

Scroll down to see the popular Chief Tees sold at The Attic Boutique!



The Downtown Flyer February 2016

What's up Downtown with The Attic Boutique



If you've been into The Attic Boutique located at 322 E. Grand Ave., in Downtown Ponca City, you've probably had the pleasure of meeting entrepreneur and owner, Shelly Olsen. Shelly opened her business in November of 2014 inside the former location of Embellished with owner Mitzi Newland. Both businesses ventured to Grand Avenue in June of 2015. Shelly has experienced even more success since her move to our main street.

Shelly has had a love for fashion since a young age and is passionate about making women feel valuable. She believes this is very important in today's world where so much negativity exists. Shelly makes a point to greet each guest warmly and always tries to make shoppers feel at home.

At the Attic Boutique, Shelly's goal is to try and offer affordable prices on fantastic items so that everyone can have a true boutique experience.



Shelly is passionate about working with the other boutiques downtown and enjoys the supportive relationship they have for one another. They work together to make sure they're offering different products so that shoppers are able to variety of choices downtown. She believes this relationship of mutual respect and understanding will benefit everyone's bottom line. Here at Main Street, we couldn't agree more!

One of The Attic's most popular items is their Chief Tees (pictured above). They range in price from \$16-19, and come in short sleeve and long sleeve fashions, as well as in an array of colors and styles. Mention this article next time you visit Shelly at the Attic and receive 10% off a Chief Tee or any one item of your choice. The Attic also carries P4:13 Jeans, Urban MANGOZ of Dallas, Jadelynn Brooke and ATX Mafia T-shirts. Also popular at The Attic Boutique is hand painted artwork done by local artist Julie Grant of The Whimsy Brush. You can see one of her painted globes in the picture to the right. Julie does custom orders as well!

When asked about her favorite aspects of being located in downtown Ponca City, Shelly noted that she is a lover of all things antique and nostalgic, which is exactly the feel downtown holds. The Attic has also seen increased foot traffic and sales since moving to Grand Avenue! Make a trip downtown and stop in and meet Shelly! I promise she'll be happy to see you!

Veterans' Plaza Dedication

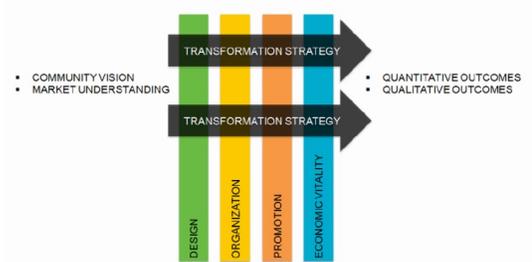
Ponca City Main Street cordially invites you to the dedication of the Veterans' Memorial Plaza on Saturday, April 2, 2016. The dedication will begin at 10:00 a.m. Noted Ponca Citian and United States Navy Captain John Raley will speak at the event. Please join us downtown for the dedication in April. More details to follow!



The Main Street Approach

The National Main Street Center has recently announced the [Refreshed Main Street Approach](#).

They've used years of proven strategies to make the four points even better and more effective than ever. Click the link above to read about the changes!



Holiday Happening - December 2016

I know what you must be thinking - "It's only February!" Now that that's out of the way, a well-planned event or group of events takes time to plan. If you're a downtown merchant that is interested in being a part of a group effort to make the Holiday Happening better than ever this year, please contact me today! This group meets next on Thursday, March 3, at 5:30. We will be working on ideas for dynamic marketing and advertising efforts that will help everyone's holiday events succeed!



Customer Relationships

In this day and age of online shopping and the ease of access with which things can be ordered with the touch of a button, it is more important than ever to foster your customer relationships. Check out these articles below and make sure you're doing your best to retain customers.



[Six Ways to Ruin Customer Relationships](#)

[Customer Retention is King](#)

[Visit our website!](#)

Chelsea McConnell
Ponca City Main Street
clmcconnell@poncacitymainstreet.com
(580) 763-8082

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