



# Downtown St. Johns, Michigan Mint City USA

*Principal Shopping District and Downtown Development Authority*

The St. Johns PSD/DDA - 100 E. State, PO Box 477 - St. Johns, MI. 48879 (989-227-1717) [www.DowntownStJohns.org](http://www.DowntownStJohns.org)

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## Happy Thanksgiving

At this time of year, we give thanks for all of the great people who live, work and visit us here in Downtown St. Johns AND who make it a wonderful place to be. We hope that you will make Downtown St. Johns a part of your holiday plans and will support all of the great local businesses that make our neighborhood one-of-a-kind.

This year has been eventful for our historic Downtown Business District, with shops and businesses providing quality goods and services to many satisfied patrons and our loyal "support local business" shoppers. The attraction of buyers to our downtown district has been a collaboration of so many good hearted and generous people, who have performed many, many services to promote and highlight the benefits of Historic Downtown St. Johns. Thanks to all who have championed the cause of a

Dennis LaForest – City  
of St. Johns, Michigan

Dave Mageli – Account  
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## COMMITTEES

### **Business Development, Retention & Recruitment**

Craig Bishop  
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### **Marketing**

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### **Executive, Finance, Strategic Planning**

Bruce DeLong  
Tyler Barlage  
William Jackson  
Dave Mageli  
Craig Smith

## CONTACT INFO

### **Executive Director**

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DowntownStJohns.org

strong downtown partnership, realizing that what is good for one is good for ALL in our community.

Special “Thanks!” to all our wonderful Downtown businesses and the City of St. Johns, plus the many City employees, school groups, marching bands, civic organizations, church groups, dance troupes, musical groups, families, neighbors, co-workers and individuals that have strung lights, hung banners, fixed electrical outlets, replace bulbs, decorated trees, poured beer, taken admissions, sold tickets, dealt cards, printed flyers, hung posters, used place-mats, designed and maintained sound systems, judged entries, cooked food, displayed products, scooped ice cream, drove buses, set up booths, printed T-shirts, sold flowers and produce, erected tents, barbecued food, delivered sawhorses, paid bills and crunched numbers, served pizza, baked fudge, recorded radio commercials, put up snow fencing, marched in parades, sung carols, designed advertising, performed live music, driven cars, planted flower pots, tallied winning entries, decorated planters, counted chips, moved trees, built and decorated parade floats, set up tables and chairs for festivals, painted windows, printed news releases, unlocked doors and made coffee, decorated lamp posts, directed traffic, entertained as DJ’s, made signs, donated photographs and artwork, catered luncheons, worked on websites, donated Christmas ornaments, and generously sponsored Downtown events financially.

Extra special thanks to the St. Johns Rotary Club for their generous donation towards the building of the new Pavilion in Rotary Park at the St. Johns Train Depot Complex.

We are especially grateful for the combined efforts of ALL who have made our Downtown St. Johns sparkle and shine throughout the year, and made it a warm and welcoming destination for shopping, services and activities.

Special **THANKS** to  
our 2011 Sponsors:

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## Discover Downtown During the Holidays. "Yule" Be Glad You Did!

Are you looking for the perfect place to do your shopping for holiday gifts? A place that is close to home with friendly salespeople; where you run into friends and neighbors rather than fighting crowds, has convenient parking and access to a wide variety of gifts that aren't the same thing found in every mall?

SURPRISE!! It is all available in Downtown St. Johns - with a lot more to offer than many realize. The Downtown Business District has more than 125 businesses packed into just five short blocks and side streets, where you will find antiques to high-tech items; things for children from baby blankets and hats to "Melissa and Doug" toys to books written by local authors to slot cars and role-playing games for teens; clothes to outfit men in casual wear to tuxes, along with casual wear for women; custom-embroidered sportswear for the family; items for the house from tools to kitchenware to electronics to appliances; party supplies and shops with treats for the family cat and dog;

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[Jackson, Jackson &  
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[Main Street Cafe](#)

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**DOWNTOWN EVENT  
SPONSORS:**

[Deano's Pizza](#)

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Store](#)



as well as places to buy beautiful flowers or unique gifts made by area artists, along with several kinds of mint candy made locally. Don't forget savings bonds from a local bank or postage stamp collectibles.

If you are shopping for someone who doesn't really want any more "things," there are gift certificates for services for all kinds of things from tax and accounting help, to legal assistance, to professional photographers. You can find beauty and barber shops, spa treatments and pet grooming. There are restaurants and bars, dance studios and even a place to learn karate/self defense. All offer gift certificates for that certain someone.

If you are trying to buy for the person who has everything, consider giving a donation in their honor to one of the many non-profit organizations that will improve life for others: Basic Needs, St. Vincent's, Clinton County Arts Council, the Senior Center, Community Resource Volunteers, Briggs Public Library, Clinton Northern Railway Museum, the St. Johns Area Community Fund or another of your choice. A gift for them, a tax deduction for you!

How often have you heard that there aren't many shops left in town? How often do you patronize those that are here? The more we all patronize our hard-working retailers, the more likely they'll be able to stay here, and maybe more will come. Consider giving your home town a gift this year by shopping locally as you buy gifts for your loved ones. It's easy to shop like a tourist in your own downtown! Our beautiful historic downtown is located on Clinton Avenue from State Street (M21) to Steel Street and includes the side streets of Walker, Higham, Railroad and Ross. A list of our businesses and merchants can be found on our website at [www.DowntownStJohns.org](http://www.DowntownStJohns.org).

Come DISCOVER DOWNTOWN during this festive holiday season! "Yule" be glad you did!



## **Santa Parade of Lights**

This is your official invitation to join us in Historic Downtown St. Johns on Friday December 2, 2011 to participate in the Annual **Santa Parade of Lights**. Each entry is beautifully decorated with colorful holiday lights and also features SANTA CLAUS! After the Parade, enjoy the official lighting of the annual St. Johns Christmas Tree and the presentation of the Key to the City to Santa Claus by St. Johns Mayor Dana Beaman. This magical key opens every door in St. Johns, and enables Santa Claus to visit every boy and girl on Christmas Eve! This event helps to bring our community together to celebrate the holidays.

Families, neighbors, co-workers, local school groups, marching bands, civic organizations, not-for-profit organizations, sporting clubs, church groups, dance troupes, classic car clubs, musical

groups and businesses are all welcome to participate in the parade and add to the pageantry of the St. Johns Tree Lighting Ceremony. A total of **\$500 in cash prizes will be awarded this year for the best decorated entries**, so this provides a great opportunity for fund raising too!

The parade begins at the Clinton County Courthouse on State Street and travels north down Clinton Avenue to the Train Depot Lawn at 107 E. Railroad Street. Parade goers will gather on the Depot Lawn as St. Johns City Major Dana Beaman officially welcomes Santa to the community and presents him with a Key to our Mint Festival City. Santa and the Mayor will then assist our own "Little Miss Mint" as she lights the St. Johns community Christmas Tree on the Depot Lawn to open the holiday season.

Please join us in welcoming the holiday season to Downtown St. Johns by entering a float or marching group in the SANTA PARADE OF LIGHTS. It is a marvelously busy night in our historic Downtown, and a perfect opportunity for merchants to stay open late to welcome holiday shoppers. Marching in the parade also provides an excellent time to hand out coupons or advertisements promoting your business, organization or charity. With the advent of the \$500 in cash prizes will be awarded this year for the best decorated entries, we anticipate our biggest crowd yet!

Organizations, businesses, individuals, charities and individuals wishing to participate in the Santa Parade of Lights may download parade entry forms by following this [link to the Downtown St. Johns website](#) and clicking on the pdf document icon. For additional information, telephone the St. Johns Principal Shopping District Board at 989-227-1717 or email [Info@DowntownStJohns.org](mailto:Info@DowntownStJohns.org).

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