

# MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY



2023

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## MANISTEE DDA OBJECTIVES

The DDA was established to improve our downtown, primarily through creating “new development opportunities.” We focus on the following three objectives:

- Promoting **economic growth** and development.
- Creating an **identifiable and attractive downtown**.
- Strengthening **businesses** and community ownership.

The Chamber's multi-talented, team approach to administration has allowed for better organization, growth, and professionalism. Working with our board and City, we maintain and improve the community's quality of life.

## PROMOTING ECONOMIC GROWTH

Building upon the Chamber's position as Manistee County's economic development organization, the DDA has the ability to attract and assist new businesses, support business retention and expansion, as well as recruit new investment and development opportunities.

The Chamber has successfully worked on priority redevelopment sites in our downtown area and making positive incremental change. These investments have put millions of dollars into our downtown, attracting visitors and businesses, and revitalizing the business district.

From Jan. 2023 - Nov. 2023,

# 285

**Downtown Specific Contacts**

From Jan. 2023 - Nov. 2023

# 11

**New Businesses Downtown**

DDA Match Used to Capture

# \$150K

**Facade Restoration Grants**

Business Retention and Expansion contacts are an important metric to demonstrate our work on downtown businesses. The Chamber worked with **38 unique businesses** from Jan. 2023 to Nov. 2023 for a total of **97 overall contacts**.

Beautification of the downtown progresses, working with DDA vendors, planning for future improvements.



# \$9,493

**on Hanging Baskets and Planters**



# \$4,163

**on Holiday Decor**

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## THE 'STEE SOCIAL DISTRICT

Implemented in 2021, the Social District was created to carry alcoholic beverages for participating downtown businesses. In 2023, it has expanded to include the East end of River Street and South of Maple and businesses that have a liquor license within it.

The City of Manistee, Manistee County Tourism Authority, the DDA, Right Side Design, and Manistee Area Chamber came together to create a fresh change in color that accents the district.



## \$4,702

Spent on Social District signs, banners, brackets, cups, cup labels, and window clings in 2023.

The Manistee DDA has purchased and distributed

## 12,000

Social District cup labels to participating businesses.

This is indicative of the foot traffic that the 'Stee Social District has brought downtown. And when our businesses thrive, so does the community.

## STRENGTHENING LOCAL BUSINESSES

Communication is the key to growth, and the Chamber has imparted its goal to convene and connect within the DDA. Every month, we host a **Downtown Business Connection meeting**, inviting every merchant in the district. This allows us to gather feedback and foster collaboration among businesses on events and promotional opportunities.

### COMMUNICATIONS

A **DDA newsletter** is distributed to all the downtown businesses. This is a wonderful way to share events, celebrate new businesses, and City ordinance reminders.

Re-invigoration of the **Downtown Manistee Facebook** page, for those active on social media (made possible by the Chamber's multi-talented, team approach).

## SUPPORT LOCAL MANISTEE COUNTY CA\$H

Support our community and spend your dollars locally with this county-wide cash program. Purchase manistee county ca\$h for any gift-giving occasion and let your gift recipient choose where to spend it!

## \$8,940 IN

 **manistee county ca\$h**

spent in Downtown Manistee alone in 2023.

The Chamber's multi-talented, team approach allowed for a smooth auditing process, thanks to hiring accountants at Richards & McDougall, P.C. and the organizational expertise of the Chamber staff.

**A TOTAL OF 35 ACTIVE MERCHANTS PARTICIPATE IN THE MANISTEE COUNTY CA\$H PROGRAM.**

Promoting educated decisions, especially among the business community, makes a difference in local government. This is why the Chamber hosted a **Manistee County & City Council Candidate Forum**, as a tool for the business community, highlighting the candidate's stance on issues that impact Downtown Manistee.

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## STREETSCAPE

In 2023, the DDA executed a services contract following a bid process to develop a Streetscape Plan for the future conditions. Fleis and Vanderbrink was awarded the contract, and hosted three public informational meetings to gather opinions about a direction for River Street and surrounding amenities. The project is on-time for deliverables, and Fleis and Vanderbrink have delivered a draft for the DDA's review.

Next steps are to review the draft, finalize the language, and begin discussions on the DDA/City priorities.



## FACADE GRANT

In 2023, the DDA applied to Michigan Economic Development Corporation (MEDC) for a renewed Facade Restoration Initiative grant. MEDC awarded Manistee DDA \$150,000, matching the DDA's \$50,000 budget line in FY24. Five projects will be funded in 2024 using these funds. FY25 budget could include a new round of funding for the DDA-specific facade grant program.

## US 31 BRIDGE CLOSURE

The DDA partnered with Eagle 101.5 on a radio campaign to promote downtown businesses and help the public navigate the impending US 31 Detour.

**\$2,000** Spent on advertising for  
Downtown Manistee

