

Buy Michigan Now Festival will return Aug. 6-8

Event shortened to three days

By Pam Fleming • STAFF WRITER • April 22, 2010

Northville, which has been known for its festivals for years, will again be the site of the Buy Michigan Now Festival this summer.

The Northville Downtown Development Authority received approval from city council Monday night and the DDA Board Tuesday morning to provide \$5,000 from its budget to support the event.

The festival, which ran for a full week last summer, has been shortened to only three days this year - from Aug. 6-8.

The festival supports Michigan businesses and products and encourages the public to support these initiatives in our state as well.

Many Michigan-made products and services will have booths at the event, organized by Lisa Diggs.

Lori Ward, executive director of the DDA, said the event will coincide with the Northville Central Business Association's Annual Sidewalk Sale and the First Friday Art & Fashion Walk.

The festival draws many people to the city. In fact, Chris Van Dam, owner of Van Dam's Boutique on E. Main Street, said she had her best day ever as a women's clothing and accessories boutique owner last year on the Friday during the Buy Michigan Now Festival.

This included her days when she had her boutique at the Renaissance Center in downtown Detroit.

Last year, the event ran from July 27-Aug. 2, and Ward said Diggs and others involved with the festival decided this was a little too long.

Most of the offerings during the week were educational or training seminars, Ward said. So, this component of the festival will be eliminated this year.

"People from all over Michigan came last year," Ward said, noting that about 2,500 people attended the Friday Night Concert during the Buy Michigan Now Festival.

pfleming@gannett.com | (248) 437-2011, ext. 260