

The Downtown Update

Volume 2, Issue 5

November 2010

Upcoming Events & Promotions

November 19th @ 7PM:
"Window Wonderland" window display unveiling

November 20-21st: Holiday Kickoff Open House Weekend

November 26th 6-8PM:
Late Night Holiday Shopping

December 3rd :

6PM: Holiday Parade through Downtown

7PM: *Window Wonderland* contest winners announced at Court House

6-8PM: Late Night Holiday Shopping

December 10th 6-8PM: Late Night Holiday Shopping (*Ladies Night*)

December 17th 6-8PM: Late Night Holiday Shopping (*Men's Night*)

December 31st 9-1AM: 2nd Annual *Light up the Lake* New Year's celebration

The Holidays are here!

Fall is winding down, which means the holiday season is quickly approaching!

We have many exciting opportunities to share with you!

"Window Wonderland"

Back this year is "Window Wonderland" window display contest! Join in the excitement by decorating your store window! Unveiling will take place November 19th at 7:00PM.

The public will be able to vote for their favorite windows based on four categories:

- People's Choice
- Most Creative
- Most Glamorous
- Most Whimsical

Voting ends December 1st and the winners will be revealed at the Holiday Parade on December 3rd.

If you are interested in participating in this year's contest, please contact Heather at hven-zke@ci.ludington.mi.us



Holiday Kickoff Open House

This year's Holiday kickoff weekend will be held on November 20th and 21st.

We hope that you and your business use this kickoff open house weekend as an opportunity to highlight some of your holiday sales, specials and seasonal products!

LIGHT UP THE LAKE: NYE 2011

Are you ready for another exciting NYE in downtown Ludington?

This year's annual celebration is going to be bigger and better! Planning is underway and we have many new exciting additions to

this year's event! So keep your eyes out for upcoming information and opportunities!

Business owners are encouraged to throw customer appreciation parties or have pre-ball drop events, sales

and specials. We would love to hear about it and help get the word out.

Please email all information to Heather at hven-zke@ci.ludington.mi.us

Late Night Holiday Shopping

Back again this year is Late Night Holiday Shopping evenings! To encourage people to shop local for holiday gift giving, we ask that participating businesses stay open until 8PM on the following dates:

- **November 26th**
- **December 3rd**
- **December 10th (Ladies Night)**
- **December 17th (Men's Night)**

There will be two theme nights for the Holiday Shopping Nights. *December 10th* will be Ladies night and *December 17th* will be

Men's shopping night.

We encourage you to gear activities for these evening toward these audiences. You may want to consider special activities, give a ways, specials or refreshments for these evenings as well.

At the conclusion of the Ladies & Men's Shopping Nights, we will be drawing a winner for a gift basket consisting of donated merchandise and gift certificates from downtown businesses. If you business is interested in donating an

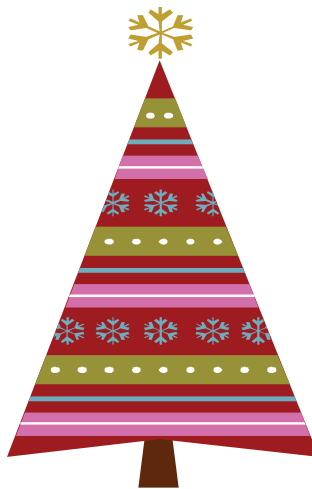
item or gift certificate, please let us know.

We would love to help spread the word about what your business is doing or offering, so please let us know.

If you are interested in participating, have business information you would like us you share or would like to donate an item of gift certificate, please email Heather at hvenzke@ci.ludington.mi.us.

FYI: Winter Thaw Out Festival CANCELED

This years Winter Thaw Out Festival has been canceled! Due to other winter events and lack of interest, it was decided not to go ahead with the event this year.



Web Updates:

To update your information or offerings on the web page please email hvenzke@ci.ludington.mi.us or aklevorn@ludingtondailynews.com.

Please be sure to keep your information current so that our site is as up to date as possible.

**WWW.DOWNTOWN
LUDINGTON.ORG**

LOOKING AHEAD TO 2011

After the holidays, we will be distributing another newsletter, which will contain information on events held in Downtown Ludington.

This upcoming edition will contain a survey regarding all of the events held in Downtown Ludington

throughout the year.

We hope you will take the time to complete the survey as it is your opportunity to give us your feedback and ideas on how to improve events for 2011.

So keep your eyes out for our next newsletter!

Virtual Shopping

An opportunity has presented itself to create a virtual shopping experience of Downtown Ludington. This would allow anyone with access to the internet to shop in Downtown Ludington through a virtual environment from anywhere in the world.

We will also be requesting your input on this opportunity!