



FALL 2009

DOWNTOWN

NEWS AND INFORMATION FROM THE ROCHESTER DOWNTOWN DEVELOPMENT AUTHORITY



November 30 – January 3, 2010,
Nightly – 6:00 pm to Midnight

The Big, Bright Light Show is a stunning holiday light display unlike any other in the Midwest. The buildings of downtown are covered in over 1,000,000 points of glimmering light.

This year, The Big, Bright Light Show is going North - North Main that is! The buildings will not only be outlined in lights, but several surprises await you as you explore all that Main Street, north of University has to offer including lighted displays

of Nutcracker Soldiers, Carolers, Santa's Sleigh, Candy Land and much more!

The Western Knitting Mill on Water Street is home to the Snowflake Spectacular, featuring over 75 giant snowflakes that "dance" to the beat of holiday music. A definite must-see!

The traditional Christmas Tree on E. University will be transformed into the Dazzling Tree of Lights as every inch of the tree will be covered in glimmering multi-color lights.



KICKS FOR A CAUSE

November 30

We are partnering with Rochester Area Neighborhood House to help the kids in our community with a basic need that we all take for granted – Shoes. When you come to the opening of The Big, Bright Light Show, please bring a pair of new shoes. Shoes will be collected at the corner of Fourth & Main from 5 – 9 pm. Help us "kick" off the season by making the holidays merry & bright for the kids in our community.

All types of shoes are needed – athletic, casual and dress. Sizes: Women's 5-11, Men's 7-12



ROCHESTER "BIG, BRIGHT LIGHT SHOW" POSTCARDS

Want to share all that you love about Rochester with your friends and family? There's no better way than with the BBLS postcard! Residents may pick up postcards at the DDA Office. Offer good while supplies last.

Holiday Happenings

Downtown Rochester Holiday Open House

Saturday, November 7, 10 am – 5 pm

The holidays will be here before you know it and the merchants of Downtown Rochester are prepared! Stop by to see what our merchants have to offer! More than 45 businesses will feature new items for the holidays, specials or good, old-fashioned holiday cheer! Visit any participating merchant and enter-to-win dinner for two and a front-window table to Andiamo Osteria for the debut of The Big, Bright Light Show on November 30!

Downtown Rochester Holiday Windows

November 23 – December 31

Visit downtown Rochester to vote for your favorite windows the weekend of November 27 – 29. The winners will be announced on stage during Lagniappe.

Lagniappe

Monday, November 30, 6 – 9 pm

The 37th annual Lagniappe officially kicks-off the holiday season in downtown Rochester. Merchants will offer "lagniappe" (Creole for 'a little something extra') to their customers as a token of appreciation for their support throughout the year. Enjoy carolers, horse-drawn carriage rides, a visit from Santa Claus and the debut of the 2009 Big, Bright Light Show!



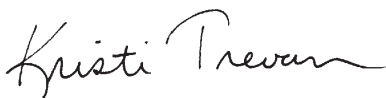
Kristi's Korner

All businesses are looking for the best and most economical ways to communicate with their customers. Over 65 downtown merchants are using Facebook every day to engage their customers. From sales and contests, to posting lunch specials and upcoming events, social media is providing a great opportunity for you to connect with your favorite downtown businesses.

Here is a sample of downtown businesses on Facebook:

- Angel Treasures
- @ Home Furniture
- East Street Pilates
- The Funky Frog Children's Resale
- Haig's of Rochester Fine Jewelry
- Planet Pizza
- Rochester Advanced Dentistry
- Rochester Medical Center
- Royal Park Hotel
- Studio One Salon

The Rochester DDA has been actively using social media to communicate with residents and visitors since March 2009. Since that time, we have gained over 3500 fans on Facebook and have 600 followers on Twitter. Our daily posts provide up-to-the-minute information about new businesses, upcoming events and much more. What we are enjoying the most is the instant connection with our customers. We love hearing what you like about downtown, what we could be doing better, plus some great new ideas. So far, our fans have helped us with award applications, new business ideas and some very creative scarecrow decorating ideas. For us, social media is a two-way street and we look forward to continuing the conversation with you.



Kristi Trevarrow
Executive Director

www.facebook.com/downtown.rochester
www.twitter.com/rochesterdda



MEMBERSHIP PROGRAM

For \$35, Your Big, Bright Membership Includes:

- ♦ The Downtown Rochester Big, Bright Bonus Book – featuring discounts and special offers from your favorite downtown merchants
- ♦ Limited Edition Members-Only Downtown Rochester Christmas Ornament
- ♦ Members-Only Newsletter
- ♦ Exclusive Invitation to The Big, Bright Light Show Sneak Preview Event
- ♦ Recognition of membership on www.DowntownRochesterMI.com



All membership benefits are valid through June 30, 2010. For more information, call the Rochester DDA at 248.656.0060.

Yes, I want to join The Big, Bright Light Show Membership Program!

_____ \$35.00 Big, Bright Membership

Name of Member(s): _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail: _____

Please make checks payable to Rochester DDA.
Send payment along with this form to: Rochester DDA
Attn: Big, Bright Membership
308 ½ Main Street, Rochester, MI 48307

Downtown Rochester... New and Improved!

The new Web site is user-friendly and has been redesigned to be your one-stop-shop for all news and information on downtown Rochester! The site now features an expanded business directory, events calendar and media room. It will be updated frequently, so come back often!



So take a few minutes to explore the new site; we think you'll enjoy it!
And thanks for stopping by... www.DowntownRochesterMI.com

Merchant Spotlight... Celebrating 10 years in business!



GIVE THANKS BAKERY & CAFÉ

Owner Gerald Matthes • 225 Main (on alley) • 248/601-1542
www.givethanksbakery.com

How long have you been in business?

We have been in business 10 years and 5 months (since May 8, 1999).

Why did you choose Downtown Rochester to locate your business?

I chose Downtown Rochester to locate my business, because it's a wonderful town in so many ways. It feels good each time I arrive into town. Also, it's the epi-center of people from Europe and people who have traveled to Europe – very important for a European Bakery.

Why did you choose this type of business?

I decided (after 39 years in advertising/marketing) I wanted to walk in the footsteps of my ancestors who were bakers for the last 300 years.

What unique experience do you provide for your customers?

I would like our customers to experience authentic hospitality that is designed to ensure people leave feeling more encouraged and affirmed than when they first arrived.

What would you like your customers to remember about your business?

The Give Thanks Bakery brings back happy memories of Europe and it is a place where our customers can experience God's love.

Please share one memorable experience you have had with your business.

One of our favorite customers was treated for a lymphoma with chemotherapy. She lost her hair and had to take a leave of absence from her job. But she loved coming to the bakery. One day she asked if she could work the counter, wearing a brightly colored bandana to cover her baldness. Of course, we said "yes". And she turned out to be a wonderful addition to our staff for several weeks. Now she comes in to Give Thanks – fully healed and with her beautiful hair grown back. What an inspiration for the rest of us!

ROCHESTER PENDLETON

Manager Mary Bruhl • 316 Main • 248/601-1282



How long have you been in business?

We have been in business in Rochester since October 27, 1999.

Why did you choose Downtown Rochester to locate your business?

We chose Downtown Rochester, because we are a suburb of a large metropolitan area. Yet, there is this small town charm.

Why did you choose this type of business?

I was already familiar with Pendleton's quality product and wanted to work for a reputable, high end company. The company is family-owned which had great appeal to me.

What unique experience do you provide for your customers?

Pendleton provides great product. We are a 6 generation family-owned business. We are one of a very few family-owned woolen mills left in the U.S. Pendleton produces high quality products that

will be cherished for many years to come. The Rochester store is celebrating its 10-year anniversary, but our company is celebrating its 100th anniversary.

What would you like your customers to remember about your business?

I would like our customers to have a lasting memory of the shopping experience they receive in our store. We specialize in menswear, womenswear, and Pendleton Woolen Mills beautiful blankets. We offer free shipping on regular priced merchandise, and free gift wrapping with gift cards.

Please share one memorable experience you have had with your business.

Our most favorite memories are the lasting relationships we have built over the years. We have laughed, hugged, cried, and shared many memorable moments together. We would want all of our customers to feel at home in our wonderful store and know that it is a place they will want to return to soon.

ROCHESTER DDA TEAM

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Stan Surratt
Marilyn Trent
Kristi Trevarrow, *DDA Executive Director*

The mission of the Rochester DDA is to maximize the economic development potential of Downtown Rochester for the benefit of the community by maintaining an on going, comprehensive downtown management program with broad-based community involvement, seeking reuse of historic and architecturally significant buildings whenever possible, respecting the natural environment, and by preserving downtown's overall unique historical character.



ROCHESTER DDA

308 ½ Main Street, Rochester, MI 48307
248/656-0060 • 248/656-1954 FAX
www.DowntownRochesterMI.com

Preserving The Past



AFTER

NOW & THEN: MICHIGAN CENTRAL RAILROAD BRIDGE

The Detroit & Bay City Railroad, the first passenger train in Rochester, arrived in 1872. The Michigan Central Railroad acquired the line in 1881. In 1964, passenger service was discontinued and in 1968, the New York Central System (which had leased the Michigan Central in the early 1930s) merged with the Pennsylvania Railroad Company and became the Penn-Central Company. The Penn-Central Railroad abandoned its line through Rochester in 1976.

The former Penn Central Railroad was converted to the first rail-to-trail in the State of Michigan. The historic Michigan Central Railroad bridge links the Paint Creek Trail and the Clinton River Trail and is situated between the Royal Park Hotel and the Western Knitting Mill. The bridge restoration project was completed in July 2009 by the Downtown Development Authority.