

FARMINGTON, FULL OF LIFE

By Mayor Tom Buck

Much of the efforts of the Farmington Downtown Development Authority during the past few years have expanded our existing events and activities like the Founders Festival and Farmers Market and created new events like the Harvest Moon Celebration, Holly Days and Art on the Grand in our fine downtown. The results have been fantastic!



are few cities that compare. Add the value you can find in our housing, the strength of our schools, our walkable character, our accessibility to and from all area destinations, and Farmington is hard to beat.

However, when you further reflect on how welcoming our community

is to people of all cultures and our exceptional community leadership, we are the very best.

These events bring many thousands of people to our city and show off the great qualities of Farmington. These thousands of visitors experience what many of us already know – Farmington is a great place to live, to work and to have fun.

Is there a better place in southeast Michigan for a young family to purchase or rent a home or for a business to locate? When you consider the friendliness you find in our stores and restaurants, our family values, our safe and well maintained environment and our great neighborhoods, there

You can be very proud that the quality of life we share, the quality of our city and of our community can compete with any city as a place to live, work and raise a family.

The economic pressures of today's Michigan have created opportunities. There are homes available in our neighborhoods and commercial spaces available in our business centers. Please join our DDA board members and staff, our council members, committee members and city staff as recruiters with our eyes always open for new residents and new businesses to join us.

A simple question to a friend of "Have you looked at Farmington?" may bring a new family to a neighborhood or help a new business find the great location it has been seeking.

Even though we are full of life, there is room for more friends, family members and businesses in our wonderful community. Enjoy and share Farmington!

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2011 CALENDAR OF EVENTS

Farmington Farmers & Artisans Market

May - November

Rhythmz in Riley Park

June - August

Art on the Grand

June, First Weekend

Founders Festival

July, Third Weekend

Harvest Moon Celebration

September, Fourth Weekend

Holly Days

December, First Weekend

Get up-to-date event information at

www.DowntownFarmington.org

LOOK INSIDE FOR THE NEW

DOWNTOWN



FARMINGTON

Loyal Customer Card



DOWNTOWN



FARMINGTON

Downtown Development Authority
A certified Main Street Community

MISSION STATEMENT

To promote and enrich a vigorous downtown business and residential district while retaining and enhancing our Main Street atmosphere.

BOARD OF DIRECTORS

Tom Buck
Dave Cornwell
Greg Cowley
Chuck Frost
Walt Gajewski
Dan Higgins, Sec.
Maria Jewett
Bob Rock, Pres.
Steve Schneemann, V.P.
Gerald Wasen

Meet 6:00 pm,
4th Monday of each month,
Room A, City Hall

EXECUTIVE DIRECTOR

Annette Knowles

EVENTS PLANNER

Janet Bloom

248-473-7276

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33316 Grand River

Farmington, MI 48336

www.DowntownFarmington.org



Main St. Messenger

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SOMETIMES LITTLE STEPS, SOMETIMES BIG, BUT ALWAYS MOVING FORWARD

By Bob Rock, Resident, Business Owner, DDA President

We are proud to share with you the steps we are taking to make our downtown a destination and a great place to do business. We're focusing on ways to keep the unique, attractive small town atmosphere you find in Downtown Farmington when you patronize one of our 170 businesses.



As we continue to provide special events in Downtown, many merchants have reported that their business is benefitting. All summer long we host free concerts on Friday nights in Riley Park, attracting visitors who are eating in our restaurants, or enjoying a cup of coffee or an ice cream while connecting with old friends or meeting new.

The DDA has taken steps to make our very popular Farmington Farmers & Artisans Market even better, bringing

back music, thanks to local sponsors. Many people today are more health conscious and interested in learning about healthy living, eating well and exercise. We have moved in that direction to work with local restaurants to offer cooking demonstrations using farm-fresh, healthy ingredients and with local

health providers to share tips and suggestions for a better lifestyle.

The DDA continues to help promote the fine businesses in Downtown as well as to attract new entrepreneurs, always to keep Farmington a terrific place to live, work and shop. I invite you to visit the Downtown, walk around to see what we have to offer, perhaps take in a movie at the Civic, get a bite to eat – come enjoy and get connected with our great town.

EVENTS PLAY A ROLE ON THE PATH TO FISCAL FITNESS

By Annette Knowles, DDA Executive Director

It's no secret that trying economic times are impacting our region and our community. While it appears that conditions are stabilizing, the effects of the economic downturn continue to trickle through to local government. The Farmington Downtown Development Authority is not immune from those effects, but is taking steps to remain fiscally fit.



The DDA has three primary funding sources – tax increment financing (TIF) from property taxes, a special assessment and event revenue. As property values have dropped significantly, the DDA is seeking to augment its budget, primarily through event revenue.

The DDA Board of Directors has established goals for event revenue generation, and they intend to reinvest

that same revenue right back into projects and programs that benefit the downtown. When you contribute a cover charge to attend a beer tent, for example, you are donating to community improvement. Proceeds from sponsorship may help pay for more streetscapes, building improvements, parking, landscaping and

more. We believe an investment that helps retain community character, vitality and viability is a wise investment.

The Board has been working diligently to position downtown events to support its programming since taking on the Downtown Farmington Founders Festival in 2009. As events become more numerous and popular, they are helping to expose Downtown Farmington to the greater community and are benefitting

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RECENT APPOINTMENTS TO THE DDA BOARD

By Melissa Andrade, Organization Committee

Maria Jewett adds youthful vitality and thinking

Life-long area resident, Maria Stella Jewett, is one of the newest members of the Farmington Downtown Development Authority Board of Directors as well as the youngest at 24. Maria brings a high level of communications experience to the Farmington board. As promotions manager at the *Metro Times*, her expertise spans high profile event management, promotions, public relations, marketing, and social media platforms.



Social media allows users to exchange ideas, schedule events, and promote brand.

There are many reasons Maria decided to apply for the DDA board. First and foremost, she is a Farmington homeowner. "I was looking for a way to support downtown and

give back to my community," she said.

In the future, Maria is planning to pursue her master's degree in public affairs and is now able to get "real life, hands-on experience" through her work with the DDA. "This is what I enjoy," she said. So far, she's been impressed: "I'm blown away by how friendly and knowledgeable the people are."

Maria holds a BA from Albion College where she specialized in English, journalism and public policy. She enjoys reading, running and recently became a certified diver.

Maria is "very" interested in social media and has been instrumental in growing the electronic fan base at the *Metro Times* to about 12,000 fans. "(Social media) allows readers to connect on a different level," she explained. "It's more conversational. It's all about building a conversation and getting feedback. It's a way for residents to connect, and it's free."

Gerald Wasen brings financial experience to board

Jerry Wasen, who has lived in Farmington since 1987, became interested in joining the DDA board when several community officials suggested he apply for an open position. He had been the chair of the now-dissolved retirement board for 10 years; in that capacity, he helped the city invest and monitor funds for retired civic employees. "As the retirement board was dissolving, a few of the folks in the city thought I needed something to do," joked Jerry. "Based on my experience, they thought I could be an asset to the DDA board."



"I know the Farmington area and its people," he explained. "I understand the downtown area; this background will be an advantage to someone coming into town."

Jerry's loan experience is a plus for the DDA. The downtown has several financial programs to help start-up businesses, such as assistance for signage. Jerry explained that this level of aid means the board may make loan decisions. "I can help do that because I've been a lender my whole life," he said.

He can also help direct businesses toward viable financial programs. Additionally, through his banking experience, Jerry has access to contacts such as builders and contractors.

For fun, Jerry enjoys hockey. He is the president of Farmington Hills adult hockey association and plays about twice a week.

Jerry, who is the executive managing director of First Michigan Bank in Troy, thought it would be a great opportunity to help his community. Before working with the First Michigan Bank, Jerry was the executive vice president, senior loan officer at Farmington Hills' Metrobank for 18 years.

BUSINESS UPDATES

Recent Additions or Soon to Open

Dr. Louis E. Leonor, DDS

33312 Grand River

The Mentobe Café

33336 Grand River

Pniewski Insurance Agency

33314 Grand River

Dr. Linda Thibault

33318 Grand River

New Locations

The Olive Grove

33181 Grand River

The Sacred Sage

23622 Farmington

EVENTS PLAY A ROLE IN THE PATH TO FISCAL FITNESS

Continued from page 2

our businesses and our partners.

Organizations such as the Farmington Elks, the Farmington High School Football Backers and the Farmington-Harrison Girls Swim Team were able to benefit monetarily from their participation at events like the Festival, Art on the Grand and the Harvest Moon Celebration.

Without doubt, the success of our events – in terms of community building and in terms of the bottom line – depends upon support from our residents and visitors and from the businesses that see value in event sponsorship.

As the DDA travels down its path to fiscal fitness, we encourage the greater Farmington community to support – and enjoy – our events, every step along the way. Contact us now to learn how you can get involved.

DID YOU KNOW?

- The Michigan Motor Vehicle Code Section (MMVC) 257.612 (ii) states: ... The vehicular traffic shall yield the right of way to pedestrians lawfully within an adjacent crosswalk and to other traffic lawfully using the intersection.
- Speed limit on Grand River is 25 mph.
- 500+ people are employed in Downtown Farmington.

MERCHANTS' CORNER

By Anne Thomson, Organization Committee

Downtown Farmington now boasts its own grocery store. **Dedo's Marketplace**, 33021 Grand River, opened in November 2010. As a resident of Farmington, with children in the local

schools, Yasser Elsebaei saw a need in Farmington for a local grocery and decided to fill the void. Dedo's offers a wide variety of fresh produce at reasonable prices. Mr. Elsebaei hand selects all the produce three-four times a week to ensure high quality, fresh goods for his store. Dedo's also carries your basic groceries, an olive bar, as well as some Mediterranean sweets.

Dedo's is in the process of adding a meat and deli department, as well as an ice cream and juice bar. Special "Crazy Tuesdays" at Dedo's feature generous discounts on most items in the store. Dedo's phone number is (248) 476-0300 and it is open from 10 a.m.-9 p.m. Monday-Saturday, and 10 a.m.-6 p.m. on Sundays. Look for coupons and flyers in the mail, and be sure to stop in to see all that is available at Dedo's Marketplace.

The **Corporate Offices of Louis E. Leonor, DDS** recently opened at 33312 Grand River in Downtown Farmington. As Dr. Leonor has practiced in Farmington and liked the friendly, aesthetically pleasant downtown, he decided to open his corporate offices here. The office serves as an administrative headquarters. The doctor also has six dental offices in Metro Detroit, including a Farmington location on Power Road, north of Grand River.



Keri Guzman, Dr. Leonor,
Donna Brennan and Alita Bluford

state-of-the-art equipment, in an eco-friendly environment, and offer same-day crowns. The Farmington location is open six days a week and is accepting new patients. You can contact the Farmington office to set up an appointment at (248) 476-0383.



Mentobe Café, the soon-to-be newest addition to the Downtown Farmington landscape, will be located at 33336 Grand River, between the Farmington Civic Theater and Cowley's. A grand opening is planned for early May. Mentobe Café will offer coffee, smoothies and soft ice cream with various toppings. With its own roaster, Mentobe will have a wide range of coffee roasts, which will also be available for sale. In addition to their beverage selection, they will carry baked goods and light fare.

As co-workers for over 23 years in the marketing field, Kim Chapman, Jackie Mulvihill and Dave Epps envisioned Mentobe Café (as in "meant to be") in a downtown area where they could partake in local community events, festivals and parades. After looking at various nearby downtowns, when they saw the McNut Building, they knew it was "meant to be" Farmington, and so began the arduous task of bringing their dreams to reality. The enthusiasm and energy of the three owners can be seen in every aspect of the planning of this enterprise. From picking out the brick to flooring to chairs, the heart and soul of these entrepreneurs is evident, and their desire to make this a comfortable and engaging space to meet and relax with friends is apparent.

With a fireplace for the winter months and outdoor seating for the summer, the warm and cozy atmosphere of Mentobe Café will offer a "refreshing change of place" to work, meet and relax. Mentobe Café plans to feature Wi-Fi, display local artists' work and have special nights for local musicians to play. You can check their website to track grand opening dates and hours at www.mentobecafe.com.



Jackie Mulvihill, Kim Chapman
and Dave Epps

Pniewski Insurance celebrated its grand opening in Farmington in January of this year. Dave Pniewski has lived in Farmington Hills for 18 years and was thrilled when he was able to relocate his Brighton business closer to home.

Mr. Pniewski assists his clients in insuring and preparing for the unthinkable. As a Farmers Insurance Group agent, Mr. Pniewski offers the full gamut of insurance options, including home, auto, landlord, renters, snowmobiles, boats, yachts, classic and antique autos, as well as whole and term life insurance. He also works with commercial businesses for group life and offers umbrella policies. One of the unique aspects about Farmers agencies is that they are able to shop auto policies within the Farmers Insurance network to make sure that their clients receive the best insurance at the best price.

Mr. Pniewski describes his agency as community-based.



He is actively involved in the Farmington area. Along with other local businesses, Pniewski Insurance recently raised



Dave Pniewski

funds to provide notebooks and binders for low-income students. Additionally, Mr. Pniewski is a provider of Home Organizer and m.i.l.k.

(Management Information on Lost Kids), digital identifica-

tions for children which facilitate a quick outlet of pertinent information in the event that an amber alert needs to be issued.

Farmers Insurance Group has been in business over 90 years and has an award-winning claim service. Pniewski Insurance is located at 33314 Grand River and is open 9 a.m.-6p.m. Monday through Friday and 9 a.m.-1 p.m. on Saturdays. Please call to schedule an appointment, (248) 987-6090.

Tranquil Touch Therapeutic Massage for Women, located at 33425 Grand River, Ste 102, is an innovative business which focuses on massage therapy for women. In a beautifully designed space which radiates comfort and relaxation, each client receives an individual consultation at the

beginning of each visit to ensure that the massage is tailored to her needs.

Tranquil Touch offers a wide range of services including relaxation, therapeutic, aroma therapy, and pre-natal massages, as well as foot spa treatments and paraffin wax treatments. The massage therapists are specially trained to treat fibromyalgia, carpal tunnel syndrome, arthritis, muscle sprains and strains, and utilize trigger point therapy.

Tranquil Touch also offers doula services for pregnant women, and infant massage classes. In addition to doula services during labor, Tranquil Touch offers post-partum doula services which include light house-keeping, baking, and care of older children. Business hours are Monday-Wednesday, 9 a.m.-7 p.m., Thursday, 9 a.m.-6 p.m., Friday 9 a.m.-7:30 p.m. and Saturday 10 a.m.-5:00 p.m. For more information, or to schedule an appointment, check Tranquil Touch's website at www.tranquiltouchforwomen.com or call (866) 384-1734.



Exie Buehler, Tranquil Touch owner

FARMINGTON MAIN STREET COMMITTEE UPDATES

The Main Street Committees have been busy making preparations for the forthcoming year. Winter is the time for planning a hectic summer season. Here's a glimpse of what's been going on behind the scenes.



ORGANIZATION

The **Organization Committee** hosted a wonderful volunteer appreciation event to celebrate the contributions of our exceptional volunteer team. At the event, Tammy Dafoe, a Farmington Hills resident, was named recipient of the Mary Martin Service Award for 2010. You will hear more from the Organization Committee at a Volunteer Pep Rally on Tuesday, May 17, 2011. If you want to have a hand in the

success of Downtown Farmington, mark this date on your calendar and watch our web site for more details.

The **Design Committee** is ready to review conceptual plans for a potential streetscape project on Farmington Road. With the results of a recent traffic analysis, the foundation may be set for more pedestrian improvements and limited on-street



DESIGN

parking. The Design Committee aims high to keep Downtown Farmington a walkable, functional and beautiful place.



ECONOMIC
RESTRUCTURING

The **Economic Restructuring Committee** has adopted basic goals for business recruitment and retention. The new members are continuing to learn their role in helping to sustain the local economy. Knowledge is a key part of that role, and the ER Committee has taken advantage of local training opportunities. They continue to develop work plans to prepare for the new economy taking hold in Michigan.

It's a new era for the **Promotions Committee**. Under the leadership of new board member Maria Jewett, the committee is coming up-to-speed on the branding strategy and is working on some small-scale projects to get started. Get ready to see some exciting new features on the horizon – new downtown banners and an updated business locator map.



PROMOTIONS



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(248) 474-4131
www.thayer-rock.com
Robert G. Rock, President

THE VILLAGE MALL MERCHANTS

Grand River Avenue and Farmington Road



- Art Alcove
- Barbara Hatch Dance Studio
- Bead Bohemia
- Canary International
- Evolve Body Art Studio
- Farmington Alterations
- J's Jewelry
- Kitchen Creations
- Living Health Vitamins
- LTGraphics
- Majestic Design Boutique & Salon
- PLUS SKATEBOARDING
- Rocking Horse Designs & Cross Stitch
- The Sacred Sage
- Sweet Repeatz Boutique
- Victorian Lace Elegance

**Support
Farmington
Merchants
and
Businesses
Buy Local!**

INTRODUCING THE DOWNTOWN FARMINGTON LOYAL CUSTOMER CARD

Using the Loyal Customer Card is easy. Simply show the card when making a qualifying purchase at a participating business to receive your reward. It could be an instant discount, a free item, a 2-for-1 offer or something special from the business just for you.

To find which businesses are participating, visit the website DowntownFarmington.org. You can also look for a Loyal Customer Card window decal when downtown or ask a business ask if it is part of the program.

The card will help introduce new customers to Downtown Farmington and to thank loyal customers for shopping here, dining here and doing business here.

When you shop locally, you help Downtown Farmington and its businesses remain vibrant and economically viable. Local businesses are reflective of the unique Farmington community character. They provide many jobs. They invest in the community. They contribute to local fundraising efforts. They support other local businesses.

If we all work together and support each other, the Downtown Farmington business climate will remain healthy and will become more inviting to other new and exciting ventures.

With this Loyal Customer Card, you can start earning rewards today. Additional cards are available at participating businesses for your family and friends.



2011 Downtown Farmington Spring/Summer Events Calendar

Start making your plans for these great upcoming events
in Downtown Farmington!



FARMINGTON FARMERS & ARTISANS MARKET

Walter E. Sundquist Pavilion and Riley Park

MAY 7 - NOV. 19

Saturdays, 9 am-2 pm

A splendid collection of locally grown, locally produced and locally handcrafted items all at Farmington's Saturday neighborhood gathering spot. NEW this year: Fit Farmington – learn

tips, get health assessments and try out a 1-mile walking course in Downtown. Music, kids activities, cooking demos, classes and more!



ART ON THE GRAND WINE TENT PRE-GLOW

"Grapes on the Grand" at Sundquist Pavilion

JUNE 3

Friday, 6 pm-11 pm

Start off the weekend right by dancing the night away to the Killer Flamigos. Wine and beer will be available.

ART ON THE GRAND

Grand River Ave. (between Farmington Rd. and Grove St.)

Presented by Farmington DDA and City of Farmington Hills Special Services Dept.

JUNE 4 - 5

Event Hours: Saturday, 10 am-7 pm

Sunday, 11 am-6 pm

Wine Tent Hours: Saturday, 6 pm-11 pm



Juried fine arts fair. Artists will bring one-of-a-kind creations to the streets of Farmington. Additional activities include a hands-on kids' art area and more artist demonstrations.

We will premiere a wine tasting for the first time at Art on the Grand – Saturday night only! Entertainment will be provided by the performance art musical/painting duo Empty Canvas.



More great Events outlined on next page



RHYTHMZ IN RILEY PARK

Sundquist Pavilion and Riley Park

Sponsored by LOC Federal Credit Union and Thayer-Rock Funeral Home.

JUNE 10 - AUG. 26
Fridays, 7 pm-8:30 pm

Voted 2nd best Outdoor Concert Venue by WDIV's Vote 4 the Best!

A must-do in Downtown Farmington! Fan favorites return and soon-to-be favorites have been added. See www.DowntownFarmington.org for a complete lineup and links to the bands.



The BackBeats at last year's Rhythmz in Riley Park.

DOWNTOWN FARMINGTON FOUNDERS FESTIVAL PRE-GLOW

Walkers Tavern, Sundquist Pavilion
JULY 14 – Thursday, 5 pm-11 pm

Like, fer shur! Come celebrate the 80's in style with the band Mega-80's!

DOWNTOWN FARMINGTON FOUNDERS FESTIVAL

Throughout Downtown Farmington
JULY 15 - 17 (Back to Friday to Sunday)

Event Hours:
Friday, 10 am-10 pm
Saturday, 10 am-10 pm
Back to the 80's parade, 10 am
Sunday, 11 am-5 pm
Walkers Tavern Beer Tent Hours:
Friday, 5 pm-11 pm
Entertainment: Killer Flamingos
Saturday, 5 pm-11 pm
Entertainment: Fifty Amp Fuse



Downtown Farmington's premiere event!

New in 2011 – Go Green! – an eco-fun event for all ages. More announcements coming soon on new and expanded activities.



FAMILY FUN IN RILEY PARK

JUNE 22 - AUG. 17
Every other Wednesday
New start time: 7 pm

Free kids concerts presented by the Friends of the Farmington Library.



To learn more about these events and to see a schedule of activities and concert line-ups, visit www.DowntownFarmington.org. For the Founders Festival, visit www.FoundersFestival.com.