

Hello!

Spring is right around the corner! We are getting excited about the summer and all the new items we will be adding to our Wayland summer events! Below is a list of the new items that you will see downtown.

**Branding** – We are in the final stages of a completed brand makeover for downtown Wayland! I am SOOO excited about the new colors and logo! Once this is finalized, we will share the logos for businesses to use along with the branding guide.

**Mini-Tree Removal** – In May we will be removing the current pine tree in the mini-park and replacing it with Red Cedar (smaller). We are working with our arborist to make sure this tree is taken care of every year. The reason behind the removal is the cost to decorate the tree and the bird waste. Because of the size of the tree, we could not hire a professional company to come and decorate it. We were also spending thousands each year on labor, rental, and lights. The new tree will be a fifth of the price! Plus, no bird poop on the seats and plaque (which is also getting replaced)!

I am excited to announce that the City of Wayland and the DDA will be mailing out newsletters to all city residents every quarter! I have attached the newsletter for this quarter if you would like to print it for your business or mail it out to your customers.

- **Upcoming Events** - Here is a list of all the upcoming events:
  - 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.
  - June 16, 23, and 30 – Comedy downtown. We are working with a comedy group to bring 3 nights of comedians downtown. Details are still being worked out.
  - 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**
  - The WERC Committee will be sending out an email to our Main Street businesses about dog water bowls. If your business would like to have one, please let them know. We will provide the bowl; you will just be responsible to clean and keep the water full.

- Grow with Google – April 12th from 9 am-2 pm we are hosting a workshop at BayPoint to teach businesses about how Google can help your business. Lunch will be provided.
  - This is part of a grant we received from Google. They provided the coach and funding for this year-long series! Make sure to check them out. I have attended a few and learned SO MUCH! Again, this is FREE to you thanks to a LARGE grant.
  - If you are not able to attend but would like to meet with our coach one-on-one, please let me know. This is also a FREE service to you!
- **Promotions Committee**
  - Wayland Farmers Market
    - The Market is growing! We have moved the Farmers Market to Wayland City Park. This will be safer for residents, with more parking, bathrooms, and a larger space for growth!
    - We have hired a market manager to manage the market. Renee Wise has already done an amazing job! She has stepped up our advertising, and variety of vendors and we now accept EBT cards!
  - We have started our sponsorship ask for 2023. So far, we have over **\$24,000!** I have included the Sponsorship packet. 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](https://docs.google.com/forms/d/e/1FAIpQLSf1puXjVmm9tPaRovVxD3kly2WG4Q6O0q1pdlybdq4bVk_2Q/viewform?usp=sf_link)
      - Firefighters Breakfast – Wayland Firefighters will be hosting their breakfast this year!

- Rib Cook-Off – We are working on some details, but it looks like we have the okay to have the public be the tasters for the Rib cook-off! Once all details are set, we will release the sign-up.
  - 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**
    - The design committee is finishing up the historic walking tour! We have window clings that will go on the businesses that are featured on the tour. If you have any history or photos of your building, please let us know!
      - We will also be hosting Historic Walking Tour nights once a month!
      - We will be getting new banners for the poles this year. As the branding is finished you will see them going up!
  - **Organization Committee**
    - We have started planning interviews with the businesses on Main Street. Angelina will be reaching out to you to schedule a time to come and interview you. She will be taking photos and the stories will be posted.

As always, I am here for anything you need!

Thank you!