Welcome to our December newsletter. As the new Executive Director at LakewoodAlive, it is my honor to report that 2011 was a fantastic year and we are extremely excited for a productive 2012. It is a privilege to work with dedicated volunteers, merchants, staff, and collaborative partners as we all come together to strengthen this wonderful community.

We welcome your input and ideas about how we can make Lakewood an even better place to live, work, and play. Seeking a volunteer opportunity? Let us know if you’d like to help and how we can connect you with a program that will be mutually beneficial. Thanks for your continued support of our community’s non-profit economic development corporation.

Best regards,
Ian Andrews, Executive Director
LakewoodAlive

FROM OUR EXECUTIVE DIRECTOR...

Greetings, Friends!

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Best regards,
Jennifer Baker, President
Board of Directors, LakewoodAlive
WE ARE A NATIONAL MAIN STREET PROGRAM…

Front Porch Concerts: 
- Collaboration between Lakewood Public Library, start NIO and Vance Music Studios
- Over 800 people attended nine free summer concerts

Community-Building Events:
- A merchant program facilitated by LakewoodAlive

Downtown Lakewood Business Alliance:
- A merchant program facilitated by LakewoodAlive

2011 Supporters:
- Individuals
  - Joann Wilhelm
  - Lucinda Einhouse
  - Joanne Calkins
- Businesses
  - CCLAS
  - Friends of Lakewood Public Library
  - Discount Drug Mart

Other Highlights:
- Hosted 30 Heritage Ohio and Main Street managers at a September 14–15
- Executed University of Akron Lakewood ribbon cutting; Lakewood Plaza project launch
- Review of drawings for 2012 Downtown way-finding signage
- Developed Tree Retention Program and researched an enhanced Pole Banner Program
- Provided architectural technical assistance to local businesses

Downtown Lakewood Business Alliance:
- A merchant program facilitated by LakewoodAlive
- 50% growth in membership over 2010
- Meetings 1st & 3rd Thursday of every month, 10–25 merchants in attendance at each meeting
- Education & training, including: Social Media Training; Graffiti Removal Training; Holiday Marketing Roundtable; Small Business Marketing Seminar
- Events tailored to attract retail visitors, including: Lakewood City Wide Street Sale, in which 100 residents, 55 merchants and 16 block clubs participated. Lakewood Plaza Walk, in which 2,100 attended, 28 stores participated and the event sold out for the second straight year; Gingerbread House Tour

Pool of available resources in order to facilitate economic development and create a vibrant streetlife.

(Continued on back panel)