

inside



75 YEARS! Macres Family, We Salute You! By Vicky Baxter

Macres Florist sits at the corner of Broadway and 5th Street and always dazzles consumers with their holiday attired windows and displays. Inside is a virtual haven of “must have” gift giving treasures.

Michael and Tricia Macres have successfully led the downtown business community through many changes and have actively participated on many boards. With little fanfare they recently mentioned to me, they are going into their 75th year in downtown Santa Ana. Say that again..... **Macres is celebrating 75 years in business at the same location!!!! Call out the National Guard and let's have a party!**

Michael Macres is the grandson of the founder Harry Macres. Harry was a Greek immigrant who landed in New York and headed to sunny California back in the 1800's. His first store opened in Anaheim in the 1920's and fifteen years later (1935), opened a second location here in the downtown. Mere luck is what Michael and Tricia attribute their success to. Clearly their success is that they love what they do and find great joy and satisfaction in helping others in times of sadness (funerals), happiness (weddings), celebrations (birthdays, anniversaries, special events). Any occasion or any gift giving dilemma and they have the answer. They are very humble about their store being featured in “**The American President**” with Michael Douglas and Annette Bening; a romantic comedy about a widowed US president and a lobbyist who

fall in love. Also, “**Gideon's Trumpet**” with Henry Fonda; based on the Supreme Court of the United States ruling that criminal defendants have the right to an attorney even if they cannot afford it.

Not just films but also the most beautiful parade in the world, the Rose Bowl parade. Throughout the years the Macres' family has participated in creating floats and floral arrangements for the City of Santa Ana entries. If you ask them their favorite flower you will hear, “all of them” but they do have a penchant for roses. If retirement brings visions of travel and floating in the pool eating bon bons, the Macres' are thinking of keeping the store open for many more years to come. “**If you love what you do, you never work a day in your life**”, states Michael. This family thrives by working together and downtown thrives because of merchants like them.

Come enjoy the festivities as they stay open late for the First Saturday Art Walk December 4th. Watch for specials during the month of December and be sure and thank the Macres' for being part of our beautiful downtown! Thank you Tricia and Michael! A toast to many more years in the same location!



Veronica's Bridal! By Liset Hernandez



Veronica's Bridal located at 110 E. 4th St, Suite 207 (second level) has been in service downtown for the last five years. The bridal shop is full of colorful samples for clients to view and staff is very customer service oriented. Proud owner, Perla Veronica Alvarez, enjoys her line of work and feels great satisfaction when helping her clients achieve their dream wedding, quinceañera or prom. Veronica's Bridal provides event planning services, as well as custom dresses, tuxedo rentals, limo service, photo and video service, catering, party favors, decorations and even dance instructors. Customers can choose from a variety of packages ranging in prices, beginning at \$6,500 or pick and choose the services they need. The shop offers payment plans to accommodate the client.



Veronica does recommend planning a Quinceañera or Wedding at least four months in advance, this gives the bridal shops enough time to complete all work in a timely manner. If you have any questions please call Veronica at (714) 541-2086.

Veronica's Bridal localizada en 110 E. 4 St, Suite 207 (el segundo nivel) ha estado en funcionamiento en el centro por los últimos cinco años. La tienda bridal está llena de muestras coloridas que clientes vista y el personal es mero servicio al cliente orientado. Orgulloso dueño, Perla Veronica Alvarez, disfruta de su ocupación y siente gran satisfacción al ayudar a sus clientes a lograr su boda, quinceañera o baile de graduación de sus sueños. Veronica's Bridal provee servicios de planificación de eventos, así como también los vestidos personalizados, a tuxedo de alquiler, el servicio de la limosina, las fotos y el servicios de video, proveyendo de comida y bebida, los recuerdos, decoraciones e incluso los instructores de baile. Los clientes pueden elegir entre una variedad de paquetes recorriendo en precios, comenzando en \$6,500 o pueden escoger los servicios que necesitan. La tienda ofrece planes de pago, tomando en cuenta a la clientela de eso. Veronica les recomienda que empiecen a planear sus quinceañeras y bodas por lo menos cuatro meses por adelantado para darles tiempo a las tiendas bridal completar el trabajo a tiempo. Si tiene preguntas favor de llamar a Veronica al (714) 541-2086.



Leo Tiede Photo Collection
 Courtesy of Bowers Museum

GUESS WHERE? CONTEST

**First caller receives a
 \$50 Northgate Market Gift Certificate! Call
 714-547-6100
 you may guess right...**

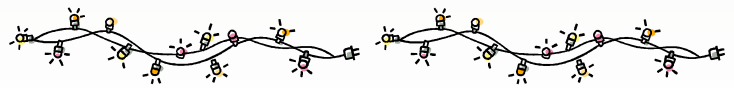
**Looking for unpublished pictures of Downtown Santa Ana
 ~ DO YOU HAVE THEM?**

Send jpeg pictures to:
 info@downtown-inc.com



**KFAW Radio Den 1922—Grand Central
 Building (Sycamore & 2nd St.)**

Congratulations to the November contest winner
Tom Lutz, Santa Ana resident



**Make a child smile this Christmas...
 be part of the KidWorks toy drive for central
 Santa Ana by Dec 13
 Drop off toys at the Downtown Inc office**

FREE LED Lights, lights and more lights!

Downtown Inc. has commercial LED lights for our businesses in the downtown to **borrow** for the holidays. Come to our lending library and checkout strings of LED lights for your business. This is a **FREE** benefit to our Associate Members and Property Owners. All others will be charged \$10.00 per string to rent for the holidays. (Now is an excellent time to become a member for \$100 per year).

How many do you want?

Let's decorate Downtown Santa Ana in a "**Carnival of Lights**".
Place your order now! Call Liset at 714-547-6100 x 201

GRATIS—LED Luces, luces y mas luces!

Downtown Inc. dispone de luces LED comerciales para prestar durante los días festivos para iluminar nuestros negocios en el centro de la ciudad. Venga a nuestra biblioteca de préstamo y alquile sargas de luces LED para su negocio.

Éste es un servicio **GRATUITO** para Miembros Asociados y Propietarios. Se aplicara un cobro de alquiler de \$10 por sarga quienes no son miembros o propietarios. (Ahora es un excelente tiempo para hacerse miembro por \$100 al año).

Cuántas Quiere?

Vamos a decorar al centro de Santa Ana en un "**Carnaval de Luces**". **Ponga su orden hoy!**
 Llame a Liset (714) 547-6100

WISH LIST		
Preschool - 2nd grade	3rd - 5th grade	Jr. High - High School
Action Figures	Gift Cards!	Gift Cards!
Backpacks	Action Figures	Art Kits/Supplies
Dolls	Art Kits	Backpacks
Justin Bieber/Hannah	Backpacks	Bicycles
Montana/Tony Hawk "gear"	Baseball Cards	Fuzzy Slippers
Legos	Bead Bracelet Kits	Guitars
Kitchen Toys	Bicycles	Headphones
(Tea Sets, Easy-Bake	Legos	Make-up/Jewelry/Purses
Oven, etc.)	Nerf Toys	Roller Blades/Skates
Scooters	Scooters	Skate Boards
Soccer Jerseys	Skateboards	Sports Video Games
Toy Cars	Soccer Balls/Basketballs	(especially soccer!)



ENTRETENIMIENTO EN LA CALLE CUATRO

4:00 – 9:00 PM

Músicos, Artesanos, Pintura de Caras, Payasos y más

- 1-5pm Fotos con Santa dentro de Fiesta Mall (Calle Cuatro y Bush)
- 4-9pm Rondalla del Sol paseara por el centro tocando música romántica acústica con: Guitarra, Acordeón, Mandolín y Bajo
- 5-6pm Los Santaneros, grupo Latino con diez instrumentos
- 6-7pm Estudiantina del Sol, grupo musical de niños
- 7-8pm Academia Mariachi Rhythmo
- 8-9pm OC Rock Alternativo en Español

ENTRETENIMIENTO EN LA VILLA DE ARTISTAS

6:00 – 10:00 PM

Galerías y estudios, Santora Edificio de las Artes, Grand Central Art Center de CSUF, OCCCA y más! Músicos y Artesanos en el Paseo!

ESCENARIO PASEO VILLA DE ARTISTAS:

(Esquina de la calle Segunda entre Sycamore & Broadway)

- 6-6:30pm Vigilia - Fundación de AIDS
- 6:30-7pm Carter Dewberry
- 7-8pm Jazz
- 8-9pm Peanut
- 9-10pm Hollowell

CELEBRACION NAVIDEÑA
EN EL CENTRO DE SANTA ANA

SABADO 4 DE DICIEMBRE

4PM A 10PM

ENTRETENIMIENTO EN VIVO
DIVERSION PARA TODA LA FAMILIA
VENGA TEMPRANO A HACER SUS COMPRAS
QUEDESE A CENAR Y DISFRUTAR DEL AMBIENTE

DOWNTOWN
DOWNTOWN-SANTAANA.COM
714.547.6100 EXT 205

SANTA ANA

Map showing downtown Santa Ana streets: 5th, 4th, 3rd, 2nd, 1st, Broadway, Main St, 1st St, 2nd St, 3rd St, 4th St, 5th St, Santa Ana, and I-5.

4TH STREET ENTERTAINMENT

4:00 – 9:00PM

Musicians, Artisans, Clowns, Face Painting and more!

- 1-5pm Photos with Santa Claus at Fiesta Mall (on 4th & Bush)
- 4-9pm Downtown Stroll with Rondalla del Sol, romantic acoustic music with guitar, accordion, mandolin & bass
- 6:30-8:30pm Trolley rides with Santa and Mrs. Claus (pick-ups at French Square)
- 5-6pm Los Santaneros, full 10 piece Latin band with horn section
- 6-7pm Estudiantina del Sol, 20-30 member children's group
- 7-8pm Mariachi Rhythmo Academy, mariachi school
- 8-9pm OC Spanish Alternative Rock

ARTISTS VILLAGE ENTERTAINMENT

6:00 – 10:00 PM

Open galleries and studios, Santora Building of the Arts, CSUF Grand Central Art Center, OCCCA, and more!

Musicians and artisans on the Promenade!

- 6-6:30pm AIDS Foundation Vigil
- 6:30-7pm Carter Dewberry
- 7-8pm Jazz
- 8-9pm Peanut
- 9-10pm Hollowell

HOLIDAY CELEBRATION
ART WALK & POSADA

SATURDAY DECEMBER 4TH

4PM TO 10PM

LIVE MUSICAL ENTERTAINMENT
FUN FOR THE WHOLE FAMILY
COME EARLY FOR GIFT SHOPPING
STAY LATE FOR ART AND DINING

DOWNTOWN
DOWNTOWN-SANTAANA.COM
714.547.6100 EXT 205

SANTA ANA

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Santa Ana, CA 92701
Phone: 714-547-6100
Fax: 714-547-6102
E-mail: info@downtown-inc.com
WWW.DOWNTOWN-SANTAANA.COM
Return Receipt Requested

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Standard
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Santa Ana, CA
Permit No. 399

CALENDAR

Marketing Committee Meeting—Temporarily Reschedule Location: Downtown Inc. 305 E. 4th St., Suite 200	Wednesday, Dec. 1 8:00 a.m.
Art Walk First Saturday of every Month Location: Artist Village 2nd St & Broadway	Saturday, Dec. 4 6:00 p.m.
Holiday Celebration/Posada Location: French Square 4th St. & French	Saturday, Dec. 4 4:00 p.m.
Restaurant Association Meeting Location:	Cancelled for the Holidays
Safety and Security /Physical Enhancement Committee Location: Downtown Inc.	Tuesday, Dec. 14 1:00 p.m.
Downtown Inc. Office Closed In Observance of Holidays	Friday Dec. 24 & 31

Ask Downtown Inc?
Send questions to info@downtown-inc.com
<http://www.downtown-santaana.com>

Look us up on:



American Shield Security
available in downtown
24 hours 7 days per week at
1-800-296-2777 or 714-818-9538
For non-emergency issues