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New year, new business!



Considering self-employment? Starting a new business? This is the webinar for you!

Delivered in a workshop format, this introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. Startup costs, financing options and business planning are introduced, along with necessary steps to getting started.

The webinar is hosted by Marie Elliott of the Small Business Development Center. Marie has been counseling small businesses for over nine years and has over 13 years of experience in the human resources and educational fields.

Free

Tuesday, January 12th, 6pm - 8pm

[Register here!](#)

Evert Main Street hosts first pop-up retailer



Lynn Cour's Christmas crafts sold out in less than a week at Evert Main Street's new pop-up shop.

The pop-up was a big success for the crafter and entrepreneur, who hopes to return in the spring to sell more items. Her work was [featured in the Big Rapids Pioneer](#), as well as publicized via social media through Evert Main Street. Congrats, Lynn!

If you are interested in renting the pop-up space and trying out storefront retail, contact Eric Kehoe at eric.kehoe@evart.org or 231-734-0185. Pop-up retail is perfect for prepared foods and baked goods, crafts, general merchandise, and more. It's a low-risk way to try your very own storefront!

Did you know Evert Main Street is part of a national org?



Evert Main Street is one of only 22 official Main Streets in Michigan, and part of Main Street America, an award-winning organization that revitalizes older and historic commercial districts to build vibrant neighborhoods and thriving economies.

New research from the Main Street America shows that Main Street organizations help revitalize communities nationwide. Their research looked at Emporia, Kansas; Laramie, Wyoming; and Wheeling, West Virginia.

Key findings:

- Main Street organizations advance local solutions to help small businesses survive and thrive.
- Rural resilience leans on a flexible, accessible, and healthy built environment.
- Rural Main Streets can't achieve inclusive economic revival without bridging social divides in their communities.
- Rural communities build resilience through a strong network of community-led civic structures.

[Click here for more in-depth research.](#)

workers impacted by COVID-19 pandemic orders

The State of Michigan is offering assistance for workers and businesses impacted by COVID-19 pandemic orders, including food assistance, emergency assistance, housing and homelessness resources, and more.

[Learn more here.](#)

Help our healthcare workers and slow the spread of COVID-19

Be sure to keep yourself and others safe by following CDC COVID-19 guidelines:

- **Wear a mask**
 - **Keep at least 6 feet of distance**
 - **Wash your hands often**
 - **Avoid crowds**
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Have a story to share?

If you have news, requests, or events to share with the Ewart Main Street audience, let us know! Contact Eric Kehoe at eric.kehoe@evart.org, 231-734-0185.



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