



Downtown Management Report : 2023

Sparta TODAY (Consisting of Sparta DDA, Sparta Chamber & Sparta Events)



COMMUNICATION

507.2k

People we reached on Facebook which is a **192.7% increase** from 2022

45,748

Sessions on the Sparta Chamber website, a **10% increase** from 2022

79,828

Facebook Page Visits which is a **259.4% increase** from 2022

681

New likes on the Sparta Today Facebook page

338

New Blog Subscribers

75

minutes of updates from over 10 community organizations at the State of Sparta luncheon.



EVENTS

100

Days of Special Events

120

Businesses that donated, volunteered, or helped out!

40

Round Haybales decorated by the community!

\$114,486

Sponsorships and foundation grants raised

620+

Over 620 Volunteer Hours clocked to help make great things happen in Sparta!

4,000

Brats served at the Beer & Brat Street Festival



KEEPING THINGS VIBRANT



75,000

Events guides for fall, summer, and winter went out to Sparta Schools, Sparta Today newspapers, and several businesses.

1,750

Handed out over 1,750 "Boo Bags" to Sparta Business Employees at their workplace and kids at Scare on the square!



SPARTA BUCKS



12,500

Grant dollars awarded to fund Sparta Bucks "Buy One Get One" promotion

23

Local businesses accepting Sparta Bucks

\$31,660

Sparta Bucks spent in Sparta small businesses in 2023!

\$30,095

Amount of Sparta Bucks purchased to circulate back into local economy

\$6,000

Shop Local Campaign "prizes" of Sparta Bucks awarded through Shop Local promotions!



ACCOMPLISHMENTS IN 2023

Over 100 business representatives attended the Chamber annual business celebration

Launched Spartaopoly Board Game!

86 Young entrepreneurs participated in the Youth Pop Up Market

Sparta Community Works Donated \$3,000 in scholarships to high school seniors and donated \$2000 to local causes

New subcommittee created under Sparta Community Works (Events) that will help improve the Sparta community



Exciting things Downtown!

Hosted Michigan Downtown Association downtown professionals to a happy hour, taking a walking tour through downtown Sparta, and discussing recent successful developments and upcoming projects

Hosted Developer Day with dozens of area developers showcasing several Sparta available properties

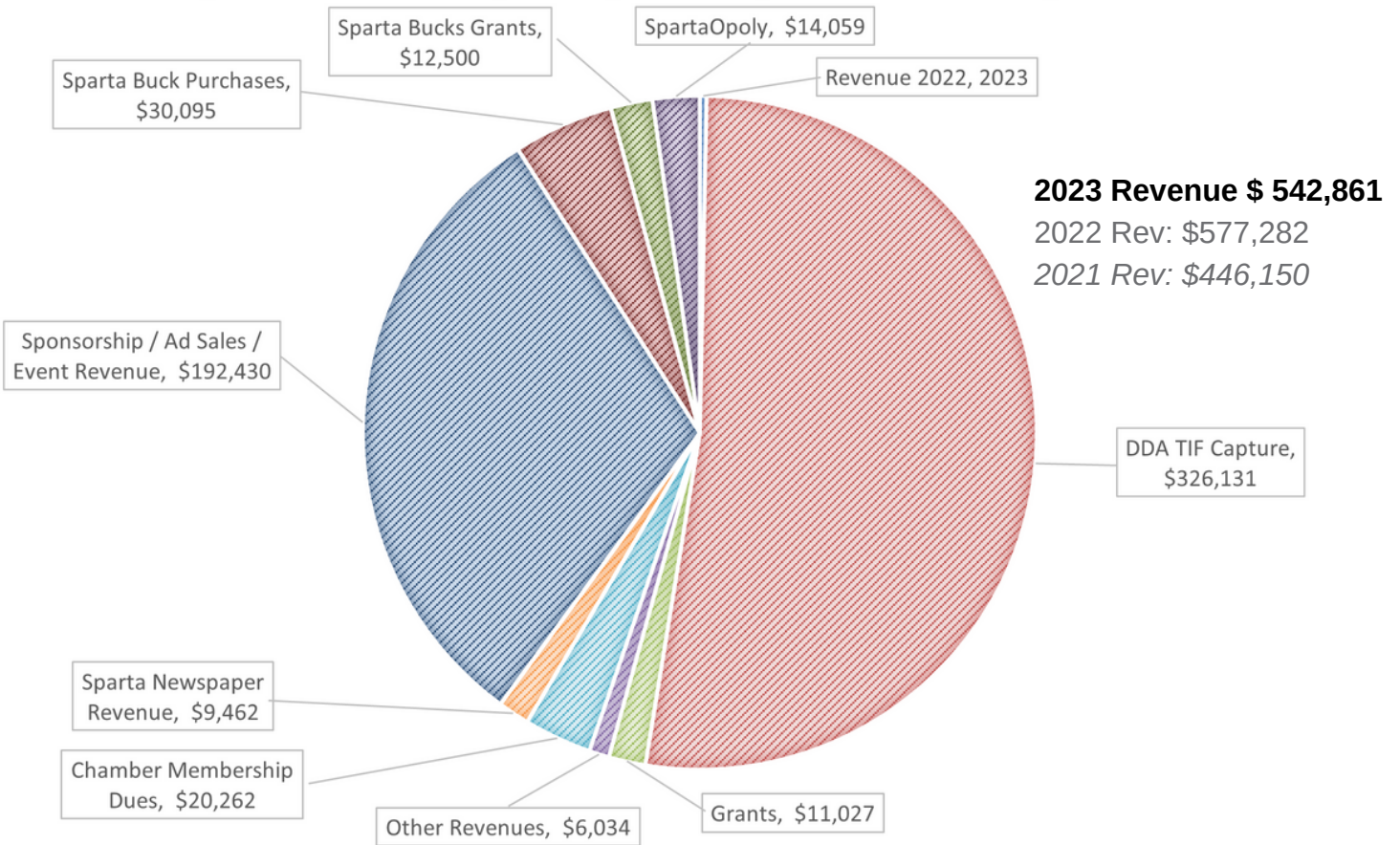
Hosted the West Michigan Chamber Network Members to see the changes in downtown Sparta



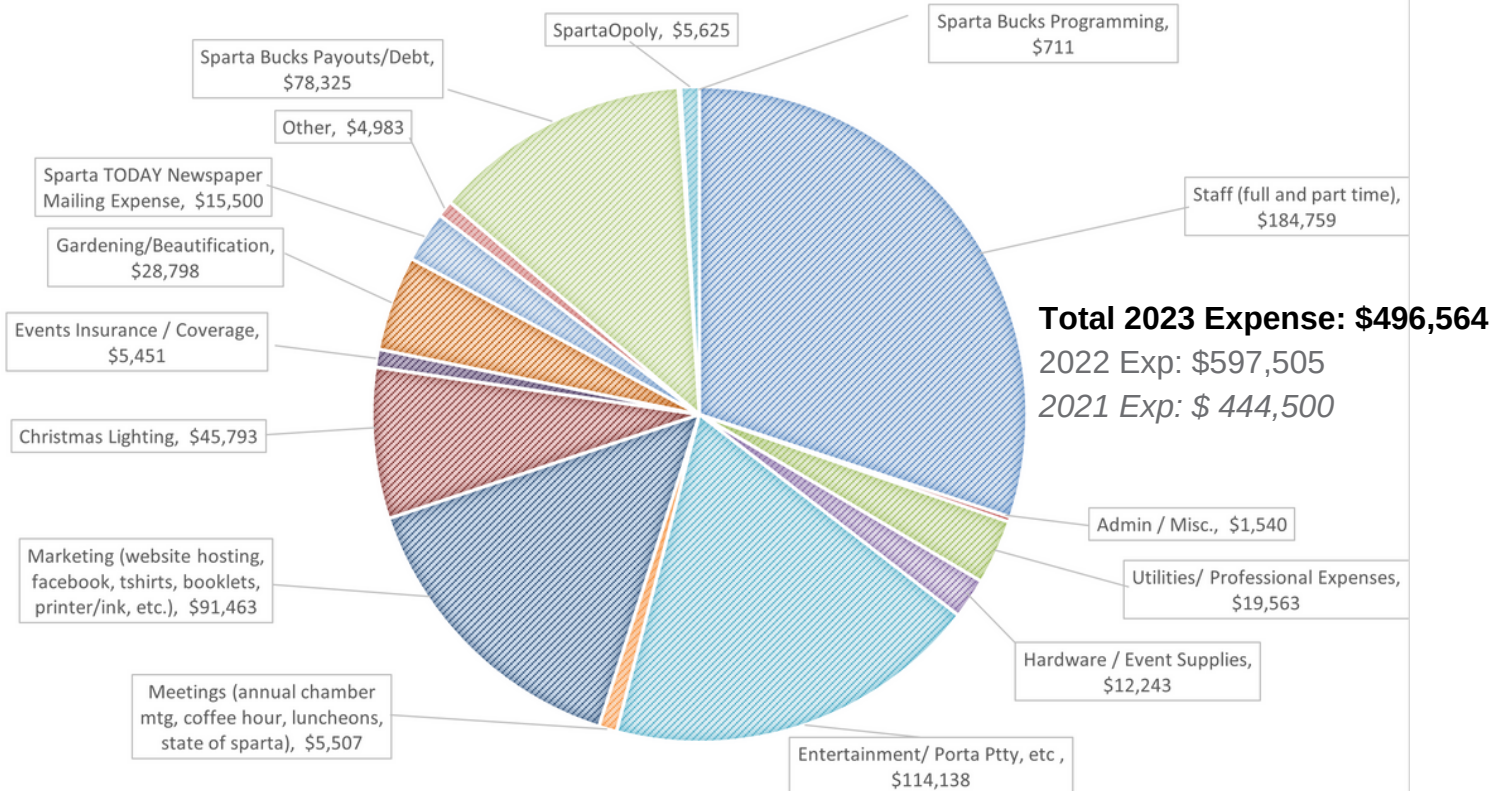
ECONOMIC DEVELOPMENT MANAGEMENT FUNDING

SPARTA TODAY (DDA, CHAMBER & EVENTS)

TOTAL REVENUE DOWNTOWN MANAGEMENT



TOTAL EXPENSE DOWNTOWN MANAGEMENT



BOARD OF DIRECTORS & STAFF

As of December 1, 2023

DDA Board

Tom Cheslek, President North Ridge Funeral Home | **Kelly Potes, Vice President** ChoiceOne Bank | **Mike Lamb** Coldwell Banker | **Robert Whalen** Sparta Village President | **Rex Baker** Baker Investments LLC | **Robert Shangle** LiveStatue | **Doc George Freeland** Freeland Chiropractic | **Janet Knauf** 201 Marketplace | **Tim Driscoll** Driscon | **Nate Benham** Sparta Tire | **Joel Stoner** Sparta Area Schools | **Dan Scarffe** Scarffe Chiropractic

Mission (approved 2009): Create a downtown that still has a small town feel and offers a bit of yester-year and yet is on the cutting edge with up-to-date shops and business practices. A safe, secure, friendly downtown where every member of the family can find fun things to do. A beautiful, busy, and thriving downtown that has things you can't find elsewhere. The heart of a real town that is a great place to raise a family. Once you come to downtown Sparta, you won't want to leave!

Chamber Board

Amber Marks Dance with Me | **Carrie Olsen** ChoiceOne Bank | **Konrad Raclawski** ChoiceOne Bank | **Maryanne Wright** Wrightway Appraisal | **Tom Cheslek** North Ridge Funeral Home | **Tom Penland** Tom's Hometown Bakery | **Lynn Driscoll** Sundaes at the Park | **Michelle Cooper** Servpro | **Karin Kay** Sable Homes | **Rachel Keegan** Compass Credit Union

Mission: Promote local business development through community interaction.

Sparta Events Board

Maryanne Wright Wrightway Appraisal | **Rex Baker** Baker Investments | **Brenda Braybrook** McDonald's | **Tom Cheslek** North Ridge Funeral Home

Mission: Promote economic development and community pride by creating great events for people near and far to come together and enjoy!

STAFF

Elizabeth Morse DDA/Chamber Director

Beth Baltruczak Events Coordinator

Amy Falk Chamber Administrator

Heather Hockey Hospitality Coordinator

Blake Olney Downtown Attendant

Michelle Baltruczak Intern

