

Hello!

Summer is going to an end soon and we are wrapping up our summer events. I want to say a HUGE thank you who helped with all the summer events. It takes a village to run and a city and everyone is very much appreciated.

Tomorrow is my first anniversary with this job! I am very happy with this position. I loved getting to know the businesses and residents. Thank you for all your help and patience as I continue to learn.

- **Upcoming Events** - Here is a list of all the upcoming events:
 - August 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.
 - September 23rd – 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 – 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.

- **WERC Committee**
 - Alley design – We finished up with the painting of the mural in the alleyway. The next will be lights, landscaping, and more. We are working to have people pick up the trash and landscape some areas.
 - 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**
 - We have started to plan Ladies on Main and Monster Mash. I will email you with details and how to be involved soon.

- **Design Committee**
 - The senior banners for the first trimester were ordered and will be up at the end of August.
 - I also have the new banners and they will be put up at the same time as the senior banners.
 - We have room to award several sign grants this year if anyone is interested. I have included the information in this email.
 - 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 to 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!