



MANHEIM WEEKLY NEWSLETTER

www.manheimdowntown.org

(717) 665-1762

THIS WEEK IN MANHEIM MAY 3 – MAY 9, 2010

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|--------------------|--|--|
| 5/3 | <p>Ladies' Night at Sloan's Pharmacy
Sloan's Pharmacy
73 South Main Street</p> <p>Ladies of all ages are welcome to stop in during the event to receive their FREE coupon book filled with Super Savings! The coupons are valid that evening and consist of dollars-off discounts as well as percentages off and BOGO deals. Ladies can also enter to win prizes and enjoy light refreshments. For more information, please contact 665-2223.</p> | 4:00 pm -
7:00 pm |
| 5/4 | <p>Design Committee Meeting
Manheim Downtown Development Group
17 North Main Street</p> | 7:00 pm |
| 5/4 & 5/5 | <p>Volunteers Needed—Square Clean Up
Market Square</p> <p>The Lion's Club of Manheim is in need of volunteers from the community to help in their efforts of keeping our Historic Market Square beautiful!
For more information, please contact Mike Graham at 665-5502.</p> | 6:00 pm |
| 5/4 &
5/6 | <p>Zumba
Cricket's School for the Performing Arts
1 North Main Street</p> <p>For more information, please call 664-4018 or visit their website at www.cricketsperformingarts.com</p> | 6:00 pm -
7:00 pm |
| 5/5 | <p>Story Time
Manheim Community Library
15 East High Street</p> <p>For more information, call 665-1572.</p> | 10:30 am |
| 5/6, 5/7, &
5/8 | <p>Book Sale
Farm Show Complex
Adele Avenue</p> <p>Used Book Sale to benefit the Manheim Community Library. These books, movies and audio books are all gently used, many different types, children's books too! For more information, call 665-1572.</p> | Thursday:
6—8pm
(\$5 admission)
Friday:
4—8:30pm
(Free admission)
Saturday:
9am—Noon
(\$1/bag) |
| 5/6 | <p>Open Mic Night
Swashbuckler BrewPub & Eaterie
2775 Lebanon Road</p> <p>Artists are welcome to come out and play their instruments, serenade the crowd with singing or even recite their own poetry.</p> | 7:30 pm -
9:30 pm |
| 5/8 | <p>Rock N' Ride
Ruhl's United Methodist Church
4810 Elizabethtown Road</p> <p>For more information, please call 606-6134 or email ruhlsrocknride@yahoo.com. Riders may pre-register for the event at www.ruhlschurch.org or register at the church on the day of the ride.</p> | 11:00 am
Return to church for a community member dinner at 4:00pm |

Manheim Downtown Development Group

The past three years have been filled with exciting ideas, determination and realities as the Manheim Downtown Development Group continued to implement projects identified for our community. The activities continue to focus on empowering residents, retaining businesses, improving overall quality of life, and obtaining financial sustainability for Manheim.

Through our community visioning workshops, it became evident there was general agreement that the community wanted to develop a downtown revitalization effort. This vision for the revitalization of the Manheim business district is the catalyst for a dynamic and growing partnership among members of the community, business owners and various local and regional organizations to assure the attainment and sustainability of this effort.

Over the past three years, our committees have been busy creating and sustaining new enhancement programs, retaining and recruiting businesses, innovative ideas, community supported events and beautification programs.

The Design Committee developed and implemented a façade restoration program. To date, we have awarded sixteen grants totaling \$30,000 since program funding started in the spring of 2008. In addition to the façade program, our Design Committee has also implemented a Planter Program, Adopt A Block Program, added 35 Trash Receptacles to our downtown, implemented a sign inventory of our downtown, and added picnic tables with market umbrellas to our existing Mini Park. All of these programs have not only had a visual impact, but has also had a community involvement impact.

Our Promotions Committee has continued to target opportunities to increase foot traffic and public awareness. Events such as the Car Show, Tree Lighting, New Year's Eve Celebration, Taste of Manheim and Market on the Square have served to attract residents and guests to experience the ambiance and beauty of Market Square. Events downtown also present opportunities for local businesses to introduce their products and services to the community. Through events,

media, and our website, we promote Manheim, its heritage, fine qualities, and opportunities.

In addition to the five events listed above, we have also continued to educate the community with "Think Local" campaigns. This public awareness has created a huge impact on our businesses and on our community.

The committee continues to provide opportunities to our downtown businesses to support their advertising efforts in a cost effective way to advertise to our local and regional markets.

The Economic Restructuring Committee has focused on the evaluation and development of our local economy as well as marketing opportunities to encourage business growth. We realize that a healthy downtown economy benefits the surrounding community's residents and businesses that bring jobs to our region.

The committee has continued to educate our businesses with seminars on customer service and other crucial business practices. The Public Agenda Foundation recently published a study confirming that quality customer service permits businesses to ask for higher prices for their products and services, promotes the gain of market share, widens profit margins and increases sales. In addition to education, we have highlighted our new businesses with ribbon cuttings and highlighted our existing businesses with anniversary celebrations and business spotlights in our newsletter.

In 2009, our volunteers have donated 1,400 hours which translates into \$27,454. Volunteers have contributed to our downtown in many ways including cleaning up our sidewalks and parks, coordinating and staffing our events, various office duties and coverage, advertising opportunities, and monthly meetings to create new and innovative programs.

As our business leaders, property owners and residents, you know firsthand that such details invaluable enhance and encourage community spirit. Through this process, we have planned to transform our downtown for long-term and on-going change.

For more information on how you can help in the revitalization efforts of our downtown, please call 665-1762 or visit our website at

www.manheimdowntown.org