

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY



2025

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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. 2025 - Nov. 2025,

229

Downtown Specific Contacts

From Jan. 2025 - Nov. 2025

7

New Businesses Downtown

*From Jan. 2025 - Nov. 2025
DDA paid-out*

\$102,957

Facade Restoration Grants

Business Retention and Expansion contacts are an important metric to demonstrate our work on downtown businesses. The Chamber worked with **47 unique businesses** from Jan. 2025 to Nov. 2025 for a total of **70 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.



\$7,689

on Hanging Baskets and Planters



\$4,776

on Holiday Decor



\$970

on the Shine Light Program



\$2,862

on Ice Melt for Downtown Sidewalks

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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 2025, we proudly have **11 active businesses** involved.

SUPPORT LOCAL MANISTEE COUNTY CA\$H \$7,929

**SPENT IN DOWNTOWN MANISTEE
JUNE 20 - NOVEMBER 30**

Thanks to the Vacation Mode Promotion, a collaborative effort between the Manistee Downtown Development Authority, Manistee Area Chamber, Economic Development Council, Manistee County Blacker Airport, and Contour Air.



1. Snyder's Shoes
2. The Golden Stag
3. Glik's
4. North Channel Brewing
5. The Outpost of Manistee

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. We saw an increase of \$8,991 in spending from the previous year!

 **\$17,446** IN
manistee county ca\$h
spent in Downtown Manistee alone in 2025.

**A TOTAL OF 21 ACTIVE DOWNTOWN MANISTEE MERCHANTS
PARTICIPATE IN THE MANISTEE COUNTY CASH PROGRAM.**

Supported the Manistee County Cash program through the Vacation Mode Promotion, contributing up to \$5,000 to offer one incoming passenger a chance to win a \$100 Manistee County Cash gift card, encouraging increased foot traffic and local spending in Manistee

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.



\$3,515

Spent on a new Downtown Manistee and Manistee Riverwalk Banner package in collaboration with Manistee County Tourism Authority.

This initiative also supported updated wayfinding and enhanced community branding throughout the district



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.

THE CHAMBER HOSTED THE MANISTEE 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.

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STREETSCAPE

- **Streetscape Project Goals:**
 - The goal of the Streetscape initiative in 2025 remained consistent with prior years: to develop a thoughtfully scaled, sustainable design that enhances the downtown landscape, improves functionality, and strengthens the overall urban experience.
- **Communication & Public Relations:**
 - In 2025, the DDA partnered with RightSide Design Group to develop marketing materials for the Streetscape Plan, including a comprehensive slide deck outlining the project scope and key factors influencing implementation. The DDA Board received a formal streetscape update in July, followed by a presentation to the City Council and additional stakeholders on December 9th.
- **Engineering & Budget Planning:**
 - Spicer Group has provided detailed, itemized engineering costs based on design inputs from RightSide Design and guidance from the Streetscape Ad Hoc Committee. In addition, the DDA secured a \$756,800 RAP grant from the State of Michigan, awarded as a 50/50 match. Spicer has also prepared the necessary project RFPs to keep the initiative on schedule, with construction targeted to begin in spring 2026.



←
River Street RAP
Grant from Pine
Street to Spruce
Street
↗
Streetscape: Poplar
Street towards
Maple Street



FACADE GRANT

The DDA secured **\$150,000** from MEDC's Facade Restoration Initiative in 2023, matched by **\$50,000** in FY24 funds. The DDA has continued this programs efforts with an additional **\$50,000** is budgeted for FY25/26. Currently, **\$39,000** remains in this year's facade program.

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