



MAIN STREET, INC.

SEPTEMBER, 2007

gowhitebearlake.com

THE MONITOR

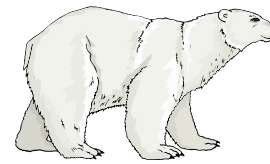
VOLUME: L

SPECIAL SERVICE DISTRICT

Every business owner or land owner in the Special Service District is automatically a member of *Main Street, Inc.* Main Street is a non-profit organization formed to serve the promotion and development needs of the Special Service District, downtown White Bear Lake. Main Street funds support the following:

- Maps and brochures
- Reader Board Sign at 4th & Highway 61
- Banners
- Advertising & general image promotion
- Promotions (Girls Night Outs, etc.)
- Holiday Events (carriage rides, photos with Santa & decorations)
- Kiosks on Washington Square
- Work closely with the City of White Bear Lake regarding vacancy rates and potential tenants
- Work closely with the Police Department regarding crime & safety issues
- Beautification of the district
- Improve customer parking availability

The levy vote for the Special Service Tax District is upon us. All land owners in the District will be contacted by a Main Street Board Member to sign this levy. As a land owner, please consider all the advantages Main Street provides and helps maintain your property value. As a business owner, please encourage your landlord to vote “YES” for Main Street. If you have any questions, please call Kurt Hegland at 429-9600.



2007 Events & Promotions

June – Oct	Farmers’ Market on Fridays
9/20	Girls Night Out
10/18	Girls Night Out
11/16 & 11/17	Premier Event – White Bear Has Art sponsored by The Chocolate Spoon and Premier Bank
12/8, 12/15 & 12/22	Holiday Events

White Bear Center for the Arts is sponsoring the **Annual Iron Pour** on Saturday, September 29th, from 4:30 – 9:00 p.m.. For more information, contact www.whitebeararts.org.

Girls Night Out

Join us Thursday, September 20, for the next *Girls Night Out!* To promote the evening, we have sent over 1,300 reminder postcards to previous attendees. Our final Girls Night Out for 2007 is scheduled for October 18. Many of the 18 participating merchants felt the last two events have been a success. We’re looking forward to another great turn out. If you have suggestions for spicing up next years’ events, please send your ideas to:

promotionchair@downtownwhitebearlake.com.



Reader Board Sign

To advertise on the Reader Board Sign at 4th and Highway 61, call Kurt Hegland at 429-9600.

BOARD MEETINGS

The **Main Street Board of Directors** holds their monthly meeting on the **first Tuesday of each month at 5:00 p.m.** at *Melange* on Banning. The Promotions Committee Meeting is held at the beginning of the Board Meeting. This meeting is open to all Main Street members. You are encouraged to attend these important and informative meetings.

NEWSLETTERS

Save mailing costs and receive information from Main Street quickly by receiving your Main Street newsletter by e-mail! Please send your e-mail address to Kurt at kdhegs@hotmail.com to be included in this new program.



Advertising

A new approach to marketing Downtown White Bear Lake is being kicked off! We are expanding our advertising to include radio as well as print for October, November and December. In an effort to maximize our advertising dollars, **Attention! Marketing** (www.attentionmarketing.net) will be guiding our advertising selections and acting as our media buyer. The benefit of using a media buyer is that they use their years of advertising experience in selecting where our advertising dollars are spent, but the cost of using their service is paid by the radio stations we choose to use.

NEWS AROUND TOWN . . .

Finiouches has left downtown....*Tri Fitness* has opened on 4th Street....*Jenny's Avon Beauty Center* has opened on 3rd and Banning....*Phil's Skateboards* has opened on Clark. Welcome to all new businesses!

Main Street Mission Statement

Main Street, Inc. is a non-profit organization formed to serve the promotion and development needs of the Special Service District, downtown White Bear Lake.

*Get involved with **Main Street**...by pulling together as a community, the White Bear Lake special service district will be the best place for businesses and customers. Contact any of the Main Street Board Members for more information. They are: Kurt Hegland, President (429-9600); Corey Palmer, Secretary (762-1870); Dave Zachor, Treasurer (653-0146); Brian Carlson (426-2885); Debbie Engh (429-1039); Tom Frazer (429-0145); Donna Geisinger (429-2844); Dale Grambush (653-1230); Marj IntVeld (426-5463); Mary Jo Lohn (653-1660); John Lundstrom (235-1403); Penny Norman (426-0388); Nancy Pofert (426-3299) and James Sanchez (653-7326).*

Main Street, Inc.
2202 5th Street
White Bear Lake, MN 55110