

Downtown Westfield Association – Anne Poynter  
Council Update  
December 10, 2012

**PROMOTION**

Farmers Market – new stage ↑

Westfield Rocks the 4th ↑

Grand Junction Funktion (formerly Derby)

Westfield In Lights

**ORGANIZATION**

- Continue Board Recruitment
- Improved Marketing efforts: new logo & facebook/website strategy for events
- Every other month Merchant Meetings in the downtown

**BEAUTIFICATION**

- Westfield Cultural Task Group Development
- Façade Improvement Grant Program Promotion: 7 properties improved this year

**ECONOMIC DEVELOPMENT**

- Grand Junction Properties Development
- Goal of 5 new businesses this year ... Added 13 total
  - o The Blank Space
  - o Such Great Heights
  - o Imagine Church
  - o Two The Moon Antiques
  - o Freeman Custom Homes
  - o Adagio Dance Company
  - o Cinderella's Closet
  - o Skin Fix
  - o Everyday Artisan
  - o Erika's Place
  - o Craze Boutique
  - o Carpet Express Flooring
  - o Wandering Peacock
- Lease agreement on City-owned buildings: 3 new; 2 retained