

Downtown Westfield Association – Anne Poynter  
Council Update  
August 13, 2012

**PROMOTION**

Farmers Market – new stage †

- Revenue: \$14,000/Net: \$5,000

Westfield Rocks the 4th †

- Revenue: \$22,000/Net: \$6,900

Grand Junction Funktion (formerly Derby)

- Saturday, September 29<sup>th</sup>, 2pm-8pm
- More of a Fall Festival

Westfield In Lights

- Friday, November 30<sup>th</sup>, 530pm-830pm
- Holiday festival
- Create a more professional light display (attached)

**ORGANIZATION**

- Continue Board Recruitment
- Focus on grants & funding resources
- Lease agreement on City-owned buildings

**BEAUTIFICATION**

- WHS & Frontier ... downtown Façade Improvement Grant: Mural

**ECONOMIC DEVELOPMENT**

- Goal of (5) new businesses this year ... to date, have added (11)
- Update on new businesses at Laundromat
- Fire station Marketing (Open Doors & Historical Society space)
- Grand Junction Properties