



## **Events Committee Meeting**

The St. Johns Downtown Management Board will be holding a special EVENTS COMMITTEE meeting to discuss our event scheduling for the year 2010, and we would like to extend a special invitation to you to attend.

Everyone located in the Central Business District is also invited to attend this brain storming session, to share their views and discuss ideas. The input of the downtown merchants and business owners is very important to this task, and all are strongly encouraged to participate.

Types of activities, dates and times of events will be set on the calendar at this meeting, so please come share your views, thoughts and suggestions!

The meeting will be conducted September 16, 2009 at 7:30 a.m. in Conference Room C of the Clinton County Courthouse.

### **Meeting Agenda**

The committee will conduct a review of the year 2009 events:

1. Spring Fling Flower Sale & Car Show - May 16, 2009
2. Farmer's Market - Every Saturday from June 20 - October 24, 2009
3. Taste of the Town - June 26 & 27, 2009
4. Summer Sidewalk Sales Days - July 23, 24 & 25, 2009
5. Mint Festival Downtown! - August 14 & 15, 2009
6. Old Historic U.S. 27 Motor Tour - August 20, 2009
7. Pumpkin Festival Car Show - October 10, 2009
8. Santa Parade of Lights - December 4, 2009



**Spring Fling**  
Sat., May 16, 10am - 3pm  
Flower Sale, Arts/Crafts,  
Food, Vendors & Music

**Spring Fling  
Car Show**  
Sat., May 16  
10am - 3pm  
Classic Car, Truck &  
Motorcycle Show  
Food, Vendors & Music



**Farmer's  
Market**  
Every Saturday,  
June 20 - Oct. 24  
8:00 am - 12 Noon  
West of Courthouse



**The TASTE  
of the  
TOWN**  
Fri. & Sat., June 26-27  
4:00-10:00pm  
Come taste  
our local fare!  
BBQ Contest,  
Beverage Tent,  
Gaming Opportunities,  
Vendors, Live Music, Classic  
Car "Cruise-In" Sat. at 4 pm

**SIDE WALK SALE**  
Thursday, Friday, Saturday  
July 23, 24, 25  
Great Downtown Deals  
From Local and  
Visiting Merchants  
Food, Beverages  
and much more!



**Mint Festival Classic Car,  
Truck & Motorcycle Show**  
Fri., Aug 14, 6-10 p.m.  
Gaming Opportunities,  
Beverage Tent with  
Live Music, Food,  
Vendors and  
More!



**Shop Historic Downtown St. Johns**

Events, Times & Dates Subject to Change Without Notice. For Vendor or Car Show Information, call (909) 227-1717. Events sponsored by the St. Johns Downtown Management Board - 100 E. State, PO Box 477 - St. Johns, MI. 48879 www.DowntownStJohns.org

**Mint Festival  
Downtown!**  
Fri & Sat nights  
Aug 14 & Aug 15  
6:00 - 10:00 p.m.  
Gaming Opportunities,  
Beverage Tent with  
Live Music, Food,  
Vendors & More!



**Old Historic U.S. 27  
Motor Tour**  
Thursday  
Aug. 20th  
9 - 11 am  
Classic Cars  
Classic Trucks  
Music & Vendors  
Register at [www.OLD27tour.com](http://www.OLD27tour.com)



**Vietnam Legacy Ride**  
Sat., Aug 22 - staging in  
St. Johns City Park 11:30am  
Drive thru Downtown to  
Veterans Memorial 1:30pm



**Pumpkin Festival Car Show**  
Saturday, Oct 10, 2-6pm  
Chili Cook-off Contest  
Music, Food & Vendors



**An Event So Good It's Scary**  
Fri., Oct. 30, 3:30-6:30pm  
Trick or Treating for kids  
at Downtown Businesses



**Santa Parade of Lights -  
Friday, Dec. 4 at 5:45 p.m.**  
Beautiful entries decorated  
with colorful holiday lights.  
Tree Lighting Ceremony



The committee will also analyze an overview of the 2007 and 2008 events in comparison to the year 2009 events. The following events comparison figures are provided to assist in the decision making process of determining next years' events.

2007 DMB Event Totals	Sponsors	Revenue	Expenses	Net
Spring Fling Car Show - May	400.00	925.00	1,937.95	(612.95)
Taste of the Town - June	0.00	8,632.00	7,749.57	882.43
Summer Sidewalk Sale - July	1,505.00	845.00	2,293.92	56.08

Mint Festival Car Show - August	1,325.00	805.00	2,362.92	(232.92)
US 27 Motor Tour Stop - August	0.00	90.00	1,209.37	(1,119.37)
Pumpkin Festival Car Show - Oct	200.00	1,135.00	796.29	538.71
Santa Parade of Lights - Dec				-
<b>2007 Yearly Totals</b>	<b>3,430.00</b>	<b>12,432.00</b>	<b>16,350.02</b>	<b>2007</b>
		15,862.00	16,350.02	<b>\$ (488.02)</b>

2008 DMB Event Totals	Sponsors	Revenue	Expenses	Net
Spring Fling Fest/Car Show- May	1,161.68	1,075.00	1,739.75	496.93
Farmer's Market	0.00	785.00	309.00	476.00
Taste of the Town - June	783.33	10,068.39	9,077.24	1,774.48
Summer Sidewalk Sale - July	300.00	625.00	1,177.87	(252.87)
Mint Festival Car Show - August	508.33	1,050.00	1,499.89	58.44
US 27 Motor Tour Stop - August	0.00	0.00	1,450.00	(1,450.00)
Pumpkin Festival Car Show - Oct	508.33	1,095.00	1,091.03	512.30
Santa Parade of Lights - Dec	633.33	0.00	379.32	254.01
<b>2008 Yearly Totals</b>	<b>3,895.00</b>	<b>14,698.39</b>	<b>16,724.10</b>	<b>2008</b>
		18,593.39	16,724.10	<b>\$ 1,869.29</b>

2009 DMB Event Totals	Sponsors	Revenue	Expenses	Net
Spring Fling Fest/Car Show- May	926.10	631.00	849.50	707.60
Farmer's Market	91.40	663.00	196.42	557.98
Taste of the Town - June	938.60	8,753.93	8,726.15	966.38
Summer Sidewalk Sale - July	300.00	470.00	779.81	(9.81)
Mint Festival Car Show - August	851.10	14,145.11	10,100.86	4,895.35
US 27 Motor Tour Stop - August	901.10	185.00	1,583.85	(497.75)

<b>Pumpkin Festival Car Show - Oct</b>	<b>751.10</b>			<b>751.10</b>
<b>Santa Parade of Lights - Dec</b>	<b>650.60</b>			<b>650.60</b>
<b>Year To Date 2009 Totals</b>	<b>5,410.00</b>	<b>24,848.04</b>	<b>22,236.59</b>	<b>2009</b>
		<b>30,258.04</b>	<b>22,236.59</b>	<b>\$ 8,021.45</b>

The events committee has been gathering feedback, and has also sought recommendations from groups and individuals experienced in organizing similar events. Based on some of this expert advice, decisions were made to expand certain 2009 events from one day to two, and to incorporate Casino style gaming and US Amateur Boxing.

We now need to determine which events need to be removed from the schedule. Our resident car show enthusiasts suggest we limit the number of car shows to one event per year, to make it attractive in a calendar filled with automotive spectaculars each weekend of the summer. Following this advice would eliminate the Spring Fling and Pumpkin Festival Car Shows, and perhaps the US 27 Motor Tour 2-hour Stop as well.

Serious consideration needs to be given to ending our annual sidewalk sale, or at least overhauling it. Perhaps it should be shortened in length from three days to one, or run in conjunction with another well-established event to try to insure its success.

We now ask that you take a moment of your time to consider what gatherings or activities you might like to see in your Downtown. Consideration should be given to not only the profitability of the event, but the capacity for growth in attendance, the excitability factor in advertising and the attract ability to those outside of our local area.

We look forward to sharing ideas with you at the September 16th meeting. If you are unable to attend, please forward your thoughts and suggestions to the Downtown Management Board by email to [DMB@DowntownStJohns.org](mailto:DMB@DowntownStJohns.org).



Newsletter to St. Johns Central Business District Members

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