

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY



2024

PAGE 1



MANISTEE DDA OBJECTIVES

The DDA was founded to enhance and revitalize our downtown, with a primary focus on creating "new development opportunities." Our efforts center around three key objectives:

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

PROMOTING ECONOMIC GROWTH

Building upon the Chamber's position as Manistee County's economic development organization, the DDA is equipped to attract and support new businesses, foster the retention and growth of existing ones, and drive new investment and development opportunities.

From Jan. 2024 - Nov. 2024,

122

Downtown Specific Contacts

From Jan. 2024 - Nov. 2024

6

New Businesses Downtown

DDA Match Used to Capture

\$125K

Facade Restoration Grants

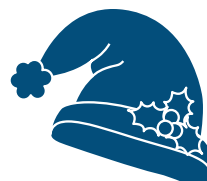
Business Retention and Expansion contacts are an important metric to demonstrate our work on downtown businesses. The Chamber worked with **41 unique businesses** from Jan. 2024 to Nov. 2024 for a total of **68 business contacts**. The DDA continues to attract investment, strengthen businesses, and promote economic growth every year through grant opportunities.

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



\$7,587

on Hanging Baskets and Planters



\$4,776

on Holiday Decor

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PAGE 2

THE 'STEE SOCIAL DISTRICT

Established in 2021 and expanded in 2023, the Social District allows patrons to carry alcoholic beverages between participating downtown businesses. As of 2024, we proudly have **11 active businesses** involved, with three more set to apply in the near future.

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



\$5,889

Spent on Social District signs, banners, brackets, cups, cup labels, and window clings in 2024.

The Manistee DDA has purchased and distributed

15,500

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

COMMUNICATIONS

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.

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

Re-invigoration of the **Downtown Manistee Facebook** page and the **Downtown Manistee Website**, for those active on online and on social media.

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!

\$8,455 IN



manistee county ca\$h

spent in Downtown Manistee alone in 2024.

A TOTAL OF 19 ACTIVE DOWNTOWN MANISTEE MERCHANTS PARTICIPATE IN THE MANISTEE COUNTY CA\$H PROGRAM.

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.

THE CHAMBER HOSTED THE MANISTEE COUNTY & CITY COUNCIL CANDIDATE FORUM TO HELP THE BUSINESS COMMUNITY MAKE INFORMED DECISIONS BY HIGHLIGHTING CANDIDATES' VIEWS ON ISSUES IMPACTING DOWNTOWN MANISTEE. THIS EVENT PROVIDED A PLATFORM FOR CANDIDATES TO ADDRESS KEY CONCERNS, FOSTERING COLLABORATION BETWEEN LOCAL GOVERNMENT AND BUSINESS TO SUPPORT THE AREA'S GROWTH AND SUCCESS.

STREETSCAPE

- Implementation Plan Development:
 - Engaged RightSide Designs to create a four-phase comprehensive implementation plan.
- Streetscape Project Goals:
 - Develop a thoughtfully scaled and sustainable streetscape solution.
 - Enhance the overall landscape and urban design.
- Communication & Public Relations:
 - Launch a robust strategy to convey the vision and benefits of the project to the community.
- Engineering & Budget Planning:
 - Contracted Spicer Group to provide:
 - Itemized engineering costs based on inputs from RightSide Design and the Streetscape Ad Hoc Committee.
 - Accurate project budget estimates.



DOWNTOWN EVENT TRAILER

In 2024, the DDA Board passed a motion to develop a Downtown Manistee Event Trailer to support local businesses interested in hosting events. The trailer includes:

- Event trailer
- Portable heater
- Four folding picnic tables
- Custom weatherproof sign
- Portable speaker system
- Two folding high-top tables

The DDA is dedicated to ensuring that downtown Manistee remains the heartbeat of the County, providing a welcoming space for both locals and tourists to enjoy all that Manistee has to offer.



\$10,247

Spent on the Manistee
Downtown Event Trailer
in 2024



FACADE GRANT

The DDA secured **\$150,000** from MEDC's Facade Restoration Initiative in 2023, matched by **\$50,000** in FY24 funds. Five projects are underway, with completion expected in 2025. An additional **\$125,000** is budgeted for FY24/25.

EAGLE 101.5 PARTNERSHIP

The DDA renewed its partnership with Eagle 101.5 for a radio campaign to promote downtown businesses, with the partnership continuing from July to October 2024 in response to the US-31 Bridge closure.

\$2,000

 Spent on advertising for
Downtown Manistee

FOR MORE INFORMATION, VISIT
MANISTEEDOWNTOWN.COM