

WINTER 2010



"Art on the Town"

VOLUME II, ISSUE 3

People keep asking: What's going on with the corner building? The answer: "Art on the Town."! In an effort to showcase local talent—and dress up our empty storefronts, the DDA has partnered with Michelle Paschal, art teacher at Almont High School to incorporate student art into the local community.

This display highlights both flat and 3-D projects utilizing a wide array of medium. This display will be updated periodically in order to provide exposure for the many creative efforts of our area youth. Opportunities to promote this program to our younger students are being developed.

Plans are underway to expand the



"Art on the Town" program into other business storefronts. We wish to encourage the local community to take some time to visit downtown Almont and appreciate the talents of their children, friends and the local community.

Rotating displays, seasonal art shows and an annual "art auction." are being discussed.

If you are interested in hosting a piece of art or have ideas on how to further connect downtown to our creative local students, please contact the DDA office at: 798-8125.

Thank you to our landlords and business owners willing to provide available space for this program.

ALMONT BUSINESS PROMOTIONS MEETING

TUESDAY—MARCH 2

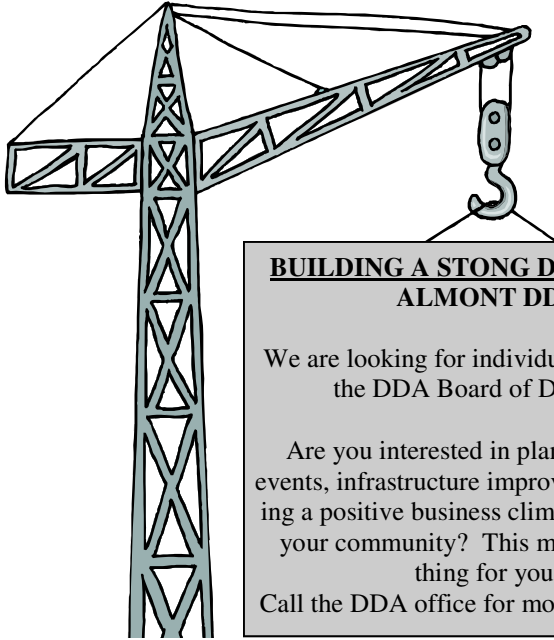
8:00-9:00 AM

TRI—COUNTY BANK—ALMONT

YOUR INPUT IS VITAL FOR EVENT PLANNING!

Topics Include:

Almont Egg-stravaganza (March) and Almont Spring Fling (May)



BUILDING A STRONG DOWNTOWN
ALMONT DDA

We are looking for individuals to serve on the DDA Board of Directors.

Are you interested in planning special events, infrastructure improvements, fostering a positive business climate and serving your community? This may be just the thing for you!
 Call the DDA office for more information!

Holly Day Light Parade Winners

1ST Place: Almont PTA

Sponsored by: Law Offices of Steve Schneider

2nd Place—Novak’s Equipment and Supply

Sponsored by: Great Lakes Legal Team

3rd Place—Lapeer County FFA

Sponsored by: Dr. Jay Vanderest, D.D.S. and E-Bay Consignment

4th Place—Girl Scout Troops 13180 & 70174

Sponsored by: Charlie Brown’s

Thank You: Paul Bowman- MC
 Shooting Stars of Almont—Photography

FAN Us!

The “Social Media—How to” seminar hosted in January was a big success. Over 21 local business owners took advantage of learning how to market their businesses to today’s changing customers. Contact the DDA office if you would be interested in attending this worthwhile event as new classes will be forming! Become a fan today of these local businesses and take advantage of new promotions, how-to advice and latest information!

- ABC Signs
- Almont District Library
- Almont Hideaway Lanes
- Charlie Browns
- Country Smokehouse
- Huddle Bar and Grill
- LaBaron’s Powersports
- Novak’s Supply and Equipment
- The Mill and Brewhouse

- Almont Area Chamber of Commerce
- Almont Dollar Store
- American Tree
- Country Corner
- Downtown Almont
- K & R Garage Doors
- Mike’s Antiquary
- Oasis Hair Salon

....add your business name here!

Almont Area Chamber of Commerce

We’re open for business!!



Almont Area Chamber Board of Directors

- | | |
|----------------|---|
| President | Johanna Nuculovic—CSB Bank |
| Vice-President | Dennis Brown—Better Health 2 |
| Secretary | Patty Cleghorn—Promotional Solutions |
| Member | Terri Rogulski—Century 21—AAA North |
| Member | Susan Gainer—Four County Community Foundation |
| Member | Dr. Jay Vanderest, DDS |
| Member | Jim Ligon |

WAKE UP WITH ALMONT !

Join us on the second Thursday of each month for a breakfast filled with informative speakers, door prizes and unlimited networking opportunities. This event takes place from 7:30 –8:30 am and is held at the Almont Lions Hall at 222 Water Street. Admission is \$5/person.

March Speaker: Dave Eckman—Country 92.5

Please visit www.AlmontChamber.com Your Community Chamber is working hard for you!

"Ask the Expert" - Visual Merchandising

Q: I would like to give my store a “facelift” but I don’t have a big budget. Do you have any tips?

A: “Compelling visual presentation can be a powerful tool in your selling arsenal,” says retail consultant Denise Schroeder, of Image Accomplice. Effective visual merchandising tells a story to your customer—about a specific product, season, sale event or simply about a lifestyle you wish to highlight at any given moment.

Your retail environment—from your façade to your selling floor to your back walls—should offer your customer a sensory experience. Whether it is through sights, sounds, aromas or a combination of all of three, your space should tell a story about your store’s image and merchandise offer.

Whether you are selling budget widgets or widgets couture, there is a common denominator when visually presenting your merchandise offer: set it to sell it. That is, the way merchandise is “set” (laid out, presented, arranged) has a large impact on how that merchandise will sell. The better you do it, the more you’ll sell.

First, walk through your store and see the floor as if you are the customer. See what they will see—what is compelling, what is captivating?

Think of your customer as a guest in your store. What stories can you tell about a specific product, season, event or simply about a lifestyle?

Consider these general principles of effective visual merchandising:

- **Entryway:** Invite your guest into your space. Set your customer’s buying agenda by featuring the latest and greatest merchandise offer at the front of the store. Spend time making it look special, because perception can be reality.
- **Lead your guest into and through your store.** From your entryway, your guest should feel a natural tendency to walk to the back of your store. Create “pausing” points for your guest to touch, feel and experience your merchandise offer, but you want your guest to see your entire offer. Don’t give them a reason to stop midway through your store.
- **Create “shops” within a shop.** Group products associated with a similar lifestyle to create a related merchandise story to increase opportunities to sell multiple items.
- **Color is king** (and queen and prince and princess). Use understandable, palatable color stories that speak to the season or event. Less is definitely more—don’t use too many colors within a story.
- **What about my “one-of-a-kinds?”** Create a sense of urgency regarding your singles. Create a merchandise story that conveys a sense of uniqueness—these aren’t going to be seen everywhere!
- **How far is too far?** You want to compel your guest, not repel them. Don’t go “over the top” with your visual statement simply to be “over the top.” Except for a very specific and narrow clientele, it will not translate into increased sales.

Denise Schroeder of Image Accomplice is recognized as one of the most valuable strategic assets in visual merchandising, with over 20 years of executive-level retail experience. Her business is located in Harrison Township, MI. Find out more about her at:

www.imageaccomplice.com



DDA Board Meetings

The Almont DDA Board meetings are open to the public and are held on the fourth Wednesday of each month at 7:00 p.m. at the Almont Village Offices
817 N. Main Street

Join us monthly on Channel 19 to see how the DDA is working for you!

www.AlmontDDA.com

[facebook.com/downtownalmont](https://www.facebook.com/downtownalmont)

2009-2010 DDA Board of Directors

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Mike Knapke—Vice-Chairperson

Steve Schneider—Secretary

Carole Marsh—Treasurer

Michele Breen

Mary Ann Harmon

Jim Henderson

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Diane Sadler

Frank Smith

Nancy Boxey, DDA Director

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