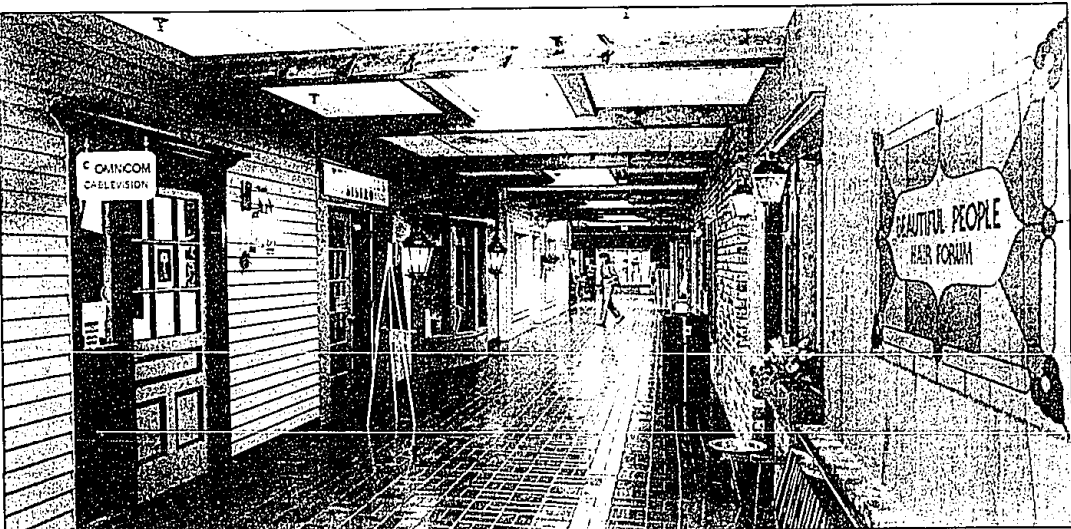




Plymouth's 550 Forest Avenue Mall is the site of a variety of retail establishments.

Community's events draw many visitors

Continued from Page 3

"We do a lot of other things, besides promotions," Lorenz said. "It's a whole coordinated effort with the Chamber of Commerce."

A centrally located park in downtown Plymouth is a definite asset, said Plymouth City Manager Henry Graper.

"It's a central focal point." The park provides a location for various community events which bring a number of visitors into Plymouth.

"We end up with eight or nine different festivals that are held in that park," Graper said.

THOSE FESTIVALS include the Ice Carving Spectacular, held in January, which attracted approximately 250,000 people this past year. Other community events include: a spring art fair, an art

in the park festival, held in conjunction with a balloon festival; Fourth of July celebrations; Farmer's Markets, held on summer Saturdays; band concerts; and a three-day fall festival, put on by local service clubs.

Lorenz, the local Chamber of Commerce vice president, sees tourism as an essential industry in Michigan's future.

"You've got skiing, you've got all the winter sports. You've got the lakes, boating, and all the things that are associated with that."

"If you start to count your blessings, you realize we have quite a few here in Michigan." Close to home, such attractions as Greenfield Village and Meadowbrook Hall help bring in visitors.

"Tourism is a big potential market."

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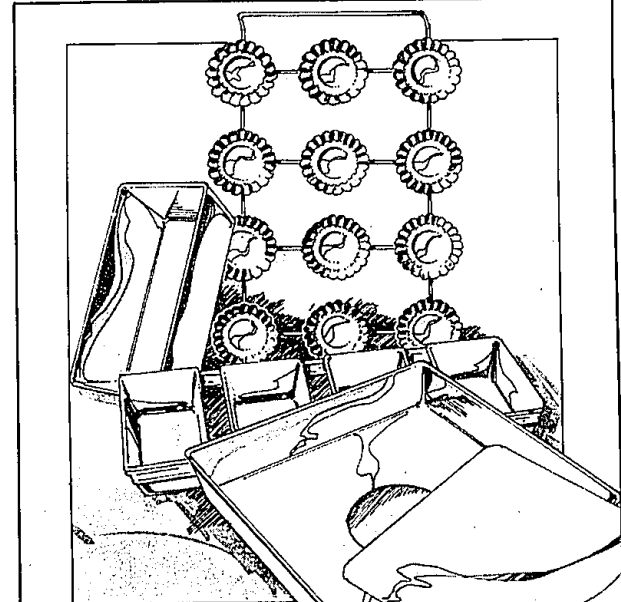
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