

Hello!

Fall is right around the corner and we are very excited about some new additions to our Fall event lineup. One new item is our Scarecrow decorating for the trees downtown. If you would like to join, please let me know.

We have decided on the events for next year. Please see the attached. We will have postcards coming that each business will get. You can have these out all year round.

We are having a few problems this year with people driving through our events downtown. This is extremely dangerous as residents are walking around on the streets and discourages people from coming to events. All departments are working on a better roadblocking procedure. I understand that road closures can be frustrating but when we have events, closing the roads provides safety for people crossing the streets and vendors. I have included the road closures for events in this email as well. If you have questions or concerns, please let me know.

- **Upcoming Events** - Here is a list of all the upcoming events:
 - September 23rd – (ROADS CLOSED AT NOON TILL 5 PM) Ladies on Main. More information about how you can participate will be coming out soon. It will be during the day and we are hoping to do a fashion show.
 - October 28th – (ROADS CLOSED AT 3 PM TILL 9 PM) Monster Mash. We will do a truck or treat for families and businesses to sign-up for. There will also be a scarecrow decorating contest with Chamber members and a costume contest. More details to come as well.
 - November 11 – Harvest Market. We are still working on a location and details. Once we have these details, we will share them.
 - December 2nd – Snowfest (formerly known as ArtHop) from 5-9 pm (ROADS CLOSED AT 3 PM TILL 9 PM). This event is going to take on a new look and excitement. We would like to bring people downtown for a winter-themed party. We are hoping to add more glow-in-the-dark elements and Christmas-themed decorations. We will still have the tree lighting, carolers, and Dickensian characters.

- **WERC Committee**
 - Billboard – Keep an eye out for the billboard information soon.
 - Business welcome packets – We are starting to work on some business welcome packets for new businesses. This will include information about Wayland, the DDA, and more.
 - Magnets – Soon we will have magnets and postcards with all our events for the year. When we receive them, they will be passed out to all the businesses.

- **Promotions Committee (All posters are attached for the events)**
 - Ladies on Main Sept 23rd from 1-5 pm
 - Vendors – We are going to have vendors lining the streets. Right now, we have 14. If you would like to have a tent or know of someone, please have them fill out the below.
 - https://docs.google.com/forms/d/e/1FAIpQLSfnhPIimgtfQPKVGw-Lu4jNVA4xQEbHbxQl1f59aGmZtICwAmg/viewform?usp=sf_link
 - Fashion Show 2-3 pm. The stage will be out, and we will feature a fashion show! Right now, we have 3 different companies that would like to be part of the

fashion show. If you would like to participate (doing hair, make-up, showing clothes, etc.) please let me know.

- Scavenger hunt – There will be a scavenger hunt with all the participating businesses. If you would like to be part of this and have NOT let me know, please email me back and we will work on the details.
- Specials – If you would like to feature a special, please let me know so we can advertise it! If we do not know we cannot promote.
- Monster Mash October 28th from 5-9 pm
 - Trunk-or-Treat – We are hosting a trunk-or-treat in the DDA parking lot. We are encouraging businesses and families to sign up. If you would like a car in this event, please fill out the below.
 - https://docs.google.com/forms/d/e/1FAIpQLSc3deVA0_g-TyhfXv-LXJch5ao-x4dV3SubeanPfVOxGeyxNQ/viewform?usp=sf_link
 - Vendors – We are hosting Halloween or fall-themed vendors. If you have these items or know of someone, please fill out the below
 - https://docs.google.com/forms/d/e/1FAIpQLSdZ5FPUbwcENM3EGcQ0--FVyiE96gZXf4Gy4dov96egdbI3CQ/viewform?usp=sf_link
 - Costume contest – We will also be hosting a costume contest this year as well. We will have a stage and a DJ like last year.
- **Design Committee**
 - All the banners are up and I am very excited about the new brand!
 - We are going to start planning our fall planting soon. You will see the transition in mid-September.
 - We met with an amazing muralist for the west side of the firehouse. She is going to create the design and it will go around getting the okay. If you would like to see her past work, her website is here: <https://www.tenfingfish.com/>
- **Organization Committee**
 - I am excited to say that we won a grant through Pure Michigan for tourism. This fall/winter will have a team from Pure Michigan working with a team from Wayland to help provide direct marketing and promotion technical assistance with the goals of increasing local tourism-focused collaboration and growing local promotional efforts.
 - We are going to try and grow our social media to TikToks, reels, and more!
 - Along with the Pure Michigan grant, we are also going to try and up our tourism presence in West Michigan with postcards about Wayland to cities with West Michigan, billboards, and more!

As always, I am here for anything you need!



DOWNTOWN WAYLAND

Events:

- **Cocktail and Appetizer Trail** - Second Friday January - May
- **Chocolate Walk** - Day After Valentines
- **Everybody's Irish** - St. Patrick's Day Weekend
- **Easter Egg Hunt** - The Saturday before Easter
- **Bike Night** - Every third Wednesday May through October
- **Summerfest** - Second Saturday in June
- **Farmers Market** - Every Tuesday and Saturday in June thru October
- **Sunday Funday Food Trucks** - Every Sunday June - September
- **Sidewalk Chalk Day** - The last Tuesday in June
- **Comedy Nights** - Last three Fridays of June
- **Music on Main** - Last three Wednesdays in July
- **Block Party** - First Tuesday in August
- **Movies After Dark** - Second and Third Thursdays in August
- **Ladies on Main** - Last Weekend in September
- **Monster Mash** - Last weekend in October
- **Craft Market** - Second Saturday in November
- **Snowfest** - First Saturday in December

(269) 525-2323 director@downtownwayland.com www.DowntownWayland.com

JOIN US FOR

LADIES ON

MAIN

Party

SATURDAY, SEPTEMBER
23RD

1PM - 5PM |

DOWNTOWN WAYLAND

**FASHION SHOW
VEDNORS
SCAVENGER HUNT
FOOD AND DRINK
SPECIAL
AND MORE!**



WAYLAND
MAIN
STREET



**MONSTER
MASH**

SATURDAY
**OCTOBER
28TH**

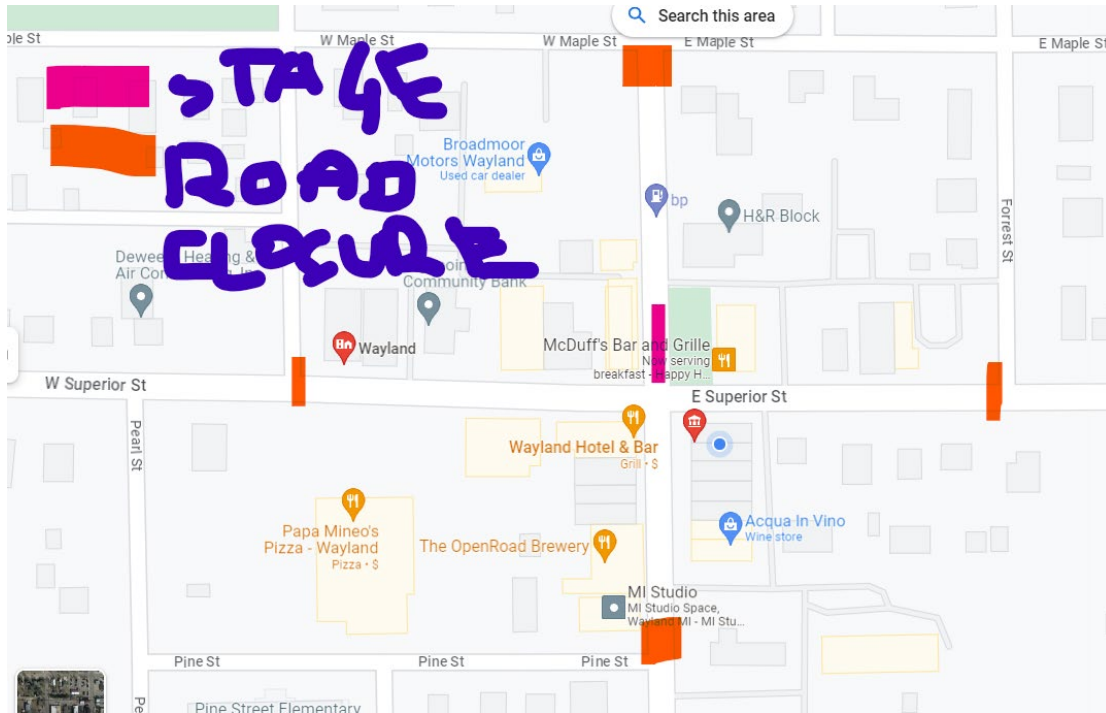
DOWNTOWN
WAYLAND
05:00PM - 09:00PM

COSTUME CONTEST -FOOD TRUCKS-
TRUNK OR TREAT-PUMKIN PAINTING
GAMES FOR ALL AGES- DJ

SPONSORED BY WAYLAND MAIN STREET, WOW-WOMEN OF WAYLAND, BIG DIPPER,
MCDUFF'S BAR AND GRILLE, MICHIGAN ALUMINUM, GUN LAKE CASINO, FULL HOUSE
POTENTIAL CHIROPRACTIC, SENSORY SYSTEM CLINIC WEST, STARR LAWN AND GARDEN
AND GENERAL RV

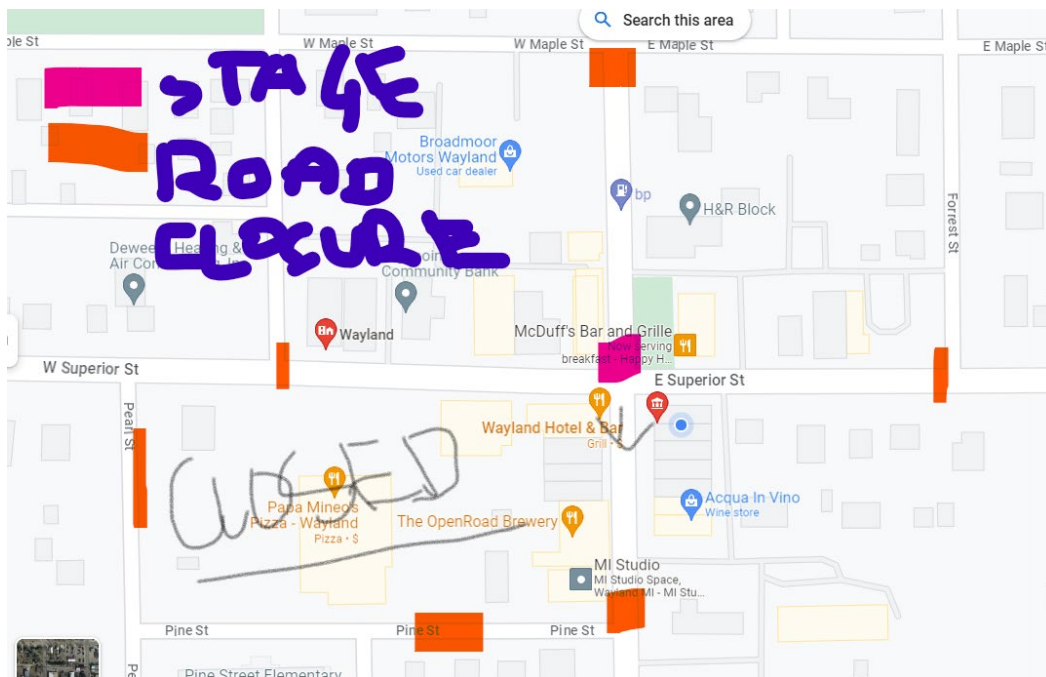
Road Closure for Ladies on Main

Road to be closed at noon till 5pm. Stage will be placed at the parking spots facing the Mini-Park.



Road Closure for Monster Mash

Road to be closed at 3pm till 9pm. Stage will be placed under the light at N. Main facing south. Please note the DDA parking lot will also need to be closed for Trunk or Treat.



Road Closure for Snowfest

Road to be closed at 3 till 9pm. Stage will be placed in the parking spots on the west side of N. Main facing the tree.

