

Eastpointe

DOWNTOWN news

Where We're At...Where We're Going...

Numerous initiatives to improve downtown district

In these extremely trying times, it's important to keep in mind that this too shall pass and that what we do now is vitally important for how we move forward as a downtown and as a community. The DDA is in the middle of a critical Work Plan update that will guide our efforts for the near and long-term. The Board is developing a new Urban Design Framework which will guide new developments to respond to the growing needs for live/work spaces, second and third floor living arrangements, mixed-use developments and walkable and bicycle-friendly streets. We will be updating our ordinances to establish appropriate styles, dimensions and placement of buildings and signage.

We will be re-designing future street improvements and street amenities to create a more downtown-like atmosphere. We will be planning for parking area improvements, wayfinding signage, crosswalks, bike paths & gardens. We are developing a new brand identity (starting with the Eastpointe exclamation point above), a new website and other new marketing efforts that will incorporate all the new social media and networking sites. We will be fine tuning our events and creating new ones to attract visitors to downtown. We are planning for joint advertising efforts and retail sales promotions.

These are just some of the numerous initiatives we are undertaking in order to bring downtown Eastpointe into the 21st century as a very real and very viable shopping destination. We are laying the groundwork for a stronger downtown and a stronger community by realistically looking at our weaknesses, and building on our successes. We try to always keep in mind that this is your downtown, too. Your input is so important to creating a vibrant city center. We all need to work together to move downtown Eastpointe forward and for the downtown to remain a relevant shopping alternative.



SHOPPING LOCALLY—It Impacts Our Bottom Lines

By Joe Solomon, Solomon Dental Laboratory & The UPS Store

As we look at our city and businesses what comes to mind is “How can we help each other?” I believe we should all collectively pitch in any way we can to improve our business climate. Personally, I do most of my buying in Eastpointe. I believe we should all try to help each other in order to maintain a viable business climate which in turn protects and props up our own ventures.

With the approximately 800 businesses in Eastpointe, we have many buying choices within our 5 square mile area. As you can see from the box to the right, if just one additional person from each establishment would spend \$8.00 a day within our city, the cumulative effects would be substantial. This would add up to a far more successful business area. We should all try to do as much as we can with our fellow businesses. It will make a difference!

800 Eastpointe Businesses:

Spend \$8 per day =
 \$6,400 per day
 \$32,000 per week
 \$128,000 per month
\$1,536,000
Per Year!

Congratulations to Joe Solomon on recently receiving recognition from the American Dental Association for 35 years as a Certified Dental Technician. Solomon Dental Laboratory has been in downtown Eastpointe since 1985. Congratulations, Joe! ~ Eastpointe DDA

**Briefly
Speaking...**

Hey, Eastpointe DDA businesses! Have an interesting story to tell? Do you carry new products? Having a sale? Let the DDA help you **get the word out**. Contact the DDA Director and we'll help trumpet the good news!

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Looking to **buy a home** in Eastpointe? The City Hall kiosk near the door has a number of great resources to help.

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If you are interested in **promoting your business** through the use of A-frame signage, contact the Building Department at 586-445-5010 for permit instructions.

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The UPS Store has a new website: www.theupsstorelocal.com/1698

TWO NEW COFFEE SHOPS COMING SOON!

**POINTE JAVA
CAFÉ**

22511 Gratiot @
East Brooke Commons
OPENING SOON!



**DEJA-BREW
CAFÉ**

23043 Gratiot @
Deerfield
NOW OPEN!

New Fitness 19 Pumps Up East Brooke Commons

Craig Van Hoesen, Operator of the Fitness 19, knew he scored a great location when he decided to open up in East Brooke Commons. "We were excited about the downtown Eastpointe location and our instincts were proven right. Our initial membership drive exceeded our expectations", states Craig. They are still offering monthly dues as low as \$7 a month, month-to-month memberships with no long term contracts, and a family atmosphere including a supervised kids room. Their address is 22331 Gratiot, located at East Brooke Commons. Their phone number is 586-775-1919.



**Cruisin' Gratiot
June 19, 2010**

ARTAGIOUS!

The annual children's art day returns May 15, 2010 in the Children's Garden.

- Plant & Paint Your Own Mini-Flower Pot*
- Hands-On Percussion Instruments*
- Storytelling • Be An Artist • Play Music*
- Create Your Own Art To Take Home*
- "Clown"-Around • Sing • Be Who You Are*
- This Is The Day You Can Be...Artagious!*

Eastpointe Downtown News is a product of the Eastpointe Downtown Development Authority.

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Looking to start or re-locate your business? Contact the DDA for all your site location needs.

Local School Children Add Art To DDA Children's Garden. Attractive New Murals Give Students A Venue To Display Their Creativity.



New State Of Michigan Business One Stop

The State of Michigan recently unveiled a new web portal that will aid the Michigan business community in conducting business in our state. The new Michigan Business One Stop is an online service that guides users who want to start, operate or expand a business in Michigan. Business owners can apply for or renew permits and licenses, file annual reports and pay unemployment taxes, or any other fees they are subject to under state law. Information is shared across state departments with one, easy e-payment system, and the site provides businesses information about transaction status in a new, paperless environment.

