



Downtown St. Johns, Michigan Mint City USA

www.DowntownStJohns.org

The St. Johns Downtown Management Board - 100 E. State, PO Box 477 - St. Johns, MI. 48879
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\$ DOWNTOWN DOLLARS \$

The St. Johns Downtown Management Board is very excited to introduce a new program called "**Downtown Dollars**". The program was designed as both an incentive and a "**Thank You**" to Downtown Shoppers for utilizing and supporting the over 100 businesses located in the Downtown St. Johns Central Business District. ([Click here for map.](#)) Drawings will be held each month

Allaby & Brewbaker
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Tyler Barlage
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Dave Mageli

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Bill Brewbaker

from April through December 2010 to award a total of \$2500 in **Downtown Dollars, which spend just like cash for a variety of goods and services in Downtown St. Johns.** ([Click here for Business Directory.](#))

To become eligible for the **Downtown Dollars** drawing, customers will be given an entry form with instructions each time they buy from a business in Downtown St. Johns. That entry form may be completed by hand and mailed to the St Johns Downtown Management Board offices, or completed on-line at www.DowntownStJohns.org. Drawings for each month's winner will be made on the 1st of each month and formal presentation to the award winner will be made in front of local media. The **Downtown Dollars** certificates can then be used like gift certificates to pay for merchandise, food, beverages and services at any participating business located in the Downtown area only. (They cannot be redeemed for cash.)

Our Historic Downtown Business District contributes to a strong St. Johns community by linking neighbors in a web of economic, cultural and social relationships. Locally owned businesses, when compared to chain stores, reinvest twice as much of their revenue back into the local economy, therefore enriching the whole community. This **Downtown Dollars** program hopes to help keep local dollars in Downtown St. Johns, adding to our economic stability by supporting friends and neighbors.

Downtown Dollars are a great way to *support the Downtown community and encourage shoppers to buy locally.* A representative of the Downtown Management Board's Marketing or Events committee will soon be contacting Downtown businesses to introduce and explain the promotion, and ask for their participation. Please help make the **Downtown Dollars** program a success by signing on as a participating location, allowing recipients

William Jackson
Dennis LaForest

**Executive, Finance,
Strategic Planning**

Jan Havlik
William Jackson
Paul McNamara
Dave Mageli

Executive Director

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to purchase items of their choice at a wide variety of Downtown businesses, cultural locations and organizations.

All participating members will be listed on the **Downtown Dollars** page of the Downtown St. Johns website at www.DowntownStJohns.org, which will be highlighted in all press releases and advertising. Identifying signs will also be distributed for window placement. Please help make the **Downtown Dollars** promotion a success by emailing your participant status to DMB@DowntownStJohns.org.



You are receiving this email because you are a member of the St. Johns Downtown Central Business District, you are a valued corporate sponsor, you have provided talent and time towards bettering our Historic Downtown St. Johns, or you have opted in either verbally or at our website www.DowntownStJohns.org to receive the St. Johns Downtown Management Board newsletter to members.

[Unsubscribe](mailto:DMB@DowntownStJohns.org) DMB@DowntownStJohns.org from this list.

Our mailing address is:
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