

March 2017



Lincoln Park Business Newsletter Feb/March 2017

This month includes important updates on new business downtown, making the most of the I-75 closure, the upcoming Cinco de Mayo Celebration and more...



DDA/EDC Seeking Sponsors and Vendors for the Downtown's Biggest Event

Letters have gone out to over 500 businesses within the City of Lincoln Park inviting them to become sponsors or vendors for 3rd Annual Cinco de Mayo Festival. This event brings hundreds of people from downriver and SW Detroit for a day of family friendly fun, food and entertainment.

This event is made possible by amazing community partners. If you want to help us continue the largest Cinco de Mayo Celebration in the Downriver follow the links below or contact Giles Tucker at (313) 386-1800 ext. 1289. The deadline for vendor and sponsors is **April 7, 2017**.

[Sponsorship Form](#)

[Vendor Form](#)



I-75 Marketing Strategy in the Works: Tune in Soon!

I think it goes without saying that we have already seen the traffic due to the I-75 closure. This two-year project presents a unique opportunity for Lincoln Park businesses in that there will be more vehicles driving through our community, and more than likely they will be driving by at a much slower pace. Now more than ever is the time to explore new ways we can collaborate on marketing/promotional efforts that get our community noticed, and to turn motorists into patrons.

The City of Lincoln Park along with the DDA and EDC has partnered with a marketing firm to develop a communication strategy for the I-75 construction. Very soon we will be asking our business community to provide input and partner with us to maximize our efforts to get commuters thinking about Lincoln Park.



Source: Michigan Department of Transportation

The Detroit News



State of the School District Address and State of the City Address:

Come join us as the Lincoln Park School District Superintendent and Mayor discuss their accomplishments over the past year and the opportunities for the future. The event will start at 6:30 pm at the Lincoln Park High School Cafeteria. All are welcome free of charge.

A event flyer can be found : [State of the City 2017 Flyer](#)



The DDA Welcomes Marshell's Boutique to Lincoln Park!

Marshell Long has brought her experience and expertise in retail and fashion to a new storefront located at the former Park Theater in the heart of downtown Lincoln Park. Marshell has curated a beautiful collection of women's fashion that you simply cannot find at a department store at a price point everyone can love. Marshell is a Lincoln Park resident of 5 years that is excited to open her business in her community.

Address:

1583 Fort St. Ste B. Lincoln Park, MI 48146

Business Hours:

Tues - Thurs 10-6

Fri-Sat 11-7

Sunday's by appointment and Closed Monday's



Chocolate Walk Recap



On Saturday, February 11 2017 the DDA/EDC hosted their 3rd Annual LP Chocolate Walk and the turnout was AWESOME! We had over 45 participants this year, doubling turnout. That means that each of our 18 participating businesses got just shy of 50 new sets of eyes on their business in one day!

We also held our raffle and we have a new winner of great deals from Lincoln Park businesses. Congrats to Rylee Tomblin for being our raffle winner this year. We also received a lot of great constructive feedback to make next year even better!

Are you a business owner looking for a fun, inexpensive way to get new potential customers in your doors? Consider joining us for the Chocolate Walk next year!

Call Giles Tucker at (313) 386-1800 Ext. 1289



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