

### 1. Main Street Notes

The ground breaking has taken place for the Clarecastle project. Already the project is looking great, and everyone is anticipating the new life this will breathe into our downtown.

Also, Curves had their official grand opening and are settling in nicely. We are already seeing increased traffic as a result of this new business.

I would like to extend my warmest wishes to you and yours for a wonderful holiday season!

Each year we gather with family and friends to share good times and success stories of the past year. This year our Main Street has been blessed with wonderful activities, community support, and plenty of pride in our downtown. We would like to thank everyone that helped this past year in the continuing efforts to preserve and revitalize our downtown.

Here's to the New Year and working together to make our community a place where everyone wants to live, learn and work.

All in all...good things are happening on Main Street!

### 2. Educational Opportunities

The next Quarterly Training for Main Street will be held December 8-9, 2009 in Manistee. The topic of this training will be Evaluating Events. Through this workshop we will take away new ideas and sound business practices to have a successful event.

As always, I continue to learn everything that I can about being a great Main Street Manager for our community. If you have a tidbit of knowledge or experience that you believe would help us, please feel free to share it with me, I will gladly utilize the information to our benefit!

### 3. Community

With the holidays well under way, Main Street is gearing up for a busy season. Please remember to Shop Clare for all of your holiday needs. All of our merchants are ready to help you find a perfect gift, decorations for your home or business, or food for your holiday needs.

I continue to assist the Clare Area Chamber of Commerce through committee work and as a Board member. Also, I continue helping as the Program Director, and now Board member, for the Clare Rotary Club. As a reminder, I have developed a presentation to help people learn more about our DDA/Main Street Program. Please let me know whether there is a group or organization that would like to hear this presentation, I would be happy to present our information to them.

### 4. Committees

The Promotion committee worked with the Christmas Open House committee again this year. The event took place November 29<sup>th</sup> and was a fun time for everyone attending. We had carriage rides, Santa's house, decorated trees in the park, reindeer and special activities at our stores.

The Organization committee completed the next edition of Street Talk, our Main Street newsletter. They are glad to be able to wish new businesses well in this edition and help other organizations share their information through this communication tool. We always have lots of positive feedback about this piece and it is an excellent way to stay in touch with our downtown property owners and members of the community.

The Design committee continues to work on the National Register for Historic Places application. Our intern, Ken Lingaur, is making steady progress and is excited to be able to tell "the story of downtown Clare" for this purpose.

The Economic Restructuring committee continues to monitor the Rental Rehab program. Several property owners visited the Open House held in Gladwin for their recently completed Rental Rehab project. Renewed interest resulted from this visit and we hope to be able to kick off a project in the near future. A progress report will be presented when the activity begins with this project.

Thank you for your dedication to our community and your support of our Main Street program. If I can assist you in any way please let me know.

Lori Schuh  
Main Street Manager