

Fabulous Fridays



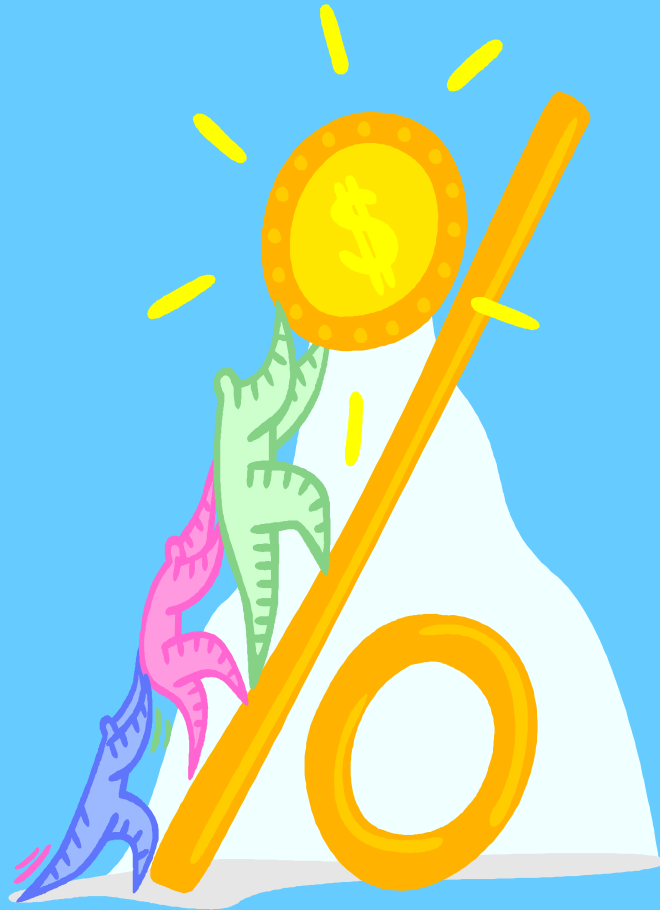
**A Downtown Success Story
West Branch, Michigan**

Existing Events Not Well Attended

Where is everyone?




Business Needed a Boost



A New Idea

Welcome to the
Downtown
Street
Fair



A diverse group of people, including men and women of various ethnicities, are shown in a state of high excitement. They are cheering, laughing, and raising their hands in the air. The background is bright and slightly blurred, suggesting an indoor event or a large gathering. The overall mood is one of joy and celebration.

Let's have an event
each Friday evening
throughout
summer!!!

Retail Merchant Strategy

- Themed events – must be unique & interesting
- Promotes business
- Involves the community
- Is low cost (\$3,000 total budget)
- Is free to participate & has something for everyone
- Each event must be successful!



The Planning

- Every Friday evening throughout summer
- Leverage the combined community talents
- Involve and promote the businesses
- Use creative marketing techniques
- ***Do not*** do business as usual!!!

BE UNIQUE!

Unique They Are!

The Gong Show



Ladies Night



Film Festival



Heroes in Uniform



Classy Chassis



West Branch Idol



Gone Country



Big Boys and Their Toys



Supermoto Bike Championship





1937

GRAPBOOK NOOK



FABULOUS FRIDAYS

BITTERS FORTERS

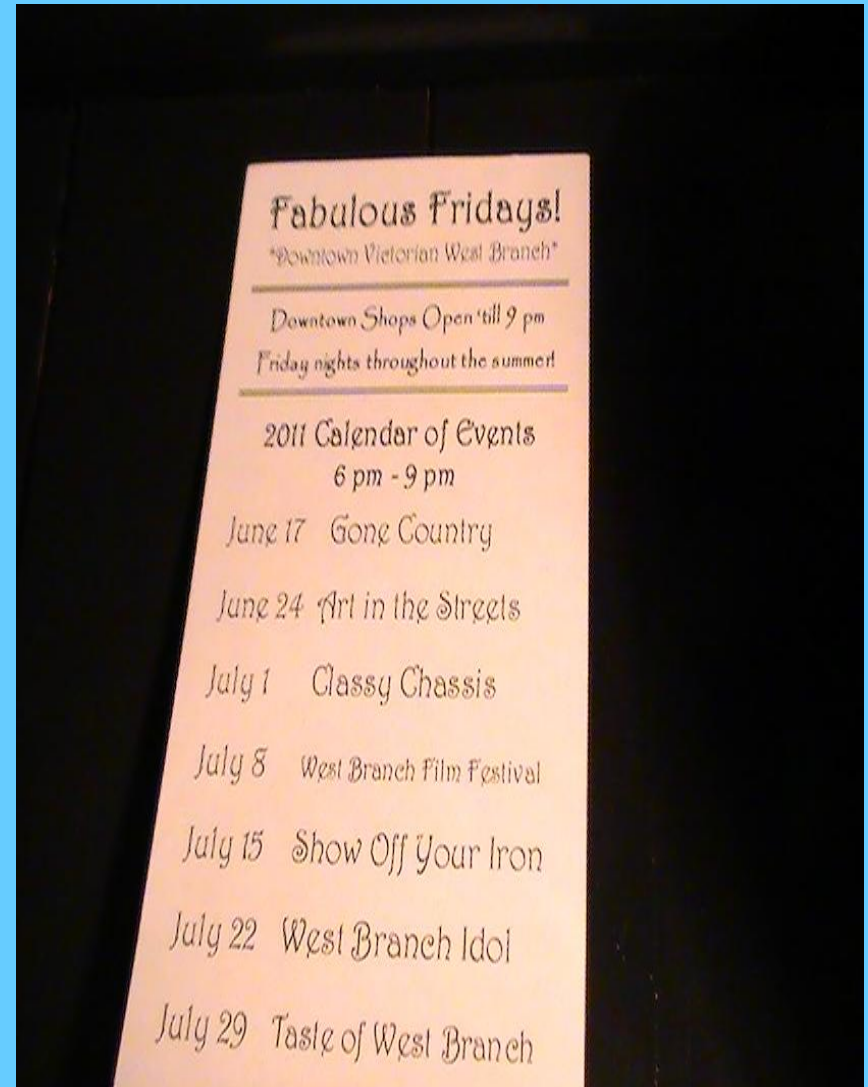


*Mainstreet Magic
The Movie*



Creative Marketing

- Rack cards with calendar of events & description
- Social Media
www.WestBranchEvents.com
- Radio commercials using the voices of business owners & event organizers



Creative Marketing

Given free to local motels for guests



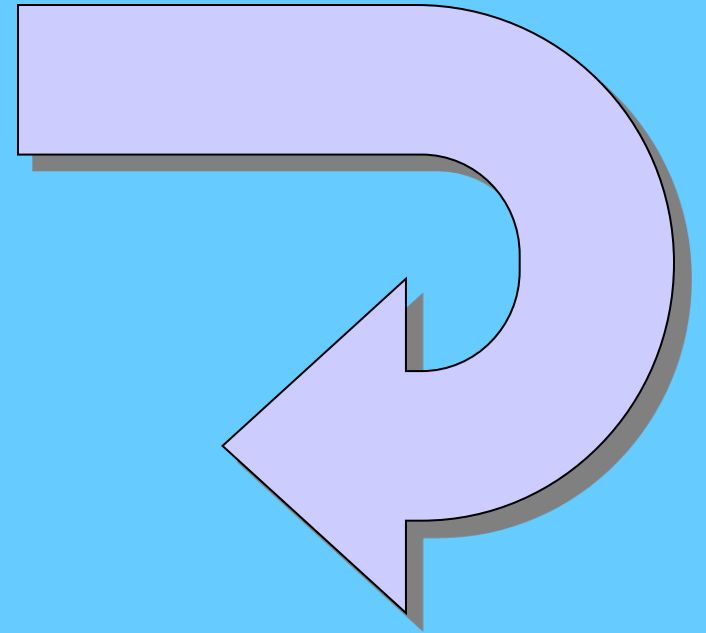
Getting People into Storefronts

- Contests, scavenger hunts, games, voting for favorite idol contestant and more.



Working Together

- Teamwork is at the core
 - 54 Events in four seasons
 - Over 22,000 attendees
 - Collection of talents
 - Teamwork is **POWERFUL!**



The Community is Involved





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Sterling Silver Jewelry
Accessories & Home Decor
Unique & One-of-a-kind Items
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American Red Cross
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HICKUP AUTO CENTER

Organizations



“Heroes in Uniform”

Emergency Dispatch Office

Carol Adair



“Gone Country”

Agriculture Society

Peggy Zettle & Karen Miller

Organizations

“Art in the Streets”

Creative Arts Association
June Longstreet



“Show Your Iron” & “Ladies Night”

West Branch Chamber
Christie Blackford



Organizations



“Read to the Beat of a Different Drummer” & “Shutterbugs”

West Branch District Library

Marsha Boyd

Tremendous Support at all Levels

The continued support by City Hall, the Police Department, the DPW, the Sheriff's Posse and many others make it all possible!

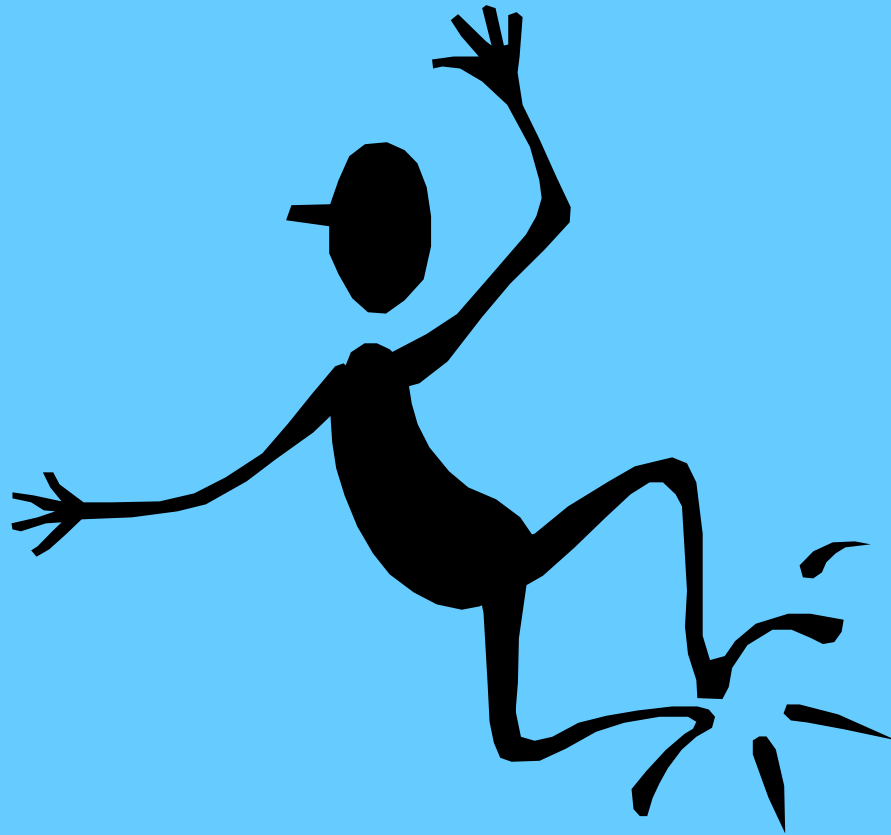


Community

- Increased attendance now averaging over 650 per event
- Over 3,000 attended the Supermoto Race
- More businesses – more people - more involvement – more success!



Fabulous Fridays is Hailed as a Hallmark of the Community



Imitation is the Best Form of ...

Neighboring communities have inquired on our planning and success



Culinary Delight

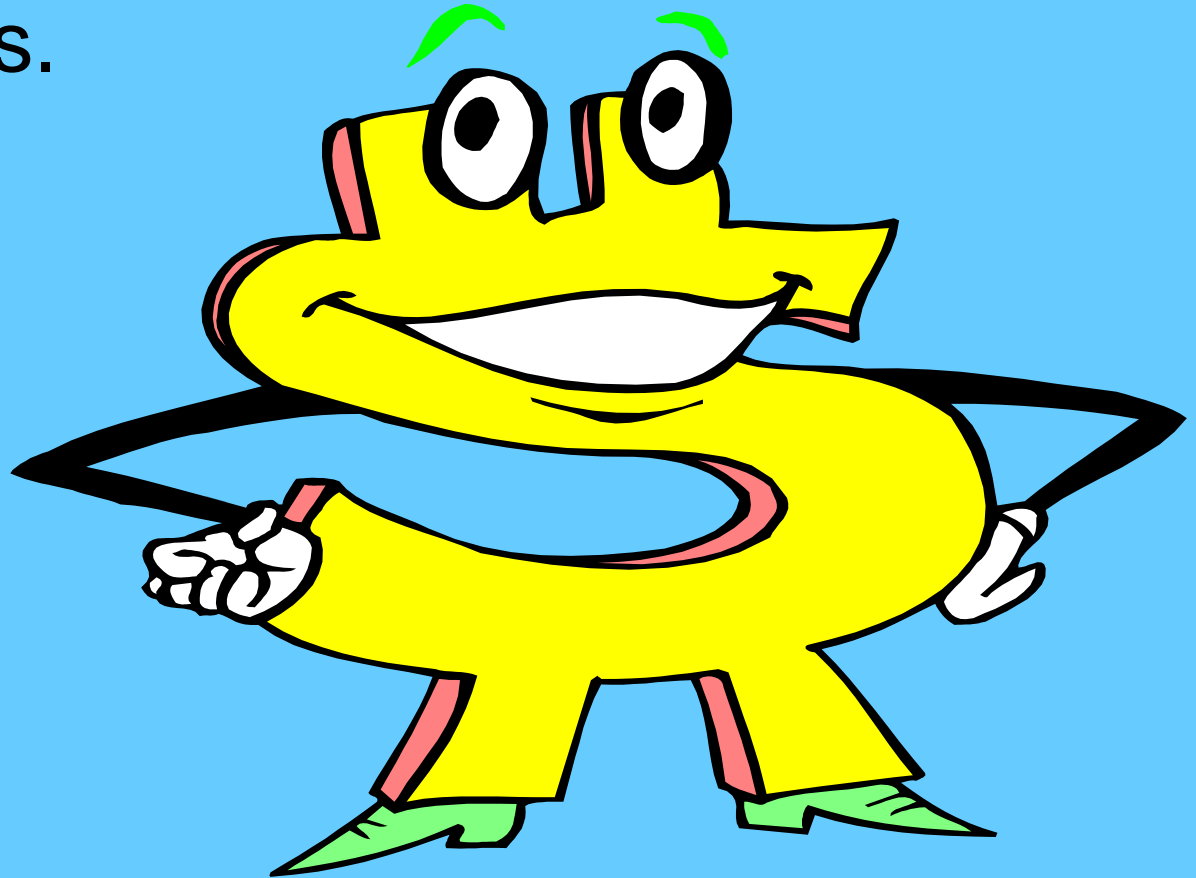


Each Friday night the restaurants are full



And the Businesses...

- Report a 10 – 15% annual increase in business with residual interest and post event sales.



Summary

- **Fabulous Fridays is a success story! A story about need, vision, teamwork and passion.**
- **It's about *not* doing business as usual.**
- **It's about showcasing the talent of a community.**
- **Most of all, it's about people striving to create a better sense of place.**

Photos provided courtesy of the Ogemaw County Herald, Winding Road Studio, the Retail Merchants Association, and Sheriff Howie Hanft

