recruitment and retention programs. Despite tough economic times, there are still investments being made by the areas entrepreneurs. The goal of the Business Recruitment Committee is to reach out to these entrepreneurs and show them that Downtown Brighton is the best investment opportunity in the area. We hope to build on the current momentum that exists in the downtown district and use it as a testament that the Downtown Brighton economy

is strong. We are interested in your input. What is Downtown Brighton missing? Is there a certain type of store, or a specific store that you think would work well in our downtown community? If so, we would be very interested in your comments. Further, if you are looking for information that may help you better understand our markets customers, please contact the Community Development/ PSD Consultant Nate Geinzer at geinzern@brightoncity.org. This data can be helpful for advertising, related decisions or determining business expansion opportunities. Know your customers.

Summerfest: New & Improved

Due to a lack of interest after the retirement of Pat Steele and lack of necessary time available to individual merchants to plan an event, for the first time, the PSD Board will be organizing this year's Summerfest. The PSD Board was approached to take over the planning responsibilities of this event and the PSD Board graciously accepted this great opportunity. We really wanted to help take this event to a new level and build on past successes. It was determined that to accomplish this, a professional was necessary. April Dertian and her company Events Etc. (Located in the PSD) was brought on board.

As in the past, this event will be completely self funded through sponsorships. The more participation from our businesses and merchants, the stronger the event can be. Many activities have been added this year including a carnival, beer & wine tasting, a food showcase, musical acts, and much much more. We are confident these new attractions will pack the feet in the street and really put Downtown Brighton on center stage. We are really looking forward to this year's event and know it will be a great next step in the evolution of Summerfest.

*Join Us at a Future PSD
Board Meeting*
First and Third Wednesday of the Month
7:15am @ Brighton City Hall

To Further Enhance Our Downtown Brighton Community
Through Exciting & Progressive Marketing

www.downtownbrighton.com

WE'RE ON THE WEB

Email: geinzer@brightoncity.org

Fax: 810-227-6420

Phone: 810-227-1911

Brighton, MI 48116

200 North First Street



City of Brighton Police Department Offers New Crime Prevention Program for Businesses

The Brighton Police Department has initiated a new crime prevention program to assist businesses in the community. The purpose of the program is to evaluate the current level of security at a business and to make recommendations to assist the business to improve their level of security. At no cost to the business, an officer will conduct an evaluation of such things as adequate locks, effective lighting, shrubbery where a criminal could hide, and many other issues. The officer will provide feedback focused on helping the business to improve security and deter crime. Any Brighton business interested in a security evaluation may request an appointment by calling **(810) 227-2700** and asking for **Officer Mike Mitchell**.

