



Downtown News

FOR IMMEDIATE RELEASE
Tuesday, March 18, 2008

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DDA launches downtown website

Site seeks to highlight business opportunities, capital investments in Downtown

The Charlevoix Downtown Development Authority (DDA) proudly announces the launch of its new website — DowntownCharlevoix.com — as it continues to ramp up Downtown’s marketing and promotion efforts. The new web presence seeks to offer online visitors an up-to-the-minute inventory of available business opportunities and summaries of significant DDA-funded capital improvement efforts, including frequent progress updates on the East Park renovation project.

“This website was developed to complement the websites of the Charlevoix Area Chamber of Commerce and Charlevoix Area Convention & Visitors Bureau,” said DDA Executive Director Keith Carey. “We’d like to provide prospective businesses considering Downtown Charlevoix with an opportunity to experience all that Downtown Charlevoix has to offer them.”

The website will also be the online home of the Charlevoix Cool City Project and Charlevoix Downtown Blueprint 2007 initiative along with housing the DDA e-newsletter *What’s Up Downtown*. Site visitors wishing to receive the quarterly e-newsletter may submit their email address on the website and the newsletter will be delivered to their in-box.

The site was developed by John and Bobbie Rathjens, owners of local web design company JBR Graphics, known previously as LLH Graphics.

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