



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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The Saturday after Thanksgiving marks the second anniversary of "Small Business Saturday" an event encouraging people pledge to "shop small" by purchasing their Christmas gifts from local independently owned stores and businesses within their own community. Did you know that Independent local merchants return 68% of their revenue to the community? Big boxes and national chains only return 13%-43%, and out-of-town websites return Zero!

We wish to encourage all St. Johns shoppers to "**Keep the Cheer Here**" by shopping local for the Holidays in historic Downtown St. Johns. To view a listing of all our local places to shop in the Central Business District, visit our website [www.DowntownStJohns.org](http://www.DowntownStJohns.org) and acquaint yourself with the 125 business in our Downtown District.

Eric Harger – Trinity  
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The Downtown St. Johns Principal Shopping District is a supporter of the 3/50 project. What is the 3/50 project? It is an organization pursuant to saving the brick and mortar stores our national was built on. Why is it called the "3/50 project"? First, think of 3 independently owned businesses you would miss if they closed. Next, visit them and purchase something... your spending is what keeps those local small businesses operating. If 50% of the employed population spent \$50 in locally owned independent businesses each month, it would generate 42.6 billion dollars in revenue (according to the U.S. Labor Department 2/6/09 report).

Just imagine what an impact you could have on the locally owned businesses here in Downtown St. Johns owned by your friends and neighbors! For every \$100 spent in locally owned independent stores, \$68 returns to the community in the form of taxes, payroll and other expenditures. If you spend the same \$100 in a big box store or other

**Executive, Finance,  
Strategic Planning**

Bruce DeLong  
Tyler Barlage  
William Jackson  
Dave Mageli  
Craig Smith

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national chain, only \$43 returns to the local economy (according to the Andersonville Study of Retail Economics by Civic Economics). If you spend that on an out-of-town website, nothing returns home! It is clear that locally-owned businesses generate substantially more economic benefit to the local economy than national chains. In other words: **Spend it here - Get more back!**



**Enter the Santa Parade of Lights for  
a Chance to Win Big!**

Could your charity, school group, church or not-for profit use an extra \$250 to \$500 in CASH this Holiday Season? How about your neighborhood block club, dance team, ball club or civic organization? Even individuals, family groups, co-workers and of course businesses can get in on the action by entering the Downtown

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**St. Johns Annual Santa Parade of Lights.**

Everyone is welcome to enter a float or marching group in the parade on Friday, December 2, 2011 for a chance on collecting the **\$500 in BEST DECORATED prize winnings**. Two separate prizes of \$250 each will be awarded; one to the best decorated float and one to the best decorated walking unit. So come on, enter your group and try for a some extra Christmas cash! This provides a great opportunity for fund raising for your group or organization.

Parade entrants will meet in Clinton County Courthouse parking lot at 5:00 pm to line up, and the parade starts at 5:45pm traveling from the Courthouse on State Street 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.

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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