

Hello!

Fall is in full swing! I am loving all the scarecrows that are popping up downtown. Thank you to everyone who has put theirs up.

Also - Thank you to Katie, Cinnamon, and Robin who updated all the flowers yesterday to fall.

Wayland has received an assistance program from National Main Street. This is an entrepreneurial service. Over the next couple of months we are going to be working with local businesses to see how we can best assist you, grow, and more. Please watch out for those emails. I did spend out a survey this week. Please make sure to fill it out.

MSU Extension Program - You will be receiving a formal invite, but the MSU Extension program is set for December 11th at 5pm at Wayland Union School. They have spent the summer reviewing Wayland and will be presenting their findings on what we can add to help make Wayland more attractive to tourists and growth.

### **Upcoming Events/Promo -**

Here is a list of all the upcoming events. All posters are attached if they have been created.

Bike Night - The last Bike Night will be October 16th. They are doing a Trunk or Treat for the kids. Roads will be closed from 4pm-9pm.

Monster Mash - Monster Mash is October 26th from 5pm-9pm. Roads will be closed at 3pm till 9pm. **If you are going to have a feature or something special, please let me know ASAP so I can feature it.** If you would like to have a booth (free for DDA businesses), please let me know a week before the event.

- Trunk or Treat Sign-Up: If you would like a car in the Trunk or Treat, please use this link to sign-up.

[https://docs.google.com/forms/d/e/1FAIpQLSfAVygXKP-w7983UcVCQRictKsH24zCfn-tNCIC0Nr4NCCPnw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfAVygXKP-w7983UcVCQRictKsH24zCfn-tNCIC0Nr4NCCPnw/viewform?usp=sf_link)

Farmers Market - Depending on the weather, the last day will be the last Tuesday in October.

Harvest Market - November 16th at Pine Street Elementary Gym. The event is from 9am-2pm.

Snowfest - December 7th from 5pm-9pm. Roads will be closed at 3pm till 9pm.

### **WERC Committee**

Billboard - We have received the max of 10 businesses to join the Billboard program that will start mid November through December.

Business Owners Meeting - If you are interested in joining a business owners meeting, please let me know. We have a business owner that is willing to organize one.

The Junior DDA had a meeting that they are going to be working on a mural downtown. Location and design are still being worked on. If you would like your business to be considered for a mural, please let me know.

### **Design Committee**

Speakers – They should be getting installed early October. We had a few delays on the manufacturing side.

Signage - We have a signage plan that will take around two years to implement. The first will be social district signs and a new Farmers Market, City Park sign. The second will be new parking signage and historic district signs above street roads name signs.

Bench Plaque - We have a couple of bench plaques open. If you would like one. Please let me know.

ORG

We are looking for volunteers for Monster Mash - Below is the link if you would like to volunteer.

[https://www.signupgenius.com/go/4090944A4AE2CA7F85-51873184-monster?fbclid=IwY2xjawFs1IZleHRuA2FlbQixMQABHXIHJgkR9GUgppyl-hFSC-n2IWIm6dYZ0bYapCFcDa8mir8AzEnJBhamrA\\_aem\\_cdyiNO-hDP3QLDJ3jiPnCQ#/](https://www.signupgenius.com/go/4090944A4AE2CA7F85-51873184-monster?fbclid=IwY2xjawFs1IZleHRuA2FlbQixMQABHXIHJgkR9GUgppyl-hFSC-n2IWIm6dYZ0bYapCFcDa8mir8AzEnJBhamrA_aem_cdyiNO-hDP3QLDJ3jiPnCQ#/)

As always, I am here for anything you need!