

# The Downtown Update

*"Winter Thaw -Out Update"*

Volume 2, Issue 1

January 2010

## Special points of interest:

- Indoor Sidewalk Sales Feb 5-7
- Snow Volleyball Feb 6
- Urban Adventure Run Feb 6
- Crazy Hat Crawl

For a complete list of Winter Thaw-Out Activities please refer to the enclosed schedule of events or visit [www.downtownludington.org](http://www.downtownludington.org) for continual updates.



This festival is a two City collaborative sponsored by the Downtown Ludington Board, Scottville Main Street, and the Ludington Scottville Area Chamber of Commerce.

Various events and activities will be happening on February 5-7th in these Downtowns.

From Indoor Sidewalk Sales to Urban Adventure and Volleyball, various

groups are teaming up to bring people Downtown.

Various activities and events are being added to the schedule for the weekend everyday. In order to keep up to date on all of the happenings for this event and any upcoming Downtown initiatives go to [www.downtownludington.org](http://www.downtownludington.org).

Also, if you have updates or specials please email them

to [dne-mitz@ludingtondailynews.com](mailto:dne-mitz@ludingtondailynews.com) by the 15th of each month to be included in the next update.

Volleyball sponsors are: Sportsman's, Redolencia, House of Flavors, Ludington Daily News.

If you have any questions email Heather at [hvenzke@ci.ludington.mi.us](mailto:hvenzke@ci.ludington.mi.us).

## INDOOR SIDEWALK SALES- show off your wares!

This year Indoor Sidewalk Sales will be held February 5-7, 2010. This will also be the weekend of the Winter-Thaw Out Event.

If Ludington retailers would like to offer additional incentives or prizes, please send an email to [hvenzke@ci.ludington.mi.us](mailto:hvenzke@ci.ludington.mi.us) with your ideas.

Other ideas are welcome. If you are a retailer and would like to take the lead on this event, please contact us.

# CRAZY HAT CRAWL!!

A new event is slated to be added to the Winter Thaw-Out festival: The Crazy Hat Crawl. This is a new twist on the traditional bar crawl.

There is no entry fee, no punch cards, just tons of crazy hats!

In order to be eligible for the "Specials" at each participating bar, participants must arrive wearing their craziest hat.

The Crazy hat contest is not limited to winter hats, but any crazy, off the wall hat you may own.

Bars wishing to participate in the crazy hat crawl are asked to send an email to Heather at [hvenzke@ci.ludington.mi.us](mailto:hvenzke@ci.ludington.mi.us) by January 22, 2010 highlighting the "specials that they will be offering for Crawl participants.

This information will be available on the web site, and at other Winter-Thaw-out sponsored events.

BE a part of a great new tradition in Downtown Ludington and break-out your craziest hat. Whether you will be participating as a bar or enjoying the crawl, this is one new event that you will not want to miss!

## DOWNTOWN BOARD INFORMATION

The Downtown Ludington Board meets the 2nd Monday of every month at 11:00am at City Hall.

All merchants are encouraged to attend these meetings and to participate in the revitalization of Downtown Ludington.

All merchants are welcome to join a Downtown Board Committee and help generate ideas and initiatives to help Downtown continue to grow into a vibrant successful retail community. Your talents are needed!

All retailers and those interested in Downtown are also asked to help with events and initiatives to bring more people Downtown.

## 2010 Downtown Ludington Board:

- Mayor John Henderson
- Wayne Brown
- Kathy Maclean
- Julie Payment
- Gail Lyons
- Les Johnson
- Nick Tykoski
- Aleksy Urick
- Barry Neal
- Carrie Kosla
- Amanda St Hillaire
- Sara Jeruzal

# GET READY FOR A GREAT YEAR!

Upcoming Events Downtown Ludington for 2010.

Some of these ideas include:

-Earth Day promotions, sales, & activities in April.

-Badger Summer send-off Celebration

-May 7th Farmer's Market Begins

-July 16, 23, 30 & August 6th Friday Night Live

-July 23, SWEET: A Summer Celebration

-August 6-8 Summer Sidewalk Sales

-August 28 Suds on the Shore

-October 1 Oktoberfest

-October 30: Downtown Trick or Treat

-November Window Contest

-November/December Shopping Nights & Holiday Parade

-December 31st 2nd Annual Light up the Lake New Years Celebration