

Hello!

I hope you all are having a great fall! Please see the below update about all the exciting things we are working on.

- **Upcoming Events** - Here is a list of all the upcoming events:
 - Historic Preservation Workshop – I would HIGHLY recommend this event for all businesses owners. Jessica will be answering questions on historic tax credits and what this means for your building. This event will be from 9am-11am at City Hall.
 - 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. We will have a DJ, a haunted maze, vendors, food trucks and MORE! Please see the attached flyer.
 - Trunk or Treat Sign-Up - https://docs.google.com/forms/d/e/1FAIpQLSc3deVA0_g-TyhfXv-LXJch5ao-x4dV3SubeanPfVOxGeyxNQ/viewform?usp=sf_link
 - Kids Activity Sign-Up - https://docs.google.com/forms/d/e/1FAIpQLSdZ5FPUbwcENM3EGcQ0--FVyiE96gZXf4Gy4dov96egdbI3CQ/viewform?usp=sf_link
 - November 11 – Harvest Market will be at the Pine Street Gym. The event is already full we with 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 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**
 - 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.
 - 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.
 - Postcards – We have printed all our events for the year on postcards. We will be stopping by locations to drop of a handful. **If you run out, please let me know and we will bring more.**
- **Promotions Committee (All posters are attached for the events)**
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- **Design Committee**
 - The fall planting is completed and we are starting to work on the winter landscaping.
 - Halloween decorations will go up October 21 and stay till November 4th.
 - 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!

HARVEST MARKET

CRAFTS

**PINE STREET
ELEMENTARY GYM
9AM-2PM**

Join us for a celebration of bountiful harvests and seasonal delights. Experience the vibrant colors of autumn, indulge in delicious local produce, and immerse yourself in a variety of exciting vendors for the whole family.



NOVEMBER 11TH

201 PINE STREET WAYLAND, MI



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

GLOW
PARTY

12.02.2023

Downtown Wayland

SNOW FEST

FAMILY
FUN

MUSIC

GAMES.ACTIVITIES.FOOD.

5pm-9pm

 **DOWNTOWN
WAYLAND**



MICHIGAN ALUMINUM CORPORATION
Wholesale Supplier of Aluminum Rainware, Coil & Building Products

Sensory System ClinicWest

GENERAL RV CENTER

FULL POTENTIAL CHIROPRACTIC
CREATING FULL POTENTIAL FAMILIES
Formerly House Family Chiropractic

GUN LAKE CASINO

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