

# Downtown

SPRING 2011



News and Information from the Rochester Downtown Development Authority

## Step into Spring!

In downtown Rochester, a sure sign spring is near is the beginning of "event season." Stop into town to check out these events and step into spring!

### Spring Girls' Night Out

May 5, 5 – 9 pm

Back by popular demand it's Spring Sass in the City! Ladies, gather your girlfriends for this glamorous night on the town. Participating businesses will pamper their guests; discounts, workshops, gifts with purchase... the possibilities are endless! Be sure to visit each business to see what they have to offer! We'll once again offer free limo rides around town and the Tuxedo Brigade gentleman will be back and ready to assist you! So, grab your best girlfriends, dress to impress and shop 'til you drop!



### Farmers' Market Opening Day

Every Saturday, May 7 – October 29, 8 am – 1 pm

Join us for the opening of the 12th season of the Downtown Rochester Farmers' Market. Opening Day festivities include free canvas tote bags given to the first 500 adult customers, musical entertainment by blues artist Paul Miles, and pot-a-plant gardening activity for the children. Enter to win one of

many gift certificates donated by downtown Rochester businesses. The market also features a Master Gardener to answer home gardening questions. The market is located at the corner of E. Third & Water.

### The Green Living Festival

May 13, 4 – 7 pm, May 14, 11 am – 7 pm, May 15, 11 am – 5 pm

The Green Living Festival, formerly MI Earth Day Fest, has moved to May! The Green Living Festival will welcome visitors eager to learn about green living and wellness, and seeking healthy, eco-friendly products, services and programs.

In addition to the actual Festival, the Preview Party and Green Awards will be held on May 12, a concert and party will close the Festival each night, and there will be a parade and trail race. For more information, please visit the official event web site at [www.MIGreenTeam.com](http://www.MIGreenTeam.com).



### Restaurant Week

August 7 – 12

New to downtown Rochester this summer is Restaurant Week! Join us, Sunday – Friday, as your favorite restaurants offer a prix fixe menu for lunch (two courses for \$10 or less) and dinner (three courses for \$20). We're still cooking-up the courses, so be sure to check [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com) as the ingredients start coming together!



### Events Schedule

Girls' Night Out.....	May 5 & October 6
Farmers' Market .....	Saturdays, May 7 – October 29
Thursdays Rock! in Rochester .....	Thursdays, .....May 12 – August 25
Movies in the Moonlight.....	July 9, 16, 23, 30
Sidewalk Sales .....	July 14 – 16
The Big, Bright Ball.....	July 31
Restaurant Week .....	August 7 – 12
Trick-or-Treat Downtown .....	October 22
Trick-or-Treat at Farmers' Market...	October 29
Lagniappe .....	November 28
The Big, Bright Light Show.....	November 28 – January 1, 2012
Kris Kringle Market.....	December 2 – 3

## Stay "in the know"



The DDA is transitioning our quarterly Downtown newsletter from a mailed piece to an e-newsletter. Please fill out the survey below to let us know what content you would like to see in upcoming editions and sign up for the e-newsletter.

**Completed surveys will be entered to win one of two \$50 Downtown Rochester Gift Certificates.**

### What features do you like about the *Downtown* newsletter?

(Please check all that apply.)

- Kristi's Korner (Director's update about new DDA projects)
- Now & Then (Before and after photos of historic buildings downtown)
- New Neighbors (New businesses in downtown)
- Merchant Spotlights (Learn more about current businesses downtown)
- Event Articles & Event Schedules
- Farmers' Market Update

What would you like to see in future issues of the *Downtown* newsletter? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### How often would you like to receive the *Downtown* e-newsletter?

- Monthly  Quarterly  Bi-annually
- I'm not interested in receiving the newsletter.

Please return this form by Friday, May 27 to: Rochester DDA, 308 ½ Main Street, Rochester, MI 48307 or fax to 248/656-1954.

If you have any comments, questions or suggestions, please contact Nancy@DowntownRochesterMI.com.

### I would like to sign up for the *Downtown* e-newsletter.

Visit [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com) and click the "Sign Up for Enews" button at the top or include your email address below:

My email address is: \_\_\_\_\_

## SAVE-THE-DATE

# the Big, Bright Ball

**Sunday, July 31 from 4 – 7 pm**

Royal Park Hotel, 600 E. University. Strolling dinner provided by downtown Rochester restaurants, DJ and dancing, Snow Miser's Cold Cash Tree, silent auction and raffle to "light the town" on Opening Night of The Big, Bright Light Show. Kids will enjoy the ice cream sundae bar, make & take wand magic station, and so much more! Tickets are available at the DDA office, 308 ½ Main Street or may be purchased online at [www.DowntownRochesterMI.com/shop](http://www.DowntownRochesterMI.com/shop). Cash, check, VISA/MC accepted. For more information, call 248/656-0060. All proceeds benefit The Big, Bright Light Show.



# Merchant Spotlight

## Kerry Roop, Director of Kerry Roop's Superkicks for America, Inc.

105 Main, 248/651-9078 • [www.superkicksforamerica.net](http://www.superkicksforamerica.net)

### *How long have you been in business?*

I've been teaching kickboxing, boxing and Tae Kwon Do for the past 33 years, since 1978. I originally taught students out of my basement and in the park until I opened a place on Auburn Road. I moved my business to downtown Rochester in the early 1980s.

### *Why did you choose this type of business?*

Martial Arts is my sport and hobby. (Mr. Roop earned the title of World-Champion Kickboxer in 1982, 1984, 1985 and 1987 and has had decades of martial arts training).

### *What unique experience do you provide for your customers?*

In Tae Kwon Do classes, students not only learn the fundamentals of the Korean form of Martial Arts, Tae Kwon Do, but nutrition and life skills as well. On their journey to be a Junior Black Belt, testing requirements include learning the 50 states & their capitols, naming the 43 presidents, counting to ten in six languages, learning all 206 bones of the body and more.

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

We make a difference in their lives. Our goal is to positively impact the lives of our students by preparing them to become tomorrow's leaders. By instilling



positive character traits and leadership qualities and emphasizing the meaning of commitment and responsibility, our students come to view the Black Belt as a symbol of excellence and empowerment, not only in Tae Kwon Do, but in every aspect of their lives.

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

A few weeks ago I overheard one of my 9 year old students say, "We can't do that. It will kill my pancreas!" I had been talking to my students about nutrition, fast foods, white flour and sugar in our diets, and grandma offered to take the kids for ice cream after class. Hearing the lessons I've taught, actually stick; this is one of hundreds of reasons I LOVE MY JOB!

## Robert Bloomingdale, Bloomingdale Construction

111 W. Second, 248/651-6701, [www.bloomingdaleconstruction.com](http://www.bloomingdaleconstruction.com)

### *How long have you been in business?*

We have been a family-owned and operated business for the past 10 years. This is my second career. My first career was 30 years in commercial/industrial construction. My partner (nephew), John Bloomingdale, has been a builder for 15 years. We chose Rochester because we have always loved the village charm and character of the downtown area. My wife Dana and I started the business because we are sort of "romantics"; we wanted to build homes the way Thomas Kinkade paints them, with vintage charm and a nostalgic, romantic feel.

### *Why did you choose this type of business?*

I have always enjoyed building homes. The type of construction we do mostly is total renovation which is typically more of a challenge than simple all new construction. We try to work with the existing home structure as much as possible; this requires not only vision and creativity, but also knowledge and experience as each project has its own unique set of challenges.

### *What unique experience do you provide for your customers?*

We are a design/build company. We make every effort to provide our customers with a full service experience. We can help find property or an existing home to renovate. We provide full design and architectural service and connect our customers with lenders who specialize in construction loans. We provide interior design services and have a showroom to help with interior selections. Landscape design and installation services are offered, and, of course, we do construction.

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

What we strive for with our customers is not only to live up to what we promise, but exceed their expectations. We find that the people who contact us typically want to know two things; 1. What can be done or what is possible, and 2. How much will it cost? We also realize that some people are a little uncertain or apprehensive about working with a contractor, so we've developed a process that allows every client to work at their own pace. It's common that our clients wind up becoming our friends, and that is the definition of success for us.

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

When we had our first "Customer Appreciation Party" at our home, as the kids were playing in the pool and the adults were talking, I noticed how much it was like one of our family parties. Many of our customers knew each other through some connection or coincidence around Rochester and they were having a great time chatting and enjoying each other's company. It felt more like a gathering of family and friends than just a customer party – that was a great feeling.



## ROCHESTER DDA TEAM

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## ROCHESTER DDA

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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 ongoing, 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.

# Past, Present and Future



Main Street, circa 1910



Main Street, today



Rendering of Main Street,  
after 2012 reconstruction