

PRESS RELEASE: September 17, 2020

MICHIGAN DOWNTOWN ASSOCIATION

For The Love of Downtown

Saturday, September 26, 2020, has been proclaimed “Downtown Day” by Governor Whitmer and the Michigan Downtown Association (MDA) wants to celebrate!

Understanding that now more than ever Michigan residents need to support downtowns and the businesses within by shopping, dining, attending an event, or volunteering, the MDA contacted the Governor’s office and requested that Saturday, September 26, 2020, be declared Downtown Day. The organization received the official Proclamation, signed by Governor Whitmer, earlier this month.

The MDA encourages community members to visit a downtown on September 26 and enjoy its shops, restaurants, and recreational and cultural aspects.

“The MDA believes Downtown Day will bring positive attention and recognition to small businesses and downtown cores,” Dana Walker, director of the MDA, said. “There are many opportunities for Michigan residents to safely support downtowns like strolling sidewalks, having a picnic in a park, ordering carryout, or leaving a positive review for a retail store on social media,” she continued.

The MDA states a downtown is the commercial core of a community that serves as its social and economic center.

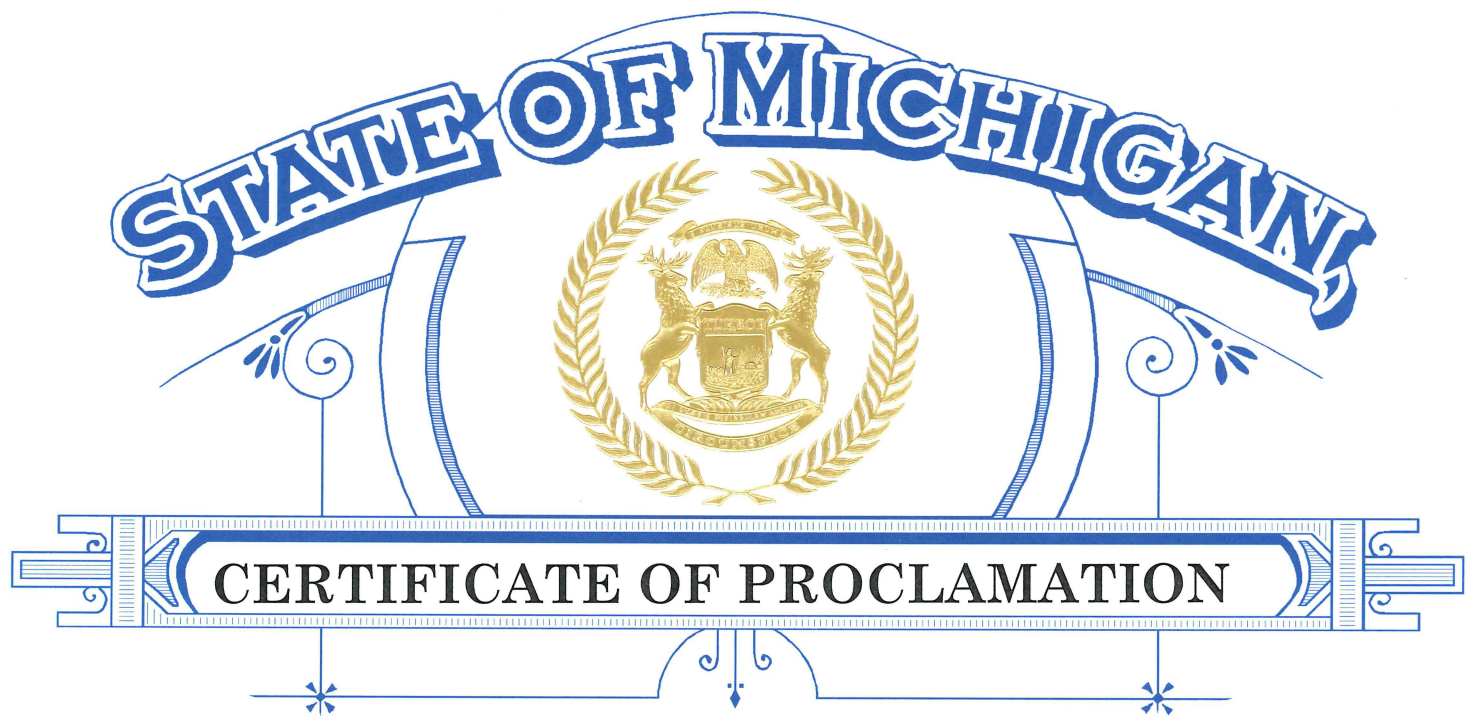
“Downtowns, and the small businesses located within, deserve to be celebrated for they distinguish a community, are the drivers of economic development, and help to offer a sense of place that contribute significantly to the quality of life of residents,” Walker said. “The small businesses located within a downtown create jobs, commerce, and investment,” she explained.

With the importance of a strong downtown in mind, and to help celebrate its 40th Anniversary, the MDA has created a ‘40 Ways in 40 Days to Love Downtown’ promotion that kicks off during Downtown Day. Each day after September 26, the MDA (***and Insert your organization here if you want to participate***) will post on its (***our***) social media outlets an activity one can do to offer support to a small business or show love for a downtown. Examples include having a hot beverage from a downtown coffee shop or bakery, visiting a downtown park, and posting a selfie in front of a favorite downtown store.

“The last six months have taken a toll, but downtowns are resilient and are adapting to current situations,” Walker said. “Our small businesses and downtowns need locals to support them in whatever way possible,” she continued.

The Michigan Downtown Association (MDA), founded in 1980, is a state-wide, non-profit organization and a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment, and continuing improvement of Michigan communities and downtowns. Its 183 members support economic development within the State of Michigan and include cities, Downtown Development Authorities, township, villages, Principal Shopping Districts, chambers of commerce, individuals, and businesses.

For more information regarding Downtown Day and the Michigan Downtown Association, please contact Dana Walker, 248-838-9711, or visit www.michigandowntowns.com.



ON BEHALF OF THE PEOPLE OF MICHIGAN,
I, Gretchen Whitmer, governor of Michigan, do hereby proclaim

September 26, 2020

as

DOWNTOWN DAY

WHEREAS, Michigan downtowns distinguish a community, are the drivers of economic development, and contribute significantly to the quality of life of residents; and,

WHEREAS, a downtown is the commercial core of a community that serves as its social and economic center; and,

WHEREAS, the small businesses located within a downtown create jobs, commerce, and investment; and,

WHEREAS, downtowns and the small businesses located on main streets rely on the support of community members; and,

WHEREAS, the Michigan Downtown Association (MDA), founded in 1980, is a state-wide, non-profit organization and a driving force in the growth of downtowns and communities throughout Michigan; and,

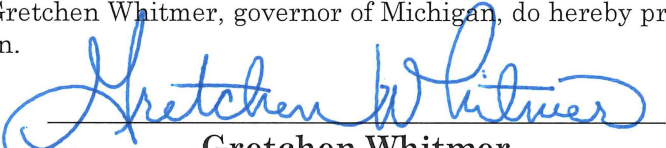
WHEREAS, the MDA encourages the development, redevelopment, and the continuing improvement of Michigan communities and downtowns with 183 members, including cities, Downtown Development Authorities, individuals, and businesses, supporting the economic development within the State of Michigan; and,

WHEREAS, the MDA believes that now, more than ever, Michigan residents need to support downtowns and the businesses they contain by shopping, dining, attending an event, or volunteering; and,

WHEREAS, the MDA believes that there are myriad of opportunities for Michigan residents to continue to support downtowns in the wake of COVID-19, including strolling sidewalks, having a picnic in a park, purchasing carryout from a restaurant, utilizing a retail store's curbside pickup service, and sharing a business's social media post; and,

WHEREAS, the MDA encourages Michigan residents to mark the occasion and celebrate their love of downtowns annually;

NOW, THEREFORE, I, Gretchen Whitmer, governor of Michigan, do hereby proclaim September 26, 2020, as Downtown Day in Michigan.


Gretchen Whitmer
Governor

