



VILLAGE OF
PINCKNEY
DOWNTOWN DEVELOPMENT AUTHORITY

220 S. HOWELL STREET, PINCKNEY, MICHIGAN 48169 * www.villageofpinckney.org/DDA



Get Involved

Promoting our downtown takes many forms, but the ultimate goal is to create and foster businesses to promote a positive image that showcases those things that make Pinckney a unique & wonderful place to live and work.

Some suggested ways to participate:

- Attend DDA meetings – There is a public forum section on every meeting agenda to allow individuals to voice concerns or make suggestions. Meetings can be attended virtually as well for anyone who wishes to either participate or just listen in. All meeting dates, agendas and links to join virtually are on the Village website <https://villageofpinckney.org/dda/>
- Many events take place in Putnam Township Square – Take advantage of these opportunities to stay open during the event, provide specials or volunteer to help organize or play a role in the function. Let people get to know you & your commitment to your business & this community.
- Spearhead or organize a special event such as “Ladies Night Out”, “Small Business Saturday” or similar event. The DDA could help with promotion, marketing, etc.

A Successful Business Requires One Simple Thing: Passion – Teresa Collins

DOWNTOWN EVENTS

October 29, 2022 Spooktacular
6:00-8:00 p.m.
December 3, 2022 Light up the Park
5:00-7:00 p.m.

Take this opportunity to promote your business & get involved!!

SNOW REMOVAL

As you are probably aware, Village Ordinance states that “No person owning or occupying any lot or premises abutting upon any street in the village shall permit sidewalks abutting the lot or premises to become obstructed by snow, ice, debris or dirt so as to inconvenience public traffic.” This is vital in our downtown and can be challenging for local business. Our Department of Public Work’s first priority is to clear over 11 miles of local streets, Village parking lots and sidewalks for our residents and their safety. When time permits, the crew will gladly help clear paths to the on-street parking as snow is piled on the curb along the road. It’s not overwhelming if everyone does their share – Let’s get your customers in and out safely!!

N. Howell Street Reconstruction Schedule Update

With the uncertain nature of the construction industry today, the N. Howell Street reconstruction has been delayed again. Beginning October 10th, the sewer work will start affecting the two blocks behind downtown. All street and sidewalk work is delayed until Spring 2023. We will update the information as it is available from the contractor and post to the Village website at: <https://villageofpinckney.org/check-up-on-village-projects/>.

Small business is the heartbeat of our neighborhood, the spine of the local economy & the spirit of our town

Downtown Pinckney Happenings

Take these opportunities to Get Involved



Local Business Support Needed for Holiday Event – Light Up the Park

The DDA is looking for help in organizing and sponsoring festivities downtown to ring in the Holiday Season. This is a DDA funded event and we need people to step forward and help!! The event is planned for December 3rd in Putnam Square. More information will be forthcoming on the DDA's website. Contact us through the DDA email: dda@villageofpinckney.org. Every little bit helps!! We would love your participation!

Holiday Decorating Contest

This year we are going to have a contest for all businesses in the DDA District who wish to decorate their storefront. This can include window paintings, lights or other holiday decorations. Photograph entries need to be submitted by November 15th to dda@villageofpinckney.org. The winners will be announced at the Light Up the Park Event on December 3rd. Prizes will be awarded to 1st, 2nd & 3rd place. Judging will be done by our local community. This will also be a great opportunity for free advertising for your business.



Great Opportunity to Improve Your Building & Storefront

Monies are still available through the DDA's Façade Improvement Program. The Program provides property and/or business owners with cash rebates of up to 40% of the total cost of the project for materials up to a maximum of \$3,000. Project plans, including estimated costs, are to be submitted for review and consideration by the Building Improvement Committee. The Committee will review projects and make recommendation to the DDA Board. For guidelines and application, go to: villageofpinckney.org/dda/. If you have questions whether your proposed project qualifies or general questions about the program, email us at dda@villageofpinckney.org.



Thanksgiving is considered the official start of the holiday shopping season, but in actuality some 40% of U.S. consumers have already begun their holiday spending spree by Halloween, according to the National Retail Foundation (NRF). This year they're expected to spend an average of \$1,050 apiece, also per the NRF. To capture your share of this bounty, you need to begin your holiday promotions now — if you haven't already.

15 Holiday Promotion Ideas for Small Businesses

1. Decorate your business
2. Provide in-store gift wrapping
3. Offer a special, holiday-only product or service
4. Send out a holiday greeting card
5. Launch a holiday-themed email and/or social media campaign
6. Create a holiday gift guide
7. Provide helpful holiday tips
8. Support a worthy cause
9. Host a holiday event
10. Set up a contest
11. Offer a discount
12. Give customers a free gift
13. Promote your expertise
14. Participate in local holiday fairs
15. Offer weather-related discounts



Courtesy of Oracle Netsuite – March 21, 2022