

*Middletown*  
**DOWNTOWN**  
**DEVELOPMENT AUTHORITY**

BIANNUAL REPORT | OCTOBER 19, 2021



# 2021 Projects Overview

## BOARD STEWARDSHIP

- Bylaw Revision Complete
- 2 Joint Training Meetings with the Planning Commission
- 3 New board members, 2 New members by Virtue of office
- New Local Banking
- New Art Committee

## ECONOMIC DEVELOPMENT:

- 4 Façade/ Sign Grants (Lofts, 402 Thornton, Opus, Haneys)
- 5 Ribbon Cuttings for New Businesses (others in the works)
- Establish a Middleville Business Directory
- Regularly Visit DDA District Businesses and provide support
- 2021 Middleville Market Season
- Marketing & Promotions:
  - New Branding
  - New Website
  - 27% Average Growth in Social Media
  - Spring & Fall Editions of Town Crier
  - 10 Shop Local Radio Ads
  - 10 Newspaper Ads

## COMMUNITY ENGAGEMENT:

- 4 Movies under the Stars
- 5 Community Events
- 13 Community Partners
- 11 Riverbank Concerts
- First Season of Programing at Amphitheater
- Working with County to offer GIS mapping of District

## HISTORIC PRESERVATION:

- Secured Contractor for Train Depot Renovation, to commence Spring 2022
- Facilitate Community Art to protect from vandalism
- Assist with Patriot Day Commemoration
- Incorporate Local History into Festivals

*Well Rounded. Perfectly Centered.*

# Middleville Rebranding

BEFORE



NOW



*Middleville*

DDA

*Middleville*

DOWNTOWN



LOVE  
*Middleville*

*Middleville*  
WELL ROUNDED. PERFECTLY CENTERED.



IN THE  
*Middle*  
OF THE  
ACTION





OUR NEW WEBSITE INCLUDES FEATURES LIKE:

- + A DIGITAL BUSINESS DIRECTORY,
- + A DOWNLOADABLE DISTRICT MAP,
- + A “BLOG” SECTION,
- + IMPROVED ACCESS TO PUBLIC DOCUMENTS AND MEETING NOTICES FOR INCREASED TRANSPARENCY.

### LATEST NEWS

October 15, 2021

#### NOTICE OF DDA ORGANIZATION COMMITTEE MEETING

The Village of Middleville Downtown Development Authority's Organization Committee will hold a committee meeting on Monday, October 18, 2021 at 6:00 pm in the Conference Room at the Mix Coworking Studio (where the DDA office...

READ MORE

October 5, 2021

#### DDA BIENNIAL REPORT SPECIAL MEETING

The Middleville Downtown Development Authority Board of Directors and administrative staff cordially invite you to a Special Informational Meeting October 19, 2021 at 5:00 pm in the Council Chambers at Village Hall. We will review...

READ MORE

October 5, 2021

#### NOTICE OF DDA ART COMMITTEE MEETING

October 6, 2021 at 6:00 PM at The Mix The Village of Middleville Downtown Development Authority's Art Committee will hold a committee meeting on Wednesday, October 6, 2021 at 6:00 pm in the Common Area...

READ MORE

October 2, 2021

October 2, 2021

### UPCOMING MEETINGS

19 OCT Tuesday

5:00 pm

DDA BIENNIAL REPORT SPECIAL MEETING

19 OCT Tuesday

6:00 pm

DDA BOARD MEETING

Tuesday, Village Hall

16 NOV Tuesday

6:00 pm

DDA BOARD MEETING

Tuesday, Village Hall

21 DEC Tuesday

6:00 pm

DDA BOARD MEETING

Tuesday, Village Hall

18 JAN Tuesday

6:00 pm

DDA BOARD MEETING

Tuesday, Village Hall

CALENDAR

# Social Media Report

**100%**  
*Organic*

PLATFORM	PAGE FOLLOWERS	NEW PAGE LIKES	QUANTITY
FACEBOOK DDA PAGE	INCREASED BY 23%	INCREASED BY 19%	405 (F), 321 (L)
FACEBOOK MARKET PAGE	INCREASED BY 34%	INCREASED BY 47%	358 (F), 309 (L)
FACEBOOK HERITAGE DAYS PAGE	INCREASED BY 16%	INCREASED BY 11%	160 (F), 106 (L)
DDA INSTAGRAM (STARTED THIS SPRING!)	INCREASED BY 178%	--	178

Our monthly post reach typically surpasses 10,000 without any paid boosting. Next Platform: Snapchat!



# Welcome New Businesses!

2021 has been a fantastic year for the growing Middleville business community, with a total of five new businesses completing renovations on existing building and opening their doors! The most radical transformation was completed at the Lofts of Middleville, a mixed use building with apartments on the upper level and commercial space on the two lower levels. Renovating this space was vital to re-energizing our downtown, which is now a charming destination shopping district. Boasting a wide array of women's fashions, home goods, fine art, locally made goods, and sustainably sourced products, these businesses bring new life to our downtown. After a very successful "Shop Hop" in July, these retailers are now planning future events. These shopkeepers have also taken a hands-on approach to giving back to the community, and it is easy to see many ways they are making a difference. Stop in to learn more!

**DEARLY LOVED  
BRIDAL BOUTIQUE**

115 E. MAIN ST.



**KINDRED  
SHOP & STUDIO**

218 W. MAIN ST.



**THE LOFTS  
OF MIDDLEVILLE**

101 E. MAIN ST.



**MY SISTER'S  
CLOSET THRIFT**

101 E. MAIN ST.



**OPUS ARTISAN  
BOUTIQUE**

403 W. MAIN ST.



**WE ANTICIPATE WELCOMING 1-2 NEW SERVICE-BASED BUSINESSES BEFORE THE END OF THE YEAR, AND HAVE BEEN IN CONVERSATION WITH DEVELOPERS AND OUR ZONING ADMINISTRATION REGARDING NEW PROJECTS ON M-37 AND MAIN STREET THAT WILL HOPEFULLY BREAK GROUND NEXT YEAR.**

**WHAT TYPES OF BUSINESSES WOULD YOU MOST LIKE TO SEE IN MIDDLEVILLE?**



# Middleville MARKET



A FARMER & ARTISAN MARKET

*Every Friday 3-7 pm, May 21-October 15*

22  
WEEKS

20  
SEASONAL  
VENDORS

30+  
"PER DIEM"  
VENDORS

OVER  
\$100,000  
BUSINESS



# Events as Economic Development

BY THE END OF THE YEAR, THE DDA WILL HAVE **INVESTED NEARLY \$20,000** IN COMMUNITY EVENTS.

THE ECONOMIC IMPACT OF THESE EVENTS IS ESTIMATED AT:

+ **\$339,074 TO LOCAL BUSINESSES**  
+ \$174,571 TO MIDDLEVILLE HOUSEHOLDS  
+ \$16,587 TO LOCAL GOVERNMENT\*

THE REGIONAL ECONOMIC IMPACT OF THOSE LOCAL DOLLARS EQUATES TO AN **ADDITIONAL \$423,842 RETURNED DIRECTLY TO THE LOCAL COMMUNITY.\*\***

\* SOURCE: ARTS & ECONOMIC PROSPERITY CALCULATOR | AMERICANS FOR THE ARTS

\*\*SOURCE: INDEPENDENT WE STAND: BASED ON CIVIC ECONOMICS ANDERSONVILLE STUDY OF RETAIL ECONOMICS: WHEN YOU SPEND \$100 AT AN INDEPENDENT BUSINESS, \$68 RETURNS TO THE LOCAL ECONOMY VERSUS \$43 WHEN SPENT WITH A NATIONAL CHAIN. BASED ON U.S. CENSUS PROJECTION OF 115 MILLION HOUSEHOLDS.



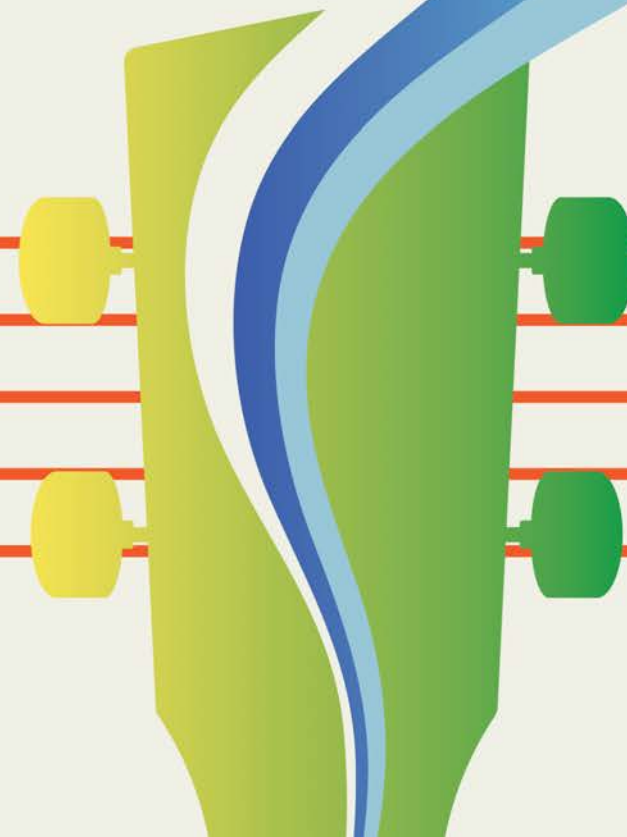




# Riverbank

## MUSIC SERIES

FRIDAYS  
6:30-8:30 PM  
THRU AUGUST 27  
OVER 3,500  
ATTENDEES



2<sup>ND</sup> SATURDAY OF THE MONTH  
JULY-SEPTEMBER AT 8:30PM  
AT THE AMPHITHEATER



# *Movies*

UNDER  
THE STARS

APPROXIMATELY 350 ATTENDEES



POWERED BY  
**DDA**  
& COMMUNITY PARTNERS





# FIRST ANNUAL *Spring Spectacular*



APPROXIMATELY 750 ATTENDEES







# *Independence Day Celebration*



**APPROXIMATELY 4000 ATTENDEES**





# Heritage Days

Page 10/The Sun and News, Saturday, August 28, 2021

## 30th Heritage Days celebration dubbed a success



Youngsters wait for a shot to drop on the courts at McFall Elementary School in Middleville Saturday during the Heritage Days at the Cage 3-on-3 Basketball Tournament. (Photo by Brett Bremer)



The trumpet section and the rest of the Thornapple Kellogg High School marching band makes its way down Main Street in Middleville during the Heritage Days Parade Saturday afternoon. (Photo by Brett Bremer)



Members of the Battle Creek Shrine Club drive their mini-cars along the edge of the parade route during Middleville's Heritage Days celebration Saturday. (Photo by Brett Bremer)



**APPROXIMATELY 3000 ATTENDEES**





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COMMUNITY WEST

CREDIT UNION

BARRY COUNTY  
CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

# Barry County BooFest



JOIN US IN MIDDLEVILLE  
**IF YOU DARE!**  
PARTNER EVENTS IN NASHVILLE & HASTINGS

*Saturday October 23*  
*in Sesquicentennial Park, 91 E. Main Street*

3-6PM HARVEST CRAFT MARKET

4-6PM TRICK-OR-TREATING &  
SPOOKTACULAR KIDS ACTIVITIES

4-6PM MYSTIC MAZE  
& PUMPKIN PATCH

4-6PM INFLATABLE  
OBSTACLE COURSE







MIDDLEVILLE'S  
*Christmas*  
-ON-  
THE RIVER  
DECEMBER 9, 10, & 11

*Thursday:* BUSINESS OPEN  
HOUSE

*Friday:* NIGHT OF LIGHTS  
(LUMINARY WALK, CHARLIE  
BROWN CHRISTMAS  
WONDERLAND, LIGHT  
DECORATING CONTEST)

*Saturday:* TEA WITH SANTA &  
MRS. CLAUS, PARADE, AND  
HOLIDAY MARKET

THE  OF GIVING

*Classmates Care Serenity House Feeding Middleville*



IN THE

*Middle*

OF THE  
ACTION

PROJECTS  
COMPLETED  
2020-2021





# *The Lofts of Middleville*

**BEFORE**



**NOW**





# ART COMMITTEE

## 2022 Goals

**PRIORITY 1: MURALS &  
DOWNTOWN COLOR**

**PRIORITY 2: FUNCTIONAL,  
INTERACTIVE ART ALONG  
THE RIVER**

**PRIORITY 3: COMMUNITY ART  
EVENT/FESTIVAL**

**PRIORITY 4: PERFORMING ARTS  
SPACE**

**PRIORITY 5: SCULPTURES**





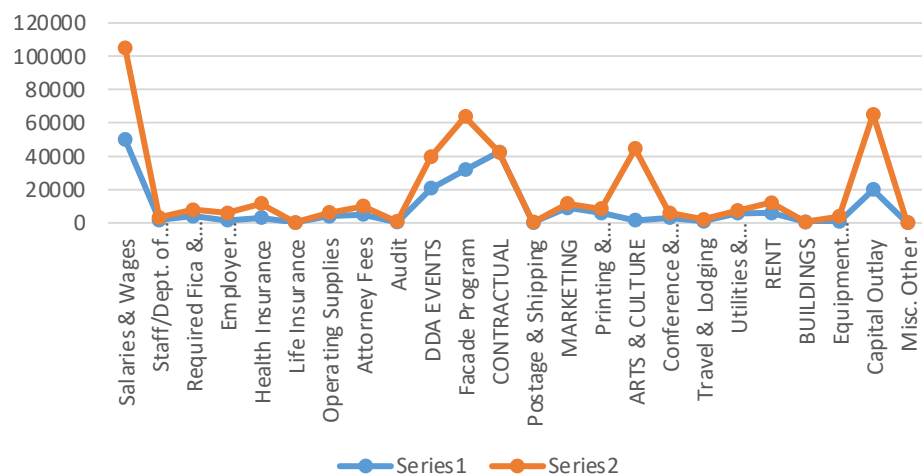
What would you most like to see the DDA accomplish in 2022?



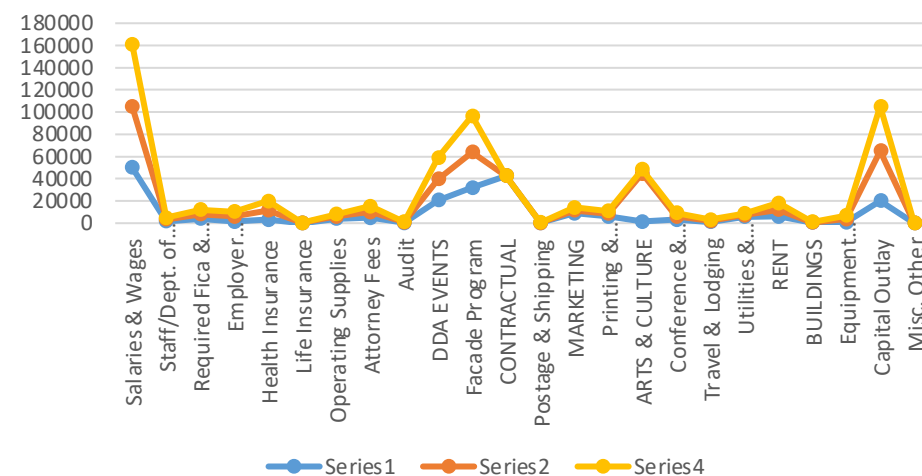
		2021	2022	2023
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Dept 100 - REVENUE				
248-100-406.000	Summer Tax Capture	151,790	197,737	201,692
248-100-408.000	DDA Framer's Market Fee		2,000	2,000
248-100-409.000	DDA Partner Program	18,750	15,000	15,000
248-100-600.00	Grant		40,000	
Dept 956 - DDA/LDFA FUND EXP				
248-956-702.101	Salaries & Wages	50000	55,000	56,000
248-956-702.107	Staff/Dept. of Public Works	1,624	1,656	1,690
248-956-712.101	Required Fica & Medicare	3,949	3,952	4,031
248-956-716.000	Employer Retirment	1,479	4,402	4,490
248-956-718.100	Health Insurance	3,092	8,310	8,476
248-956-718.200	Life Insurance	67	68	70
248-956-740.200	Operating Supplies	4,050	2,000	2,040
248-956-801.100	Attorney Fees	5,000	5,000	5,100
248-956-811.200	Audit	350	350	357
248-956-811.600	DDA EVENTS	20,750	19,000	19,380
248-956-818.100	Facade Program	31,800	32,000	32,640
248-956-818.700	CONTRACTUAL	42,500	0	0
248-956-851.100	Postage & Shipping	150	150	153
248-956-889.100	MARKETING	9,000	2,500	2,550
248-956-900.100	Printing & Publishing	6,000	2,500	2,550
248-956-902.100	ARTS & CULTURE	1,500	43,000	3,860
248-956-911.100	Conference & Training	3,000	3,000	3,060
248-956-913.100	Travel & Lodging	1,000	1,000	1,000
248-956-915.100	Utilities & Telephone	5,700	1,500	1,500
248-956-915.200	RENT	6,000	6,000	6,000
248-956-930.200	BUILDINGS	500	100	500
248-956-942.661	Equipment Rental/Motor Pool	750	3,000	3,000
248-956-970.575	Capital Outlay	20,000	45,000	40,000
222-956-956.900	Misc. Other	0	0	0
NET OF REVENUES/APPROPRIATIONS - 956-DDA FUND EXP		168,261	239,488	198,446
ESTIMATED REVENUES - FUND 222		170,540	254,737	218,692
APPROPRIATIONS - FUND 222		168,261	239,488	198,446
NET OF REVENUES/APPROPRIATIONS - FUND 222		2,279	15,249	20,246

# 2022-2023 DRAFT BUDGET

2022 Spending Comparison



2023 Spending Comparison





**HOW WOULD YOU CHANGE  
OUR BUDGET PRIORITIES?**

**SHOULD WE FUNDRAISE FOR  
ART?**

# HOW WOULD YOU LIKE TO SEE MAIN STREET TIED TOGETHER WITH M-37?



**A) EVENTS**



**B) ART**



Figure 6-1: W Main Street from M-37 Transitional Mixed Use Birds-Eye Illustration

**C) STREETSAPES**



**D) SPRING PARK IMPROVEMENTS**