

Hello!

Fall is almost over! CRAZY! I hope everyone had a great October. We are starting to slow down on everything which is a great time to start planning Summerfest and finish up projects that were put on hold this summer.

- **Business Owners Breakfast**

- In January we will be hosting our annual business owners breakfast. At this event we will have a sheet passed around for input from you on how we are doing, what we can do better and what workshops or training you would like to see provided. This is VERY important as we base our workshops for the year off of this.
- We will also be announcing the winners of the second annual Best of Wayland competition. The survey will be going out to the public in December.

- **Grants:**

- MEDC is getting ready to release information about the Match on Main grant. We can put in (2) applications. This is a reimbursement grant for up to \$25,000. If you are interested in applying, please start to think about a project that you would like covered. It can be anything from exterior to interior or equipment. When we submit the application, we will need a comprehensive idea of your goal and how this will grow/affect your business. You are not eligible if you have already received a Match on Main grant.

- **Upcoming Events** - Here is a list of all the upcoming events

- November 11 – Harvest Market will be at the Pine Street Gym. The event is already full of vendors! The event runs from 9am-2pm. Please see the attached flyer as well.
- 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 adding glow-in-the-dark elements and Christmas-themed decorations. We will still have the tree lighting, carolers, and Dickensian characters.
- Junior DDA Ribbon Cutting - The Junior DDA is wrapping up their first project of the year with an Art Alley. In the alley between the Wayland Hotel and Dollar General, there will be several outdoor art boxes. These will host a variety of art exhibits throughout the art. The ribbon cutting will be on Saturday December 2nd at 6pm.

- **WERC Committee**

1. 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.
2. Business Liaisons – The EV committee has split all the DDA businesses among themselves and will be stopping by a couple times a year to make sure contact information is up to date and check in. Please reach out to me if you have not heard from them and I will make sure your liaison stops by.

3. Postcards – We have printed all our events for the year on postcards. We will be stopping by locations to drop off a handful. **If you run out, please let me know and we will bring more.**
- **Promotions Committee (Events are in the works)**
 - Between the Buns
 - We have reached out to several Wayland Area businesses to invite them for the Between the Buns competition. What is this? This is a sandwich competition for Wayland Area that will raise funds for the Hand2Hand program. It will go for the month of January with a community voting system. The final 5 will be jury judged and a winner will be picked. Watch out for more information.
 - If you would like to join and have not been talked to, please let me know.
 - Cocktail and Appetizer Trail
 - If you are a business in the DDA that sells appetizers and cocktails, we will be reaching out to you to be part of the Cocktail and Appetizer trail. This event will be the second Friday January through May. More information to come soon.
 - Chocolate Walk
 - February 15th we will hold a Chocolate walk downtown. Each location that would like to join will need to feature one item on their menu that is chocolate. People will walk around and try them all. Be creative and fun.
 - We will be reaching out soon with more details.
 - **Design Committee**
 1. The fall planting is completed and we are starting to work on the winter landscaping.
 2. 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 okay. If you would like to see her past work, her website is here: <https://www.tenfingfish.com/>
 3. We are finalizing the Historic Walking tour hopefully by May. Each building that is part of it will have a window cling for self-guided tours. We are also working on getting someone to lead a tour once a month.
 - **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!