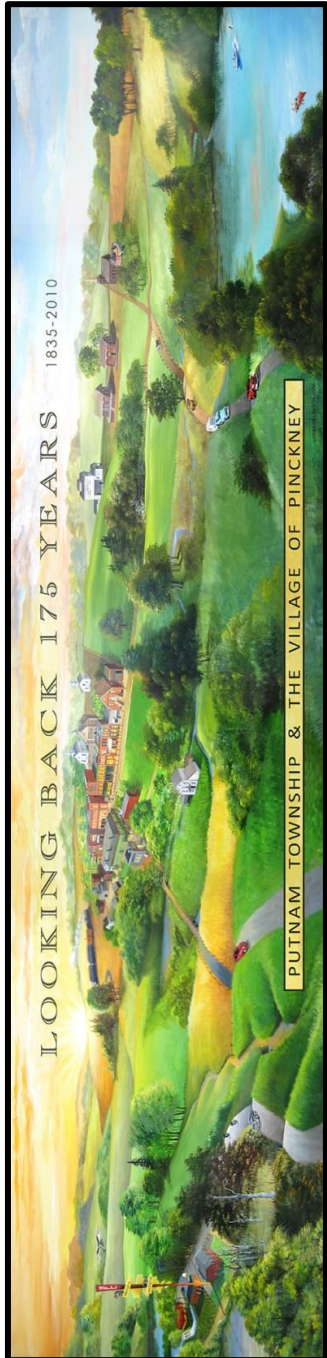




VILLAGE OF PINCKNEY DOWNTOWN DEVELOPMENT AUTHORITY

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



CONSTRUCTION... CONSTRUCTION...



As everyone is aware by now, construction has begun for the North Howell Street project. With the cooperation from your neighbors, we have attempted to provide some parking solutions during this difficult time to impact your business as little as possible. Construction is projected to last six weeks.

THANK YOU TO EVERYONE FOR YOUR COOPERATION & PATIENCE!!



SUCCESS IS BEST WHEN IT'S SHARED!

Howard Schultz, former CEO of Starbucks

The success of any organization is ensuring that all of the pieces of the puzzle fit into place. Independently, a piece is just a piece. Working together, we can see a much better picture. A successful downtown is no exception. Each business, organization, board, commission and council need to support one another. What can we do to further our efforts?

- Partner with another local business for an event or promotion. Instead of viewing other small businesses in your area as the competition, reach across the aisle to form relationships with them. These connections can lead to mutual benefit. Let fellow business owners know that they are not alone.
- Buy supplies, dine, use services from your partners in town.
- Be a part of community events taking place. These events bring hundreds of people to our community. Let's show them what we have to offer here in Pinckney!
- Tell the community leaders what you would like to see & how they can help. It's too easy to sit on the sidelines. Attend a meeting – these individuals are community members and want to see our downtown businesses thrive!
- "Pirate Pride" is alive and well in Pinckney. Decorate for school events, participate in parades sponsor local teams. People will remember and show their loyalty.

Let's make progress – We are all on this journey together!



EMAIL LIST

The best way to communicate, of course, is face to face. But, as many of us know, running a business takes a lot of time, and face to face is not always possible. Technology is sometimes our best friend, and email is the fastest way to reach out to people. The DDA would like to have the most up-to-date email addresses for members of our business community. Please take a moment to email dda@villageofpinckney.org so that we have current information. This will allow us opportunity to inform everyone of news, upcoming events, construction, etc. If you are interested in getting a copy, we would be happy to share the information so that everyone can keep in touch.

“Don't sit down and wait for the opportunities to come. Get up and make them.” ~ Madam C.J. Walker

Hello Fall
Welcome to
Pinckney
Pumpkin Season

Downtown Pinckney Happenings

Take these opportunities to Get Involved



Pinckney SPOOKTACULAR

OCTOBER 28 6 - 8 PM

Trunk or Treat with local businesses around the Town Square

If you're not positive energy, you're negative energy.
— Mark Cuban

Spooktacular is presented by the M36 Rotary. Questions can be directed to: m36rotary@gmail.com or on the Spooktacular FB page.



CHRISTMAS TREE TRAIL

We are looking for area businesses or families to purchase a live Christmas tree for \$60 to decorate and place in the park. You choose the theme and supply the lights/decorations. These will officially light up during our event and stay lit all through the holiday season!

Tree decorating and placement will take place the weekend prior to Light up the Park Pinckney (November 18/19)

To reserve your tree please email: lutppinckney@gmail.com or comment below and we will reach out



Light Up the Park is back for 2023 November 26th 5-7 pm

- Pictures with Santa and Mrs. Claus courtesy of Rick Beaudin "The Pinckney Pirate"
- Wagon and horse ride around the square thanks to PPHH Chamber.
- Pony rides on the grass led by horse trainer from Hell Creek Equestrian Center.
- Make and take table with Bark Art Creations and Painting in Hell.
- Downtown business cookie crawl!
- Decorated Christmas tree trail provided by local businesses and families.
- Santa mailbox in the gazebo that will be checked and letters answered up to December 20th provided by Hamlett Lavender Farm.



Thank you to M-36 Rotary and Huron River Women in Business for being the bulk of the planning committee!!

A few things to consider to get more customers

Partner with complementary businesses. Team up with businesses that have a similar customer base, but aren't directly competitive, and strategize how you can target each other's customers to drive new business to each other.

Participate in community events. Most people like to support independent businesses in their communities. Raise your profile in your community by taking part in community events and organizations, organize a holiday "toys for kids" donation, etc. It gets your name out there, which helps bring in new customers.

Ask for referrals. Referrals are one of the best ways to get new customers. Try implementing a system for actively soliciting referrals from your satisfied customers.

Offer discounts and incentives for new customers only. Introductory offers can lure curious customers in your door by providing a low-risk way to try your products or services.

Does your small business need assistance or support? Here is a resource that may help:

- Michigan Economic Development Corporation: <https://www.michiganbusiness.org/> Check out their Programs & Services – You don't have to be big business to get support.



SNOW REMOVAL – LET'S WORK TOGETHER

Don't forget to clear the sidewalks of snow and ice – help get your customers to your business safely. Our DPW crew's first priority is to clear our 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.