

The latest news, views, and announcements

INSIDE

New finds this week

New Businesses come to town in 2020.

Staying informed

Make sure you are included in the updated directory.



2021 PSD/DDA Meetings and Events

Looking for information and what is happening

New Businesses

Welcome the following new businesses to the downtown district:

Cupcakes and Kisses (115 E Walker St.) featuring homemade dessert, cupcakes, cakes, cheesecakes and more ...all made from scratch with real butter sugar and eggs, soups and salads, and daily specials.

Michigan Furniture (115 W Walker St.) providing build to order home furnishings with a flare of style that meets any decorating taste you may have.

St Johns Brewing Company (200 N Clinton Ave.) is the third tap room from Mountain Town Brewing Co family. St Johns Brewing features a full-service smokehouse restaurant & tap room. 20+ craft beers on tap paired perfectly with some of the best smoked meats around. But we'll let you be the judge!

Peralta Futbol (506 N Clinton Ave.) is a specialized grocery with fresh produce for authentic Mexican cooking. They also have daily lunch items each day.

Puff Puff Tobacco (100 N Clinton Ave.) is not just a tobacco store, come in and look around. They have the lowest Prices in the area. "Friendly staff, cheaper than any other place" as stated by one customer.

508 Fab, Machining & V-twin Performance (508 N Clinton Ave.) a fabrication and machining company who also does V-twin performance and sells parts. Ask for Mike when looking to get repair done on your motorcycle and any other fabrication need.

Gas Axe Garage (107 W Railroad St.) specializing in vintage style and speed equipment; Building 50's and 60's style hot rods and customs; opening soon.



The PSD & DDA

The Board would like to extend a huge Thank You to the City of St. Johns and the City Commission for providing financial support to help us decorate the downtown district for the holiday seasons this past fall. Without your generosity, we would have not been able to complete the large tree lighting and relight all the trees down Clinton Ave. Thank you so much. We appreciate your thoughtfulness and partnering to make this happen.

Business Directory Updates

The board has created a new business directory. While this is a work in progress, we want to make sure that no business is left out. The directory will provide a means of valuable communication during the year about events and happenings. Please contact us with updated information at psdcityofsj@gmail.com or call 989-640-8551.



The Principal Shopping District & Downtown Business Authority provides a business incentive grant for up to five different businesses per fiscal year. New Businesses interested in this opportunity must submit a letter of interest to the board for review. The letter should include the business name, address, and contact information, as well as, what type of services the business has to offer. The board will then review these applications and determine which businesses will be awarded. Businesses that qualify and awarded will receive a \$1500 grant divided into two payments to make the first month's rent payment, provide funding for marketing, and the thirteen months' rent. If you would like to apply, email information to the Executive Director at psdcityofsj@gmail.com

Promoting your business

Did you know that the PSD/DDA has a Facebook page that can help you promote your business on a daily basis? We are more than happy to post current information about your business and happenings. We will follow your Facebook pages and repost information you share each day. If you do not have a page of your own, you may contact Bryan Purves @ psdcityofsj@gmail.com to find out how you can be included.

Vacancies

If you happen to know of any building vacancies that may be available, let us know so we can post them on the Facebook page and Website.

Covid Safety

It is great to see all the businesses being able to reopen. Please observe safety protocol for your staff and your customers as it pertains to state requirements of Covid-19. Follow the link provided for more information:

<https://www.osha.gov/coronavirus/control-prevention>

PSD/DDA Meetings

The PSD/DDA board meetings are held on the first Wednesday of each month, at 11:30am. We are planning on meeting in person beginning the month of March at MainStreet Café'.

Look for the updated Calendar of events coming to you soon. The Events committee will be finalizing the schedule at their next meeting.

Events Committee: Last Wednesday of each month; 8:00am @ MainStreet Café
All are invited to join

Marketing Committee: Second Thursday of each month; 11:30 am @ MainStreet Café.
All are invited to join.



February 2021
First Quarter