

Principal Shopping District



The Principal Shopping District (PSD) promotes Downtown Holland businesses through organized marketing efforts, including advertising, promotions, and special events, as well as through business advocacy and recruitment/retention efforts. The office is constantly at work organizing and overseeing a multitude of events for all ages in Downtown Holland, including Girlfriends Weekend, The Street Performers Series, Live Mannequin Night, GrooveWalk, and much, much more. The PSD also oversees all marketing and events at the Holland Farmers Market. To learn more about these events and all that Downtown Holland has to offer visit www.downtownholland.com or www.hollandfarmersmarket.com.

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