

Hello!

Only 19 days until Christmas! I hope everyone is enjoying their holiday season.

- **Upcoming Events** - Here is a list of all the upcoming events:
 - Between the Buns - Downtown Wayland is hosting a Wayland area sandwich competition for the month of January. We have 11 different restaurants participating. Each sandwich sold will have \$1 donated to the Hand2Hand program. Starting January 1st, make sure to check out the below restaurants and try their new creations.
 - 4 One 2 Distillery
 - Salvinos Wayland
 - Hilliards Corner Lounge
 - Sand Bar and Grill.
 - Russo's Pizzeria
 - Main Street Bakery
 - Smoke On The Water BBQ
 - Bay Pointe Bar & Grille
 - Auction House Cafe:
 - McDuff's Bar and Grille
 - Wayland Hotel
 - Cocktail and Appetizer Trail – Every second Friday of January through may several restaurants and bars will have a specialty cocktail and appetizer for everyone to try! There will be a booklet to carry that will help you keep track and the person with all the boxes checked will be entered to win a Wayland Swag bag!
 - Chocolate Walk – February 15th take a stroll downtown Wayland and try different chocolates and chocolate themed items. Locations will have variety of chocolate themed items for sale.
- **WERC Committee**
 1. Billboard - The downtown Wayland billboard is running south of the exit to Wayland. This billboard will go for around a month.
 2. Business Owners Breakfast - Please save the date for January 29th at 8am. The breakfast will be located at NewLife Church. We look forward to seeing you there!
 3. The Junior DDA - At Snowfest the Junior DDA did a grand opening for their Art Alley. The Art Alley is an installation that will feature artist from around the area. Take some time and walk down the alleyway between the Wayland Hotel and Dollar General to view the great job their high schooler did.
 4. Best of Wayland - The Best of Wayland is BACK! We will announce the winners at the Business Owners Breakfast.
- **Design Committee**
 1. Christmas decorations are up and the tree is glowing!
 3. 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/>
 4. We are finalizing our local historic district team. After we have the members, we will be working with the state to help create the committee.

- **Organization Committee**

1. 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.
2. We are going to try and grow our social media to TikToks, reels, and more!
3. 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!