



Art by Max Grover

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PRESS RELEASE

For more information contact: Mari F. Mullen director@ptmainstreet.org (360)385-7911

“Paving the Way to a Brighter Future” Support Downtown Businesses during the Water Street Enhancement Project

The new year marks a new beginning --The Water Street Enhancement Project starts January 2. The six-month, \$2.7 million project will replace aging infrastructure, improve public safety and walkability, and lay the foundation for undergrounding utilities. It will create a new pedestrian plaza on Tyler Street and enhance the character of the downtown commercial historic district. The project will preserve Port Townsend's history for years to come.

The Port Townsend Main Street Program is working with the local partners and merchants on the “Paving the Way to a Brighter Future” campaign to encourage community support of our downtown businesses. 58 businesses have signed on to participate in the campaign. Come see history in the making, and help our local entrepreneurs *survive and thrive* during construction. The campaign features money-saving coupon books, shopping incentives, engaging special events and activities for all ages centered on downtown. There will be special runs of PTERider on select weekends in April and May.

The Port Townsend Main Street Program, a 501c3 nonprofit, has reached some key goals in planning for the project. Thanks to collaboration with local partners, Port Townsend Main Street Program was successful in its application to host the RevitalizeWA Main Street Conference in Port Townsend --270 guests are expected to attend April 23-25, 2018.

The Port Townsend Main Street Program was successful in securing a \$35,000 economic development grant from the First Federal Community Foundation for the construction mitigation plan. The purpose of the grant is to expand the Main Street marketing/communications plan funded by the City of Port Townsend to help businesses be more sustainable during the project. The grant funds will provide educational resources for business owners in collaboration with the Chamber of Jefferson County and EDC/Team Jefferson, increase downtown's social media presence, expand media buys, boost the LENT Low Interest Loan Fund, provide support for the Main Street conference and promote transportation options.

Visit <http://www.cityofpt.us/dsd/capitalprojects.html> for construction updates.

Follow the Port Townsend Main Street Program on Facebook, Instagram and Twitter to keep in the loop. Sign up for the Main Street Construction eNewsletter via ptmainstreet.org. Visit ILovePortTownsend.com, the construction promotions website page hosted by the Port Townsend Main Street Program. Look for store signs and come downtown to check out what's happening “In the Zone!” Volunteers are needed throughout the Construction Project. Want to volunteer? Call Main Street (360)385-7911.

2018 Special Events and Activities

January - Port Townsend “Believe it or Knot!” Game—a fun excuse to come downtown, pique your interest in unbelievable facts (or fiction!) about the salty seaport of Port Townsend. Complete the game and be entered in prize drawings.

January-June - “Celebrity Concierges”—friendly greeters will answer questions and be there for you “In the Zone” from 1 to 3 pm on Saturdays during Construction. Customer TLC, coupon books, and maps to get you around downtown.

February - Local Love—show your local love by shopping & dining downtown during construction and tell us what you love about PT—details coming soon.

March - Historic Walking Tours—The Jefferson County Historical Society will offer tours on Saturdays in March. jchsmuseum.org. There will also be tours as part of the Victorian Festival set for March 24-25, 2018. www.vicfest.org

April - “Step It Up! Get your steps in and check in with the participating stores to be entered in a prize drawing.

May - May is Art Wave—children’s art in the stores. Additional arts-related events will be offered in businesses.

June - Tyler Street Plaza Wrap-Up Party –join the party and celebrate the completion of the construction project and a beautiful new public space created on Tyler Street. Music, food and fun!

ALSO OF INTEREST

Port Townsend has an expansive list of special events coordinated by local partners—from Strange Brewfest in January to the Race to Alaska and the Taste of Port Townsend in June, there are lots of reasons to come downtown.

The public could check out Twisted History Ghost Tours, take part in the Port Townsend Film Festival’s Women in Film, get tickets to Key City Public Theatre events, or grab your goggles for the Steampunk event in June. For a complete list of community events, visit ptmainstreet.org

The RevitalizeWA Conference is coming to Port Townsend April 23-25, 2018 with workshops, conference tours, social events and an awards banquet. The Port Townsend Main Street Program is expecting 250- 270 guests from across the state which will benefit lodgings, local businesses, restaurants and nonprofits.

Subject to change

www.ptmainstreet.org

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