



Ionia Christmas Activity Schedule

Saturday, November 30th

Small Business Saturday - Shop Local!

Sales and special services offered at businesses located in the DDA Business District! See attached listing for details.

Tuesday, December 3rd at 7pm

**First United Methodist Church presents "An Evening With Mr. Brian Brill".
Performance begins at 6pm. This is a free concert.**

Wednesday, December 4th from 5pm - 7pm

Toys for Tots kick off at Olivera's. Visit Santa. We encourage attendees to donate a gift that will be provided to a child this Christmas holiday. For more information, contact Stephanie at Coldwell Banker Weir Manuel Hoppough at 527-2800.

Friday, December 6th beginning at 6pm

**Community Christmas Tree Lighting and Caroling 6pm
Main Street Electric Light Christmas Parade 6:30pm
Free movie at the Ionia Theatre 8pm**

Saturday, December 7th

**Breakfast With Santa at the Armory Community Center 9am - 11am
Mrs. Claus Bazaar at the Ionia Middle School 9am - 4pm
Jingle Bell Run - register at www.5KforFun.com**

Sunday, December 8th at 3pm

**Annual Christmas in Ionia Variety Show at the Ionia Theatre 3pm
This is free concert - donations welcome.**

Saturday, December 14th at 11:50am

**Annual Wreaths Across America Ceremony Honoring Our Veterans
at Sunset Memorial Gardens at 11:50am.**



Wreaths Across America

On December 14th at 11:50am, the Civil Air Patrol will host Wreaths Across America at Sunset Memorial Gardens located on South State Road (across from Meijer). The event is to remember and honor our Veterans through the laying of the Remembrance Wreaths on the graves of our country's fallen heroes. Each of the Veteran's names will be read aloud during the ceremony. The ceremony is in the Chapel at the back of the cemetery. Please use the drives at the sides of the cemetery to reach the back, the center drive must be left open for the ceremony. There are memorial stones on either side of the road ways so please be careful when driving and parking your vehicle. Members of the community are welcome to attend. Donations and volunteers are needed to fulfill this wonderful memorial project. For more information, contact Major Shawna Hoekstra at (616) 430-1348.



JOIN US for Mrs. Claus' Annual **BAZAAR & CRAFT SHOW**

Saturday, Dec. 7, 2019 from 9am-4pm
at the Ionia Middle School: 438 Union St., Ionia.



- Candles
- Ornaments
- Handmade Soaps
- Homemade Candy
- Home Décor & Handbags
- Jewelry & Baskets
- Cards & Stationery
- Wood Carvings and MORE.



FREE ADMISSION! Lunch & snacks available at the COA food booth.

Questions?
Call Ionia County Commission on Aging at 616-527-5365.



Free Movie at the Ionia Theatre!

Live Local Realty of Ionia is sponsoring a **FREE** movie at the Ionia Theatre following the Electric Christmas Parade on Friday, December 6th at 8pm. The Christmas comedy "Fred Claus" featuring Vince Vaughn is the free feature film - one you won't want to miss. Santa's older brother moves to the North Pole to help Santa and his elves prepare for Christmas.

Join us for the lighting of the Community Christmas Tree and caroling beginning at 6pm followed by the Parade. Santa will be making his official arrival on a horse drawn carriage accompanied by a very special guest!



Shop local on Small Business Saturday - November 30th!

Crafty Kitchen Creations	10% off all Christmas orders placed on Small Business Saturday. Baked goods, candies, cakes, and so much more! Located at 111 N Depot Street.
Farmhouse Natural Living	Located within Ionia Lock & Key plus a side alley entrance. Gifts for every member of the family.
Brick Street Studio	Buy \$60 in Brick Street Credit - get \$40 FREE credit. 50% off any wall art piece. Pre-purchase your Photography Workshop spot for \$150, after December 1st, the price increases to \$225. Visit indoor vendors.
Matthew's House Thrift Center	Fill a box for only \$8.50, fill a bag for only \$3.50. Excludes food, jewelry and grab bags.
Mane Stage Salon	BOGO 1/2 off on product lines and select products at 75% off!
Sid's Flower Shop	From fresh floral arrangements to memorial gifts, Sid's is your one stop shopping site.
Odds & Ends	Gently used gifts, books, tools, furniture and more.
Dood's Jewelry	Beautiful selection of jewelry for every member of the family. In-store specials.
Soaring Above Teen Center	Craft Show from 10am to 3pm. Handcrafted items galore.
Wrecker's Sports	Great selection of in-store specials.
Leida's Sweets & Treats	Children can frost and decorate their own mini donuts - 4 / \$1. Cookies: \$1 each. Muffins: \$2 each.
The Jewel Box	Antiques, re-purposed furniture and "Michigan Made" gifts. 10% off total purchase.
Auction Addict's Attic	With every \$10 purchase, your name goes into a drawing for a door prize! We pay your sales tax too! Visit Auction Addict's Attic at 524 W Lincoln Avenue.
Promo Print & Stitches	Personalized gifts for every member of the family.
Seymour Furniture	Retail sales on all furniture, sofas, chairs, recliners, lamps, tables and mattresses!
Favorite Finds	Clothing for all ages and sizes. Furniture for every room in your home.
Sears Hometown Store	Check out the door busters. From appliances to tools - shop our local Sears.
Enrich of Ionia County	Treasures galore at 343 W Main Street. 10% off your total purchase of \$10 or more.
Brick Street Antiques	Purchase a treasure from years gone by.
Ionia Floral	Beautiful Christmas décor, floral arrangements and more.
Dan's Bike Shop	You are never too old to find a new bike under the Christmas tree!
Keynote Antiques	Antiques and specialty items from yesteryear.
SoZo Coffee Roasting	SoZo Coffee Roasting located at 576 N State Road will be offering 10% off all brewing equipment on Small Business Saturday.
YCD Wireless	Electronics for every member of the family. Sales galore!



10th Annual

Christmas In Ionia

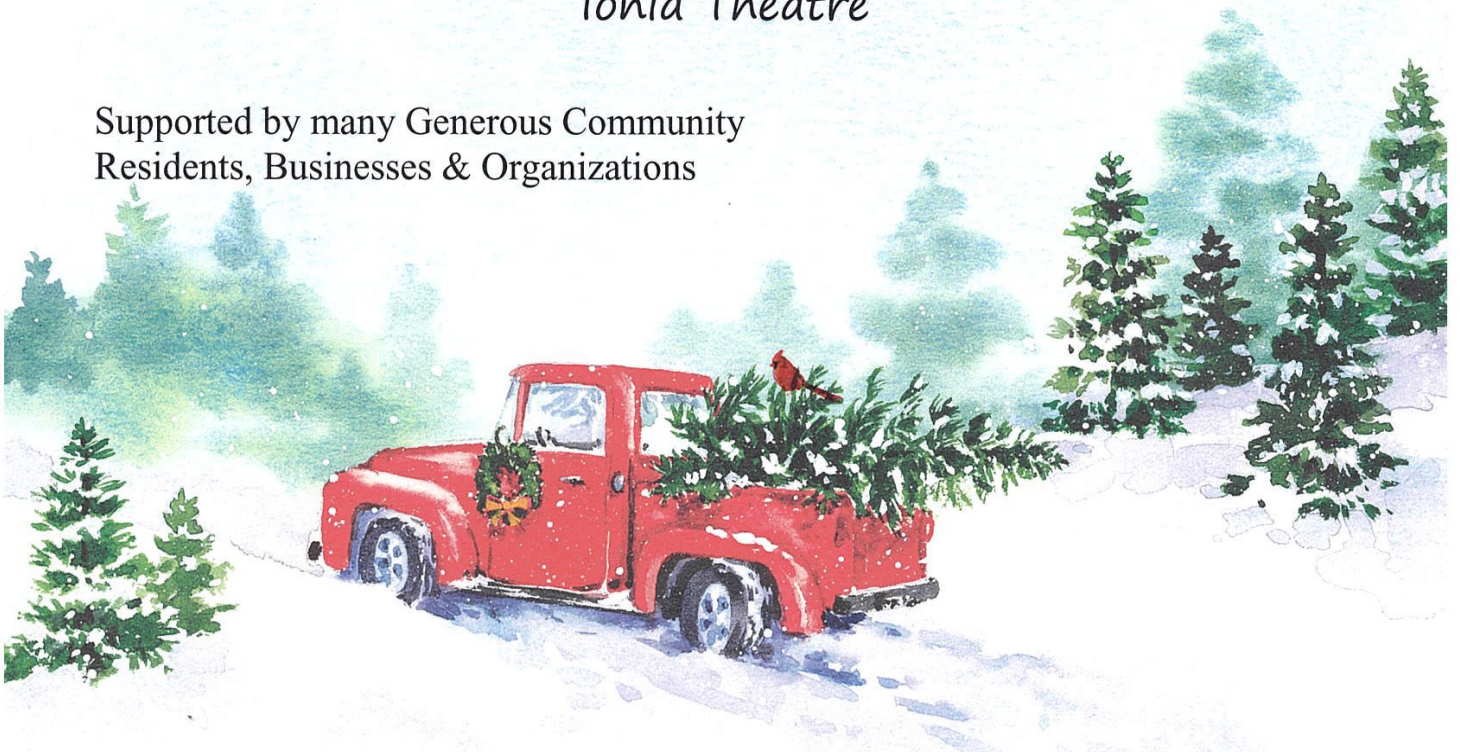
*All Hearts Come Home
for Christmas*

Area talent performances at the Ionia Theatre,
Downtown Ionia

**Sunday, December 8, 2019
3:00 pm**

*Free event. Donations accepted to benefit
Ionia Theatre*

Supported by many Generous Community
Residents, Businesses & Organizations





8th Annual Toy Drive

Wednesday, December 4th * 5-7pm

Come visit *Santa* and enjoy a festive night
at Olivera's Ionia

Please bring a new, unwrapped toy/gift
(\$10 value) for a child ages 0-16 yrs.

\$100

Meijer gift
card raffle!

Kids visit Santa for an
entry.

\$5 off OR kids eat free!

Bring 1 new, unwrapped toy and receive \$5* off your dining experience

OR kids 10 & under eat free with adult entree purchase at regular price.

*1 coupon per person, may not be used as gratuity. No cash value. Free kid's meal may not be redeemed in combination with \$5 voucher. Value of toy donation must be at least \$10. Offer valid on 12/04/2019 only.



WEIR MANUEL
HOPPOUGH



Follow us on Facebook

** All toys collected will be dispersed throughout Ionia County. In 2018 over 1,582 local children were supported by this service.

*Not an Ionia Public School sponsored event.

Isabelle PHOENIX Gallery
342 w main st. ionia, mi. 48846

Isabelle's Winter Sale/Show



Nov 20-Jan 5

Local Artist's
work exhibited
during the holiday
season

store hours: 9.m-7:00 m-f
sat. 10-4

616 350 2788

text or call
for more information



Saturday, November 30th

Small Business Saturday

Six Ways to Get Your Business Involved

By Tiffany Monhollon

1) Use Small Business Saturday Marketing Materials There are a variety of materials that you can use to promote the shop small movement for Small Business Saturday. On the [American Express site](#), they offer printable signage, logos, sample social media posts, ad templates, post card printables, and even a digital banner. Merchants who accept their card and register can access even more materials and will appear on the [Shop Small Map](#). You can kick start your involvement by using these materials to get in on the buzz. ***The DDA and Chamber will be providing materials for you to use as promotional tools!***

2) Publicize a Discount, Coupon, or Promotion Offering a special offer or promotion on Small Business Saturday is a great way to help drive buzz about your involvement — as well as traffic to your business. Start by thinking about the types of customers [you want to reach during the holidays](#) and craft a promotion, offer, special, or package that will resonate with this audience. For example, do your target customers just want deep discounts, or are they more interested in supporting businesses that give back to the local community? Are your target customers looking for services to help them have more time over the holidays, or are they buying gifts for friends and family? Creating a special offer available during Small Business Saturday can be a great way to participate in this event.

3) Host an Event Events are a great way to drive business, so why not host something fun on Small Business Saturday? It could be as simple as offering treats, customer appreciation gifts, or drawings and door prizes for shoppers who leave their name and email address throughout the day. Events are also a great way for non-retail small businesses to generate buzz, traffic, and interest on Small Business Saturday. For example, an automotive repair shop could offer a customer appreciation event that day and along with offering food or refreshments, do giveaways, and offer discount coupons that patrons could use to redeem services later in the year.

4) Collaborate With Other Local Businesses Another way to participate in Small Business Saturday is to take part in it with a group of local businesses and make an even bigger effort. For example, community events bring local businesses in an area together to celebrate Small Business Saturday while also creating additional buzz in their local area and [offering a fun community event](#) for local consumers. Nothing like this in your area? Why not spearhead something or reach out to local organizations like your Chamber of Commerce to see if other area businesses might be interested in building a community event around shopping local? ***Watch for updates on DDA and Chamber partnered events to boost your Small Business Saturday.***

5) Integrate it Into Your Online Marketing Getting into the Small Business Saturday spirit should also [mean integrating your efforts into your online marketing](#). Use the resources offered by American Express to put the Shop Small logo on your website, and consider running a special series of search engine ads, [social media posts](#), and display ads to help publicize your special offers and involvement.

6) Create a Compelling Series of Emails You can also generate buzz about your Small Business Saturday involvement by using email marketing to let your customers and leads know what you have planned. This is a great way to bring old customers back — and could also entice a lead to convert into a customer. Need some help thinking of emails to use? ***The DDA and Chamber will provide samples for you to use as promotional emails.***