

CAMBRIDGE



Main Street

NEWS *from* DOWNTOWN

JANUARY 2006



CALENDAR

**January 9,
5:30–7 p.m.
Main Street Board Meeting**

**January 14, 5–9 p.m.
Winter Wonderland**

A new year means a whole new series of Second Saturday events downtown. Don't miss the first one for 2006. Stores will be open late.

**January 26,
5:15 p.m.–8 p.m.
Working to Market
Your Business Seminar**

Designed for retailers, this seminar will take place at Chesapeake College's Cambridge Center, 416 Race Street. Register at 410.228.1000. Free.

**February 11, 5–9 p.m.
Half-Hearted Holiday**

There's nothing half-hearted about the way shoppers will dart from store to store downtown, picking up half-hearts. If your half-heart matches the master heart, you win \$100 in Main Street money (good at any Main Street establishment)!



Gage Thomas named Main Street Volunteer of the Year

From dressing up as Santa Claus and the Easter Bunny to setting up and dismantling tables, he's done it all at Main Street events. He's the first to arrive and the last to leave. Wherever you turn around, it seems, he's there ready to lend a hand. Tireless volunteer Gage Thomas was named Cambridge Main Street's Volunteer of the Year during the volunteer appreciation party December 12, when Joy Staniforth was also honored for her work as past president of the Main Street board. Why does Gage do what he does? "It's the power of one," he says. "But it takes many volunteers to make a difference. Opportunity and potential are the two biggest words I use for Cambridge. I love the town and I'm in a position to give my time." Inspired to give a little of your time? To become a Main Street volunteer, call 410.228.0020.

Pump up your marketing skills at January 26 seminar

Are you a retail business owner—or thinking about becoming one? Then mark your calendar for Thursday, January 26, when retail veteran Casey Willson leads a free seminar on "Working to Market Your Business" at Chesapeake College's Cambridge Center, 416 Race Street. You'll learn how to work with

other businesses and on your own to drive more traffic to your store—and boost your sales. The event starts at 5:15 p.m. with light refreshments, followed by the seminar at 5:45 p.m., and wraps up at 8 p.m. And yes, it happens *Thursday*, January 26, not Wednesday as a Dorchester First flier announced. To register, call Joy Loeffler at 410.228.1000. Sponsors include Dorchester First, the U.S. and Maryland Small Business Development Centers, Chesapeake College, and Maryland Business@Work. Another class is scheduled for February 15 on "Becoming a Minority Certified Business."

Cambridge Main Street gears up for 2006

For 2006, Cambridge Main Street has new plans and a new budget. Each of Main Street's four committees has drafted a work plan with costs/revenue for the year. After the plans are approved by the Executive Committee, they'll be forwarded to Main Street Maryland. Upcoming newsletters will include more on plans for 2006.

About this newsletter: *News from Downtown* is brought to you by Cambridge Main Street, a 501c3 organization dedicated to revitalizing downtown Cambridge. To learn more or to volunteer, contact Liddy Garcia, Main Street manager, at 410.228.0020 or liddymainstreet@comcast.net. The Main Street office is at 501 Poplar Street.

**Happy 2006
from Main Street!**

News bits: 2005 was a good year for Cambridge Main Street. We installed gas-style streetlights, planted trees, hosted more than 18 events downtown, and welcomed several new businesses. Here's hoping for even better things in 2006!