

Hello!

We are so excited to say that downtown Wayland and Main Street Wayland have received a whole new brand! We are very excited about what this will do for our community. I believe it will brighten everything up and encourage people to explore Wayland. I have included some logos if you would like to use them for anything. If you need additional items (like colors and fonts), please let me know.

- **Upcoming Events** - Here is a list of all the upcoming events:
 - **May 30th** – First day of the Farmers Market in the City Park
 - June 3rd – Baugh Shoe Repair 100th Anniversary party from 11 am-2 pm
 - We will be closing the block between the Hotel and Aqua in Vino. We are working on a band and hope to bring in a dessert truck.
 - If you would like to add anything, please let me know. We will have a few pictures printed and farmed. Wayland Chambers is creating a memory book as well.
 - Summerfest – 6/9 -6/11 – Please note streets will be closed ALL DAY on 6/10.
 - June 9th will be concerts in the park (changed from Movies in the Park)
 - June 10th – The roads will be closed early till 11 pm. As the details of the road closures finalize, we will email you.
 - If you would like to have a booth, please let me know. All DDA business and non-profit businesses will have their \$25 fee waived.
 - June 11th will be worship in the park by NewLife.
 - Bike Night -Every third Wednesday from May-October. Combat Vet Bike Association will have a booth taking donations to support combat vets in the Wayland area. Local bars and restaurants will also have features and deals. If you would like to join in, please let me know. The roads will not be closed for this, we are just inviting them down to support a good cause and relax.
 - June 16, 23, and 30 – Comedy downtown. This will be located at the Mini-Park. We are not closing the roads for this either.
 - July 12, 19, and 26 – OpenRoad Brewery, McDuffs, and Hotel are hosting concerts in the streets. We will bring the stage downtown and close the streets for a night of music. Details on road closures will come over once the event is closer.
 - August 10, 17, and 24 – Sidewalk Chalk days. We will close a block downtown and invite the residents to come downtown and draw on the streets. At 8 pm Movies After Dark will be in the park.
- **WERC Committee**
 - Dog Water Bowls – Wayland Main Street will be providing water bowls for dogs this summer. If you would like to have one and have not already let Grace know, let me know.
 - Grow with Google – Teresa, our coach, will be offering virtual classes and one-on-one classes. If you would like to meet with her, please let me know. Remember – this is all FREE because of a grant we received from Google. We are 1 out of 10 cities in America that received this grant.
 - Tourism – Along with our new branding, the WERC committee is working on a tourism campaign.
- **Promotions Committee**

- Wayland Farmers Market
 - Renee Wise is our Farmers Market manager, and she is doing AMAZING! We already have over 20 vendors signed up and activities for each week arranged. If you would like to help (host an event, sponsor, etc,) please let me know!
 - The first market will be on May 30th. Please remember the market has moved to City Park. We have BIG plans for the market in the future and this move will help us get to that point.
- This year we have received a RECORD BREAKING **\$30,000 in sponsorships to the Main Street program!!** If you would like to schedule an appointment to speak further or would like to sponsor, please let me know. All sponsorship funds go back into Wayland events.
- Summerfest 2023
 - We have been planning Summerfest for 2023. It will be moved to the second weekend in June (June 9th – 11th).
 - We have added SO MUCH to the lineup this year. Below are some items I would like to highlight.
 - Little Miss and Mister – We are working with the 1st-3rd graders in the Wayland Union School district to select the first-ever Little Miss and Mister of Wayland. All the principals have been informed that every student has a chance to enter. The contest will be based on a drawing they do of “What does Wayland mean to me”. The teachers, principals, and superintendent will all select (1) Miss and (1) Mister to be crowned for 2023.
 - Wildcat Color Run – This color run will be FREE to all students. The students will run down Main Street on the morning of Summerfest. Friends and family will be able to have a color packet that will then be thrown on the kids as they run. The idea is to “prime” the streets for the day by creating a tie-dye look and also create a fun event for the family. I have tested these packets out and they wash out very easily.
 - Car Show – The Car Show will be at Wayland City Park and will feature an Elvis tribute singer!
 - If you know of someone who would like to show their car, please share this link with them!
 - https://docs.google.com/forms/d/e/1FAIpQLSf1puXjVmm9tPaRovVxD3kly2WG4Q6O0q1pdlybdq4bVk_2Q/viewform?usp=sf_link
 - Firefighters Breakfast – Wayland Firefighters will be hosting their breakfast this year!
 - Concerts in the Park – Friday Night (June 9th) will be a movie in the park! There will be a food truck as well!
 - Sunday Worship – Newlife Wayland will be hosting a morning worship on June 11th at Wayland City Park to end the weekend of fun!
 - Swag – We had the amazing Bryce Tuft design some great shirts for Summerfest this year!
- **Design Committee**
 - BIG THINGS ARE HAPPENING!!!!!!!!!!!!

- Landscape – We have ordered new, modern, large planters to go in front of the Bentleys parking lot. The mulch will be removed and replaced with concrete stamps (a nice simple one). The planters will be filled with large colorful flowers! Hoping to have everything installed and planted by June 1st.
- Light Pole Banners – We have ordered new ones (attached) to go with our new brand. There will be around 7 different styles that will be peppered around the main streets. On the light without the banners, we will have several different things. During May we will have banners for veterans that families can purchase. June-September they will have hanging flower baskets. After the baskets are taken down, the school will be featuring seniors during each trimester.
- Historic walking tour – The tour is almost ready to be up and running. Our team has started with (4) buildings and will be adding them when they can. They are also working on a brochure that will be placed on the walking tour plaque (also getting replaced) and the library. If you know of historic facts about your building, please let me know.
- Mural – We are going to be working on our mural (west side of the Firehouse) in July. The process to find an artist has started. The design will go to the board and design committee for approval.
- **Organization Committee**
 - Our team has been busy working on social media and press releases. Please make sure to follow Facebook and Instagram.
 - They are also working on brochures for Wayland to pass out around the West Michigan area and a summer handout with all our events. The hope to is to draw people from all over to come to visit.

As always, I am here for anything you need!

Thank you!



HISTORIC

Walking

TOUR



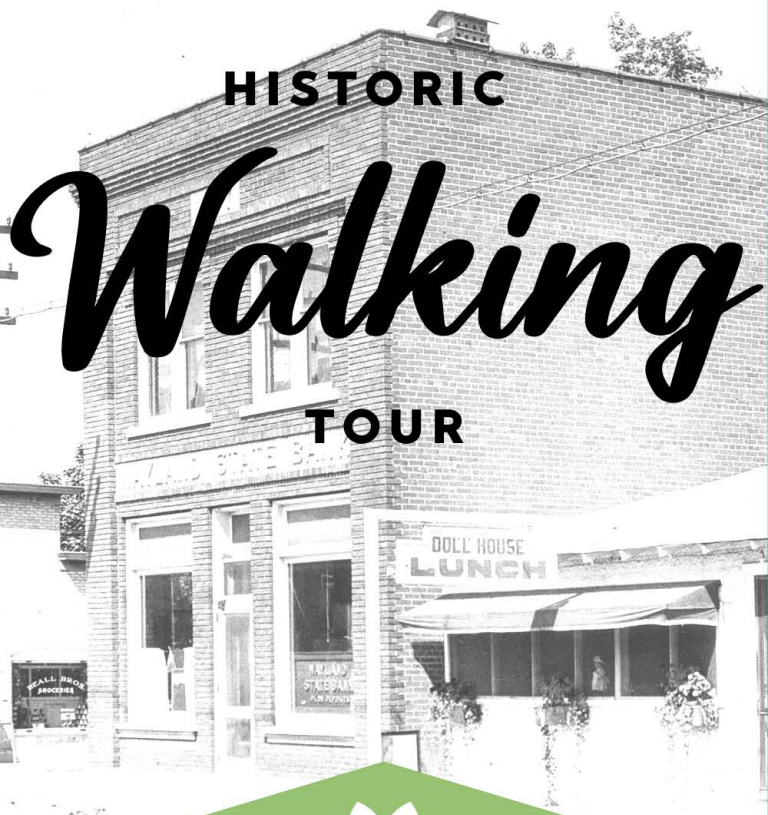
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**THIS
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Learn more about this building's history and other legendary stories as a part of the Wayland Main Street Walking Tour.

downtownwayland.com/historic-walking-tour



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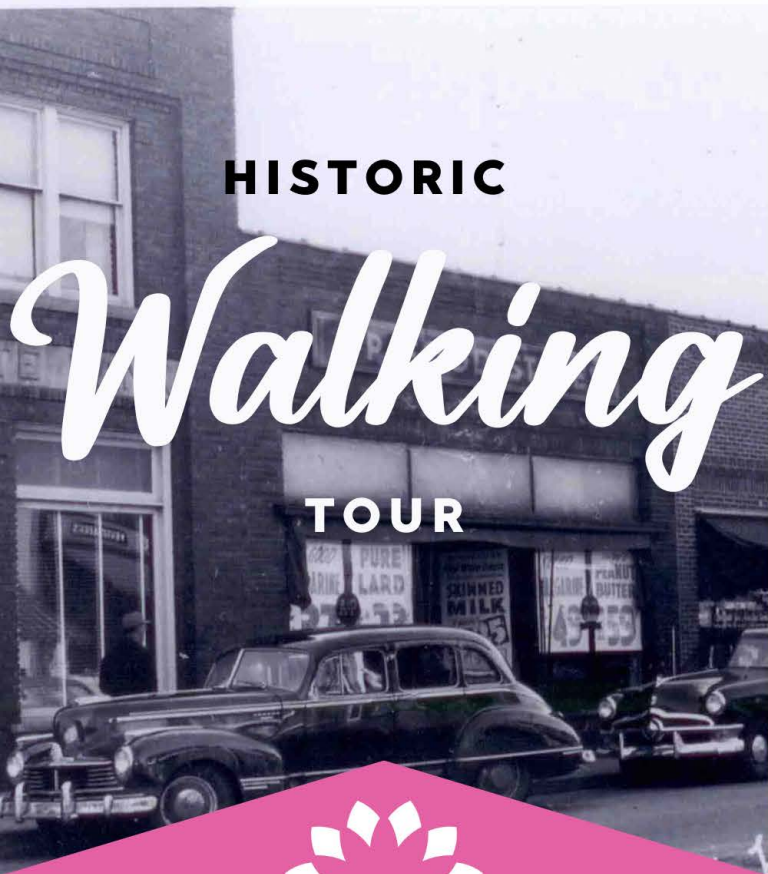
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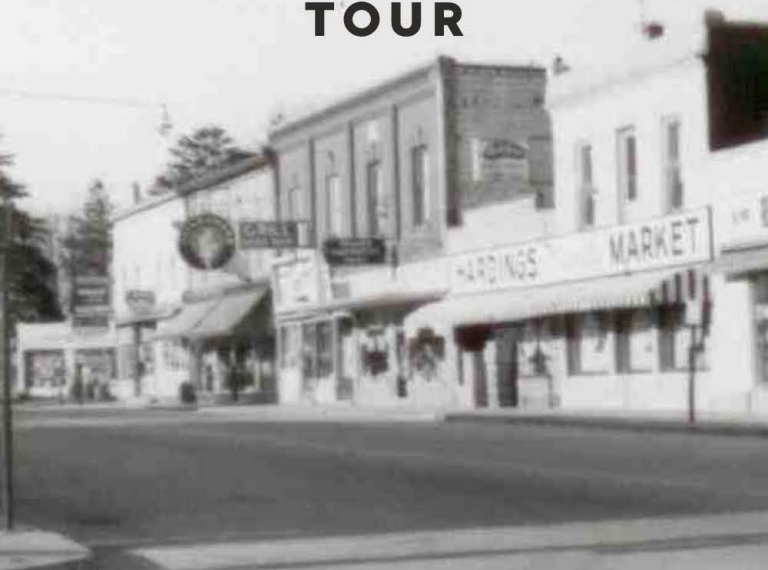
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DOWN TOWN
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GROW LOCAL



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