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#worldofhearts
&
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#worldofhearts

Photo Courtesy of : The Alpha Bar

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movement: Page 6

DIRECTOR UPDATE

BY : JUSTIN KNEPPER

Well everyone, the last month has been one of the most challenging times in our history not only for Downtown Sault Ste. Marie, but for small towns across America. In Downtown Sault Ste. Marie, hundreds of employees have been laid off, scores of "non-essential" businesses are shuttered, and many of our small businesses owners are facing major financial struggles. And it's not only small businesses, it's our nonprofit organizations and our local government agencies as well, that are facing financial hardship like we've rarely seen before. It is during these times that support from our community is more crucial than ever. Many of our locals are doing their part to help our small businesses and organizations, by doing everything from ordering take-out and deliveries from restaurant and cafes that are still operating; by calling our shop owners and visiting their Facebook pages and websites to order items to be mailed or delivered to their homes; and to offer general encouragement. Recently I spoke with one of the owners of our Chinese restaurants in town. I was worried that negative sentiments might be impacting them due to people's perception of the origination of the Virus. However, the owner said that customers have been contact them, offering lots of encouragement and telling them they can't wait for their restaurants to re-open. These are the things that get business owners through each day. So reach out and let people know they're missed! The Downtown Development Authority is working hard to launch as many innovative programs as we can to support our businesses. Federal aid, unemployment support, and other financial programs have been offered, but many take time to process, so encouraging continued shopping and dining is critical. The Downtown Development Authority recently launched a gift certificate match program. We set aside 50 Downtown Dollars gift certificates in ten dollar increments (totaling \$500) to give to anyone who purchases \$50 worth of gift certificates from Downtown businesses. You can purchase gift certificates by contacting your favorite business and requesting gift certificates from them; then take a photo of the \$50 worth of gift certificates and send to Lindsay Ellis at the DDA (lindsay@downtownsault.org), and we'll send you an extra \$10 in Downtown Dollars! This program is good for the first 50 participants. We've also launched a Downtown Shopping Hour using Facebook Live. Seven businesses signed up for our first week and all went "live" at the same time for one hour, giving shoppers the opportunity to watch their feeds and place orders by messaging or calling once they see something they like. Finally, we're working every day to simply keep communication flowing and to boost morale as much as possible. We appreciate the Community's support for Downtown Sault Ste. Marie now more than ever! Feel free to contact the DDA office at 906.635.6973 with any questions or comments.

EVENT RECAP / UPDATE

BY: LINDSAY ELLIS

We understand events are not the forefront of anyone's mind as of lately, but we know soon our downtown will bounce back and be running with a new 'normal'! Businesses will be lively with patrons and events will once again resume in some capacity.

At this time, we are saddened to announce events such as Ladies Night Out and Rock the Locks 5k are on hold. Rest assured, thought and planning for a "re-opening" of downtown celebration event is top priority when business resumes as usual. Details to follow soon. For now, here is a recap from events held between last quarter's newsletter and now!

In December, the Soo Co-Op Credit Union New Year's Ball drop rounded out our calendar year with crowds of people downtown spectating. The nearly 150 pound, hand crafted, LED sphere lit up the night with the help of a retiring rig from the City of Sault Ste. Marie Fire Department.



I-500 Pub Crawl, a true staple to Sault Ste. Marie and International 500 festivities, took place in January. A mild night had bars and restaurants bustling with people!



EVENT RECAP / UPDATE (CONT'D)

In February, the Downtown Development Authority partnered with the Sault Convention and Visitors Bureau to bring back Winter Ice Festival. Sponsored ice sculptures, live carvings and even a penguin parade warmed up downtown in a big way!



Last... but not least, we know you are in anticipation of events returning to downtown! Here are some throwbacks from last year to tide you over!



DOWNTOWN BUSINESS OWNERS HOST 'VIRTUAL SHOPPING' EVENTS

There has been no shortage of creativity in the ways our downtown business owners have coped with navigating the changes COVID-19 brought to their respective businesses. From curbside service, delivery and virtual shopping, we could not be more impressed with those who have turned adversity into an asset. Last week downtown business owners were invited to a "meeting" to brainstorm ways to generate cash flow through online shopping options. Step aside Amazon! The idea generated was a HUGE success. So much so, another round of virtual shopping hours will be hosted on Thursday 4/30/2020. Follow @downtownsault on Facebook for details,





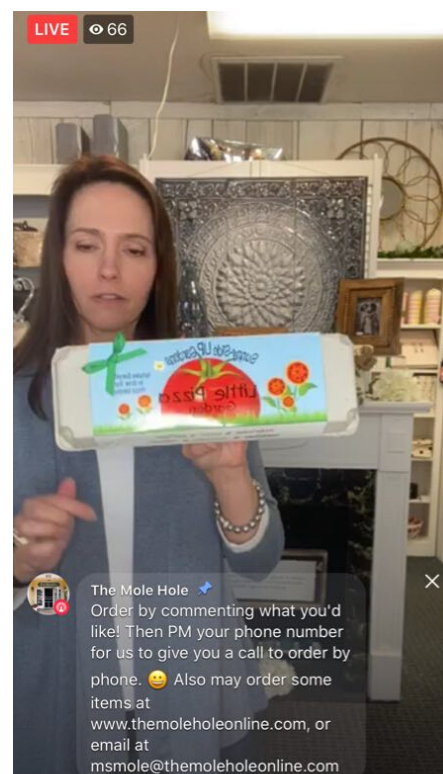

Downtown Virtual Shopping Hour!

Thursday, 7:00 PM Facebook LIVE

Details - @downtownsaultstemarie

Show local love by joining Facebook LIVE shopping shows with your favorite downtown businesses and owners!

Find "Downtown Virtual Shopping Hour" Event for ALL the details!



Here are some snapshots of Downtown Virtual Shopping Hours:



DOWNTOWN SAULT STE. MARIE....FILLED WITH A #WORLDOFHEARTS

BY LINDSAY ELLIS

To provide businesses with as much support as possible during these unusual times, we wanted to dedicate the next few sections of our newsletter to sharing special messaging for our downtown businesses, both essential and non.

While we are grateful for our essential workforce downtown, we miss greatly seeing all of our businesses in full operation. We encourage you to support where you can through ordering take-out or purchasing products online from retailers offering this service.

Recently, many of our business owners put their creativity in motion with embellishments to their windows and storefronts in an effort to spread positivity and hope through the #worldofhearts movement! Check out these decked out windows and storefronts!



Solomon's Tattoo Parlour



The Alpha Bar



Allstar Graphics



The Little Gift Shop

#WORLDOFHEARTS (CONT'D)



Phat Boutique



Fudge Du Locke



The Foundry



Monocle Jewelers



Cup of the Day



Second Childhood & Adults Too



Salon C

#WORLDOFHEARTS (CONT'D)



Here are a few #worldofheart windows from around the World!



MESSAGING FROM DOWNTOWN BUSINESSES

COLLECTIVELY BY: LINDSAY ELLIS & DOWNTOWN MERCHANTS

It is evident business owners across America have been immensely impacted from the cause and effect ripple factors of COVID-19. While we know many of our businesses are unable to be visited, we wanted to connect you to them through special advertising, messaging or general PSA's during these difficult times. Here is what our retailers, restaurateurs, stylists and boutique owners had to say!



"Reading gives us someplace to go when we have to stay where we are." -Quote from Mason Cooley on behalf of Les & Kelli Townsend, Island Books & Crafts



"The Palace Mexican Restaurant & Saloon has served the twin Saults for over a century, and we are looking forward to continuing that tradition."- Tammy Cook , The Palace



"Strong people aren't simply born, they're made by the storms they walk through".
"At the Foundary, we're celebrating the strong people of Sault Ste. Marie who are finding a way to keep walking despite this storm. Looking forward to seeing you all again soon!" -Danna Sanderson, the Foundary



"We are missing EVERYONE! The Wicked Sister crew is chomping at the bit to hit their favorite after work spots for food, drinks and friends. Thank you for your continued support!" Cathy Howell, The Wicked Sister



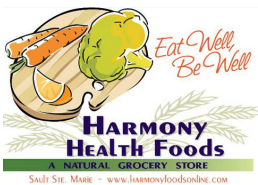
"Time doesn't take away from friendship, nor does seperation." -Quote from Tennessee Williams. "We at the Alpha and Zorba's cannot wait to see you all again." - Stathi & Jennifer Kritselis, Alpha Bar & Zorba's



"Two things that REALLY suck.....COVID-19 and our top quality vacuum cleaners at Edgerly's Sew-n-Vac.Our sewing machines can sew more than face masks.....come look and treat yourself to a new Janome!" - Chris Edgerly & Lisa Cline, Edgerly's Sew & Vac



"We are excited to help Sault Ste. Marie get back in style for Spring/ Summer in the U.P. We can't wait to help you all look Phabulous when we re-open! Stay tuned to our Facebook page for updates!" - Tara Kelgar, Phat Boutique Soo



"You can count on us to be here to help get you through this difficult time by supporting your health and wellness, body and mind." Steve & Kathy Twardy, Harmony Health Foods



"Zim's will be re-opening with a whole new look, new menu and whole new vibe. At this time, we'd like to encourage everyone to keep up on hand washing and social distancing. Keep yourselves safe and we'll see you when this is all over!" -Jim Zimmerman & Jodi Decker, Zim's

**Second Childhood
& Adults Too!**

Everyone Else: "Can't wait to go to Starbucks and Kohl's!"
 Me: "I'm gonna be hitting Second Childhood & Adults Too! We know everyone's been cleaning out their house for the last month." -Misti Collia, Second Child and Adults Too

Your Full Service Salon
Side Street Salon

"Side Street Salon is looking forward to seeing all of our clients to give them a fresh new look for spring. Can't wait to see all your smiling faces" -Marilyn Sillers, Side Street Salon

After **ALL THIS** *Time*™

"We know quarantine may have dampened your plans, but at After All This Time , you can still shop for the perfect gift for your loved one!" -Rebecca Fegan, After All This Time



"Since you're stuck inside with nothing to do, why don't you take up playing an instrument? It's a fantastic way to pass the time. Just make sure you're not late for your doctor appointment!" -Zac & Christy Crook, Crooked Music



"A big thank you to all of you who are continuing to support, and champion the manufacturing and food economy here in the Sault! As we continue to roast and provide Michiganders with the best coffee in the State, we are also super excited to be soon opening the new Superior Cafe location at 215 W. Portage Ave. where the Subway Restaurant had been for many years and across from The Palace and Ramada Inn. We are hoping for an early May (7th maybe) opening, depending on when the all clear is given from the governor. We know you're going to love the new decor, the expanded menu, and above all the return of the best coffee, lattes, and smoothies you've all been missing! Keep safe, and know that distance will make the heart grow fonder! We have a lot to be thankful for here in the U.P.!" -

Ron Kurnik, Superior Cafe

DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Downtown Development Authority General Purpose:

Our board is responsible for providing leadership, direction and support to the DDA, including any related entities established to implement downtown projects. These responsibilities include, but are not limited to, overseeing and coordinating the implementation of the Downtown Development Plans and Tax Increment Financing Plans, organizing marketing, promotion, recruitment and retention strategies for businesses within the downtown, and leading efforts in design and place making.

For additional details visit:

<http://downtownsault.org/about/about-the-dda/>

Downtown Manager, Justin Knepper

Staff / Main Street Coordinator, Lindsay Ellis

Board President, Larry Jacques - Sault Tribe of Chippewa Indians Director of Strategic Planning

Treasurer, Debbie Jones - Executive Director Chippewa County Community Foundation

Secretary/Downtown Business Owner, Scott Parker -Parker ACE Hardware

City Manager , Brian Chapman

City Manager Assistant , Sue Goetz

Downtown Resident/Volunteer/ Vice Chair - Allison Youngs

Downtown Business Owner, Tara Kelgar - Phat Boutique

Downtown Business Owner, Les Townsend - Island Books & Crafts

Downtown Business Owner, Tom Fornicola - Subway

City Commission Liaison , Abby Baker

DOWNTOWN DEVELOPMENT AUTHORITY

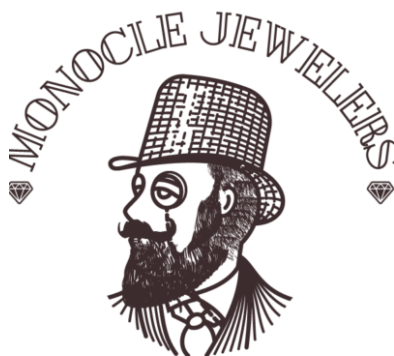
BOARD OF DIRECTORS

MEET ON THE SECOND WEDNESDAY OF EACH MONTH

8 AM

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