

**MICHIGAN
DOWNTOWN
ASSOCIATION**



Downtown Management Report : 2021



Shop Sparta: Christmas Tree Lighting Celebration



Sparta Town & Country Days Parade



COMMUNICATION

- 249,079** People we reached on social media
- 15,000** Households who received a copy of Sparta Today Newspaper via direct mail (5x per year)
- 22,637** Unique visitors to the Sparta Today website
- 20,194** E-Newsletters Opened
- 1,539** New likes on the Sparta Today Facebook page



EVENTS

- 64** Dates of Special Events
- 50,000** Christmas lights installed in Downtown Sparta
- 43** Performance dates by regional musicians
- \$130,000** Sponsorships and foundation grants raised
- \$8,000** Raffle tickets sold at Applefest



Lookin' Good



Over 50,000 Christmas Lights Glowing in November & December
Over 150 Flower Planters were planted & maintained
300 yards of Candy Cane Lane decor installed by volunteer
Sidewalks plowed, light pole banners hung, & streets swept!
Outdoor season decor changed each season & installed by volunteers

SPARTA TOWN SQUARE & SMALL BUSINESS INCUBATOR PROGRAM

- 2,200** Square footage of retail space added to Downtown Sparta
- 19** New Business Ribbon Cuttings Hosted
- 2** Incubator retailers moved up into bricks and mortar buildings downtown!
- 34** Shop-local focused events & promotions
- 137** Ft of new pedestrian walkways installed to increase walkability



Awarded Best Economic Development Project in the State of Michigan under \$1M by the MDA in 2021!



Sparta Town Square is an award-winning, proven approach to enabling new businesses to develop their ideas in a low-risk environment. The purpose of the program is to provide affordable, turnkey locations for entrepreneurs to launch retail businesses and to bridge the gap between capital-strapped start-ups and empty storefronts. It's an opportunity to market those ideas in downtown Sparta, where successful tenants have the opportunity to grow successfully and move into a brick-and-mortar location.



SPARTA BUCKS



- \$17,000** Grant dollars awarded to fund Sparta Bucks "Buy One Get One" promotion
- 25** Local businesses accepting Sparta Bucks
- \$41,000** Sparta Bucks spent in Sparta small businesses in 2021!
- \$81,000** Amount of Sparta Bucks purchased to circulate back into local economy
- 67** Cents per dollar spent that stays in the local community on average vs when spent a big box/ online purchases
- 235** Purchasers who have bought Sparta Bucks online
- 12K** Shop Local Campaign "prizes" of Sparta Bucks awarded!

SURVEY RESULTS

From a survey* of participants at a shop local onsite promotion, we found:

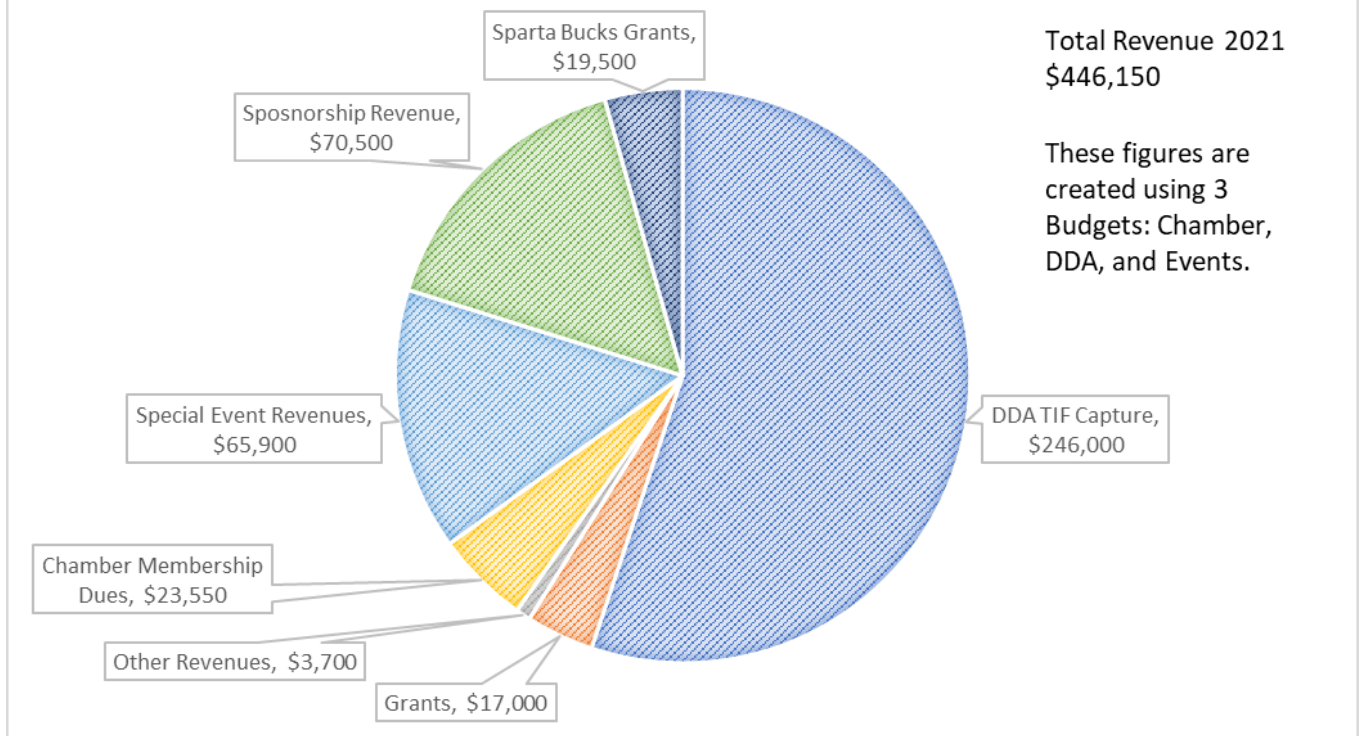
**Over 1000 respondents*

- 16** Number of zip codes participants came from
- 60%** of respondents were from visiting zip codes

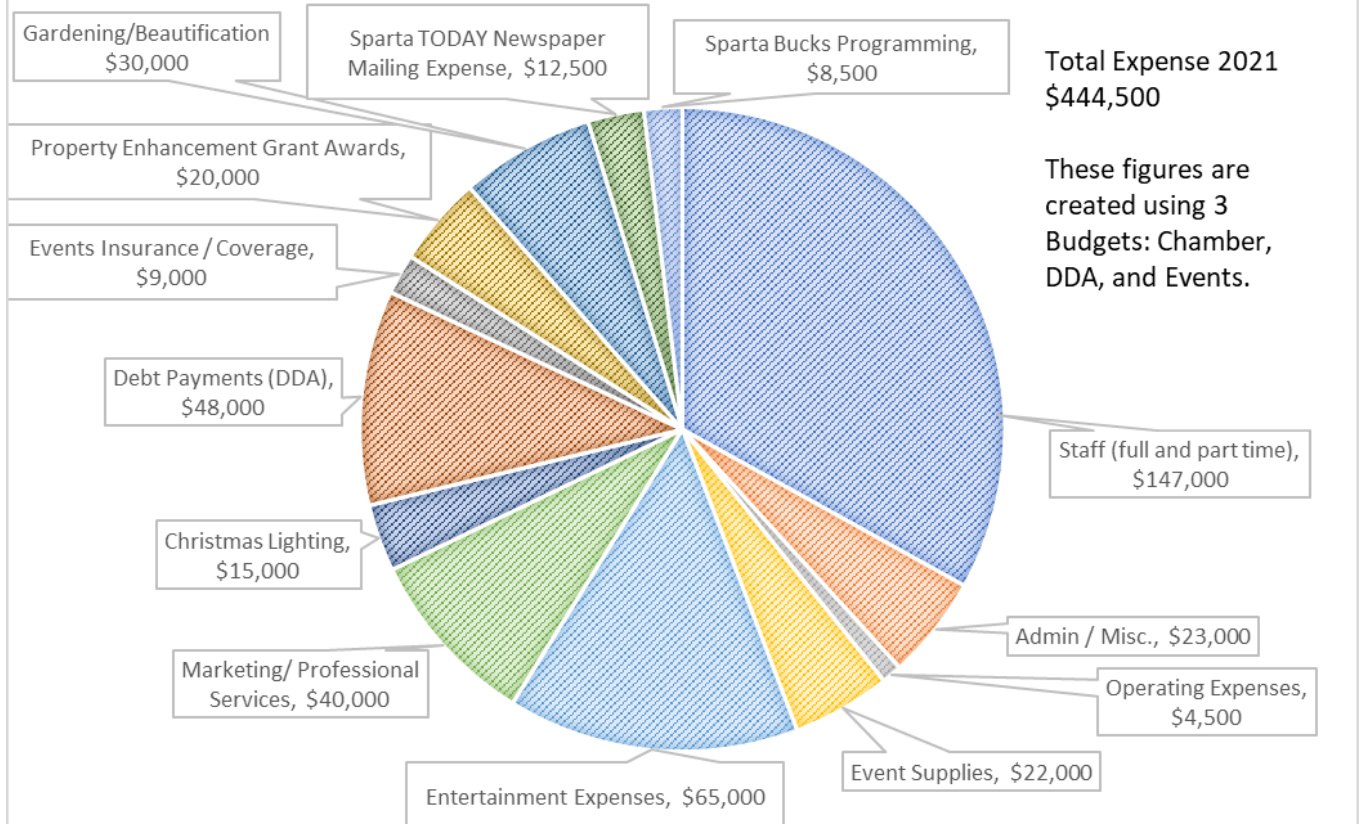


ECONOMIC DEVELOPMENT MANAGEMENT FUNDING

TOTAL REVENUES 2021 DOWNTOWN MANAGEMENT



TOTAL EXPENSE 2021 DOWNTOWN MANAGEMENT



BOARD OF DIRECTORS

As of January 1, 2022

DDA Board

Chamber Board

Sparta Events Board

Tom Cheslek, President
Hessel-Cheslek Funeral Home

Amber Marks
Dance with Me

Maryanne Wright
Wrightway Appraisal

Kelly Potes, Vice President
ChoiceOne Bank

Anne Pfeffer
Northwest Optometry

Rex Baker
Baker Investments

Mike Lamb
Coldwell Banker

Carrie Olson
ChoiceOne Bank

Brenda Braybrook
McDonald's

Pete Bush
Sparta School Superintendent

Jordan Kowalkowski
Compass Credit Union

Anne Pfeffer
Northwest Optometry

Robert Whalen
Sparta Village President

Konrad Raclawski
ChoiceOne Bank

Tom Cheslek
Hessel-Cheslek Funeral Home

Rex Baker
Baker Investments LLC

Maryanne Wright
Wrightway Appraisal

STAFF

Robert Shangle
LiveStatue

Robert Shangle
LiveStatue

Full-Time

Doc George Freeland
Freeland Chiropractic

Tom Cheslek
Hessel-Cheslek Funeral Home

Elizabeth Morse
DDA/Chamber Director

Janet Knauf
201 Marketplace

Tom Penland
Tom's Hometown Bakery

Part-Time

Matthew Carpenter
GRIMM

Natalie Davenport
DDA & Chamber Assistant

Beth Baltruczak
Events Coordinator

Amy Falk
Chamber Administrator

Blake Onley
Downtown Attendent

Internship/Seasonal

Meredith Ignesiak
Michelle Baltruczak

