



News From MAIN STREET CLINTON

Shop Local - Now More Than Ever

Main Street Clinton is proud to represent the amazing retail, restaurant, and service businesses that make up the Olde Towne and Boulevard historic districts. Throughout this unprecedented year, many of these businesses have adapted their practices and services to accommodate their customers. Restaurants and retailers have offered curbside delivery and pick-up, and service businesses have offered video meetings with their clients. Business owners and employees have diligently sanitized door handles, bathrooms, and more to ensure that their customers can visit their business safely. Let's show our appreciation for what they bring to our community by supporting them, especially as we enter the holiday season. Now more than ever, it is essential to shop local and shop small. Because of the global pandemic, thousands of small businesses around the country have permanently closed their doors. Let's make sure our Main Street businesses are here to stay!

Get Involved with Main Street Clinton

It is only with the help of our many volunteers that Main Street Clinton is able to host so many fun events each year! Whatever your interests, talents, or commitment abilities, Main Street has a place for you to serve your community. If you're looking for fun, simple ways to get more involved with Main Street, sign up to be a volunteer! Assist with events, clean-up days, decorating for holidays, and more. To receive volunteer requests throughout the year, visit mainstreetclintonms.com/volunteer. Want to get even more involved? Anyone can join a committee! Help with planning events, fundraising, developing marketing strategies, and more. To sign up to be on a committee, visit mainstreetclintonms.com/committees.

Main Street Clinton Adapts

This year, Main Street Clinton has worked hard to adapt to the changes brought on by the pandemic. Even though some events had to be cancelled earlier in the year, we have implemented some changes in our fall and winter events that will make them safer for all, as well as in compliance with state mandates. Olde Towne After Dark Trivia, for example, has been moved outdoors to Jefferson Street. Teams are able to socially distance at their own tables, but still participate in the fun and order food and beverages from 303 Jefferson and The Bank by Pizza Shack. In the summer of 2020, we were thankful that we were able to host our weekly summer Fresh at Five Farmers Market. Vendors' booths were spaced farther apart, hand sanitizing stations were available throughout the market area, and customers were encouraged to shop quickly and interact briefly. As we look toward 2021, we are hopeful and already making plans for how to adapt our events to make them both fun and safe for everyone.



Dear Friend of Main Street,

I am excited to serve as President of the Clinton Main Street Board of Directors for 2021. I began volunteering with Main Street Clinton to meet new people and get involved in the community. Over the past 10 years, I have had the opportunity to work with some of the most amazing and wonderful people, many of whom I now consider dear friends. The projects and events I have been involved in have shown me what a group of passionate people can achieve and how a community can convey a sense of welcome and belonging. These feelings are the main reason my husband and I decided to make the downtown area our home and are raising our children in this supportive community. Main Street Clinton has so much to offer and whether you work here, live here, shop and dine here, or attend any of the unique events, there is something for everyone to enjoy.

Main Street Clinton was formed 13 years ago out of need to revitalize the Olde Towne and Boulevard Districts of Clinton. Working with businesses, residents, and volunteers, our organization strives to strengthen these districts and preserve the historic and unique character that creates a positive image and makes Clinton an attractive place to live and own a business. Go beyond the ever-popular community events, and you will find economic development programs for business recruitment, committees aimed at steering and promoting new ideas, district beautification, and grant distribution for businesses. All these pieces work together to create a vibrant and thriving community that everyone is invested in.

This past year was not at all what anyone expected and many of our events had to be cancelled due to the pandemic. As we regroup for the upcoming year, the Main Street Staff, Board of Directors, and volunteers are busy at work brainstorming fun and safe ways to continue holding our beloved events and kick start new ones. If you have a fresh idea, now is the time to volunteer your talents. Any amount of time makes a difference and I speak from personal experience when I say there is more fun than work.

As a nonprofit organization, Main Street's success relies on membership contributions and fundraising. Whether you are a new member, renewing your membership, or donating, Main Street needs your support now more than ever as we continue to revamp your favorite events in creative ways and absorb extra costs to ensure safety. It is also crucial to shop local so we are able to retain our small businesses and continue to grow our community and revitalize our districts. Things may be different right now but one thing hasn't changed, the amazing Main Street community is still here and with your help, it will remain and flourish more than ever.

Please consider your membership and know you will play an active role in supporting your community and continuing the mission of Main Street Clinton. With your help we can ensure the continued growth of your Main Street community as we continue to plan for better days ahead.

Sincerely,

Allison Reno
Allison Reno
President-Elect

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