



## Marketfest Thank You

The Marketfest Board and event director Lisa Beecroft would like to thank the downtown businesses for a fantastic summer. 3,500-5,000 guests visited each week to shop, dine, listen to music and mingle with friends and neighbors. The new Marketfest Flyer was also a success, promoting in-store specials for 24+ participating stores each week. Thank you all for a great summer – we couldn't do it without you!

## State Fair Flyer

Roseanne from Rosebud's Cottage is a vendor in Heritage Square at the Minnesota State Fair. She will be handing out small goody bags, and is willing to include a one-page stuffer highlighting September promotions in Downtown White Bear Lake. If you would like to be included please send a brief description of your promotion (to run the month of September, valid with the flyer) to Dale at 651 653-1230 or [promotionchair@downtownwhitebearlake.com](mailto:promotionchair@downtownwhitebearlake.com).



## Spotlight on Business

Its back!!! Starting in September, the Main Street Monitor will highlight a different Special Service District business each month. If you would like to have your business featured in an upcoming issue, please send an email with contact information, a brief description of your business, a .jpg photo (optional) and any upcoming specials or promotions to [promotionchair@downtownwhitebearlake.com](mailto:promotionchair@downtownwhitebearlake.com). Submissions for the September issue must be received by 8/28.

**Pass this newsletter on to your managers**  
**Forward the email to your staff**  
Available online @ [downtownwhitebearlake.com](http://downtownwhitebearlake.com)

## Main Street News Emailed to you

Please send Main Street your email address at [promotionchair@downtownwhitebearlake.com](mailto:promotionchair@downtownwhitebearlake.com).

## Girls Night Out

**2009 Dates - Aug 20, Sept 17 & Oct 15**  
**4:00 to 8:00 pm.**

Girl's Night Out is starting again in August. This popular, fun-filled evening is a great way to promote your business and downtown White Bear Lake! To participate, contact Dale at 651-653-1230.



## Upcoming Events & Promotions

6/26–10/30	Farmer's Market Fridays 8 - noon
8/20	Girls Night Out, 4-8 pm
9/17	Girls Night Out, 4-8 pm
10/15	Girls Night Out, 4-8 pm
11/5	Holiday Open House, 4-9 pm
12/5	Santa/Carriage Rides
12/12	Santa/Carriage Rides
12/19	Santa/Carriage Rides



Nancy Pofler has created a new Linked In group for Main Street, Inc. White Bear Lake, to provide tech savvy businesses with a common place to share news, post questions and have discussions. Visit [www.linkedin.com](http://www.linkedin.com) to join this group!

## The 3/50 Project

*“What three independently owned businesses would you miss if they disappeared?”* The 3/50 Project started as a blog, and has rapidly evolved into a widespread message across the United States, encouraging consumers to spend \$50 at three independent businesses each month to help support your local economy. Visit their website for more information and resources: [www.the350project.net](http://www.the350project.net)

## READER BOARD

The Reader Board Sign at Highway 61 and 4<sup>th</sup> Street can be used to advertise your business - call Kurt @ 429-9600 to reserve your week today! The reader board is booked up through the end of the year. Reservations for 2010 will be taken starting in mid November.

## MAIN STREET MEETINGS

The **Main Street Board of Directors** holds their monthly meeting on the **first Tuesday of each month at 5:00 p.m.** at Banning Row (blue building at the corner of 4<sup>th</sup> & Banning) Room 200. *All Main Street members are invited and encouraged to attend. Everyone's input is important!!* The Promotions Committee is always first on the agenda in case you would like to come only for that portion of the meeting.

## Here and Gone

In June **Uptown Images** left downtown, and in July, **4<sup>th</sup> Street Dance Centre** moved out of the district, with renovation plans for new shops and restaurants in their old space. We will miss them both!

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Main Street, Inc.  
2202 5<sup>th</sup> Street  
White Bear Lake, MN 55110