



Downtown Management Report : 2022



COMMUNICATION

- 173,284** People we reached on social media
- 15,000** Households who received a copy of Sparta Today Newspaper via direct mail (5x per year)
- 22,210** Facebook Page Visits
- 1,205** New likes on the Sparta Today Facebook page
- 88** Blog Posts
- 75** 75 minutes of updates from over 10 community organizations at the State of Sparta luncheon.



EVENTS

- 61** Dates of Special Events
- 118** Businesses that donated, volunteered, or helped out!
- 24** Round Haybales decorated by the community!
- \$150,000** Sponsorships and foundation grants raised
- >570** Over 570 Volunteer Hours clocked to help make great things happen in Sparta!



KEEPING THINGS VIBRANT

5 Hosted 5 new businesses to Sparta



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



Our new "People Mover" wagon was introduced this year. It was present at many events and was used for the Apple Fest Harvest Poker Run and for the Holiday Hayrides.

SPARTA BUCKS



\$25,000

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

31

Local businesses accepting Sparta Bucks

\$81,125

Sparta Bucks spent in Sparta small businesses in 2022!

\$136,575

Amount of Sparta Bucks purchased to circulate back into local economy

413

Recipients of Sparta Bucks

5K

Shop Local Campaign "prizes" of Sparta Bucks awarded!

ACCOMPLISHMENTS IN 2022

\$363,500

Revitalization and Placemaking Grant Award for Sparta Town Square

100

Over 100 business representatives attended the Chamber annual business celebration

May 2022

New Social District opened in downtown Sparta

28

Young entrepreneurs participated in the Youth Pop Up Market

1

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

New to Downtown!



Mural by Mona installed on the Sparta Civic Center



Mural by Dixie Olin installed on the Research Center

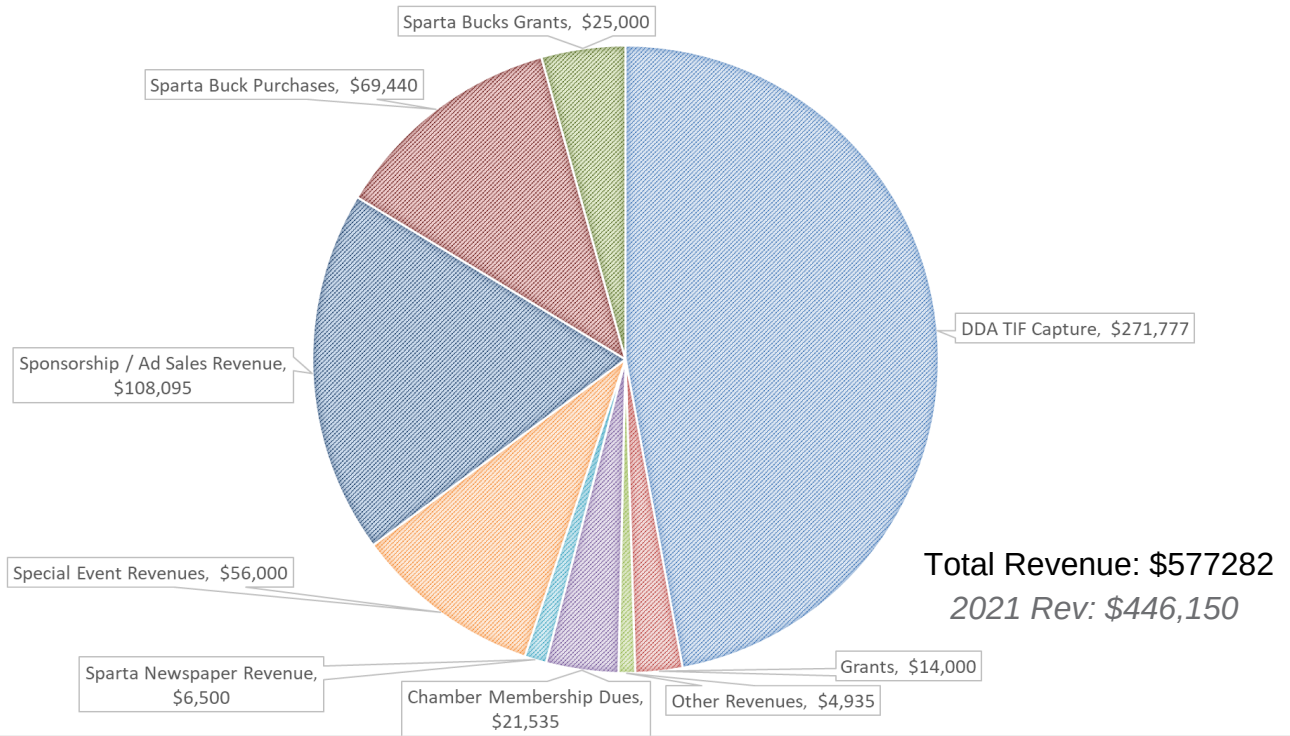


Mural by Sotir Davidhi installed on the Sparta Township Building

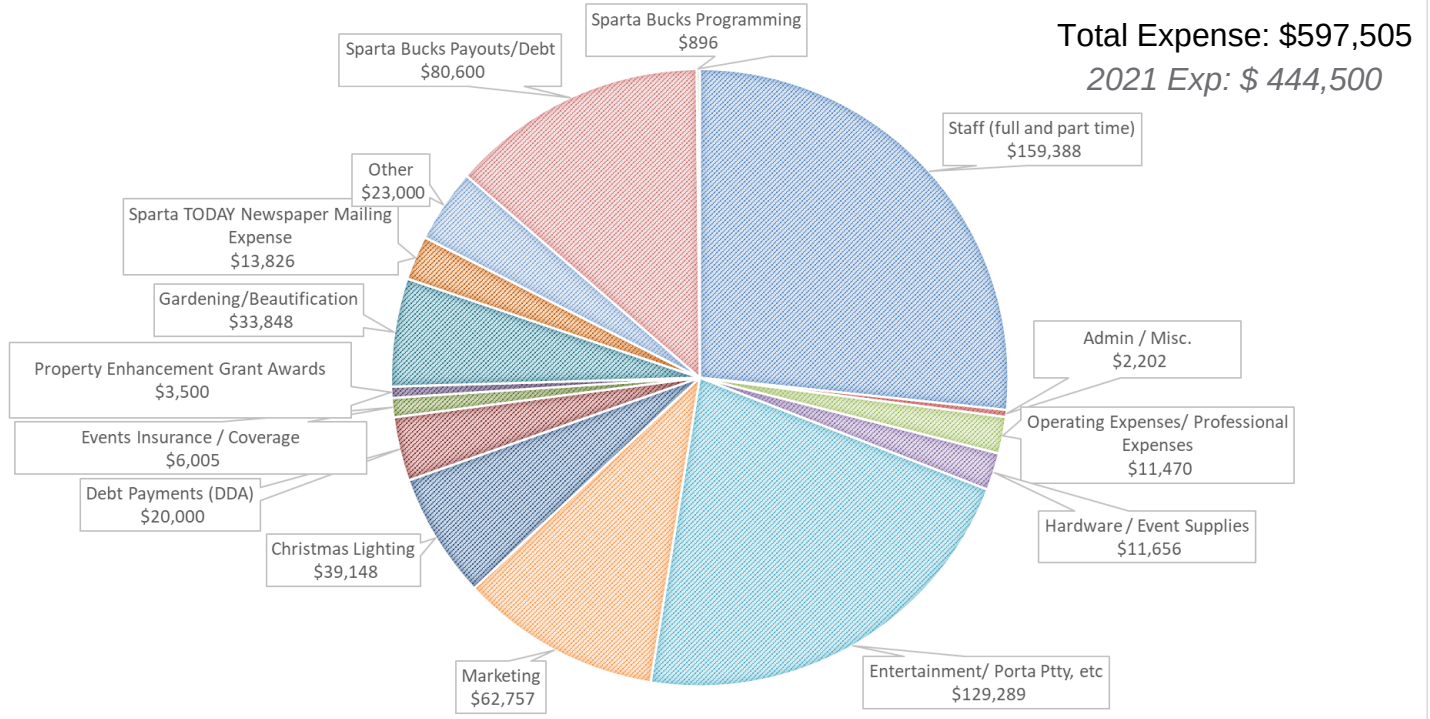


ECONOMIC DEVELOPMENT MANAGEMENT FUNDING

DOWNTOWN MANAGEMENT REVENUE 2022



TOTAL EXPENSE 2022 DOWNTOWN MANAGEMENT



BOARD OF DIRECTORS & STAFF

As of December 1, 2022

DDA Board

Tom Cheslek, President Hessel-Cheslek 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 |

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 | **Anne Pfeffer** Northwest Optometry | **Carrie Olsen** ChoiceOne Bank | **Konrad Raclawski** ChoiceOne Bank | **Maryanne Wright** Wrightway Appraisal | **Tom Cheslek** North Ridge Funeral Home | **Tom Penland** Tom's Hometown Bakery

Mission: Promote local business development through community interaction.

Sparta Events Board

Maryanne Wright Wrightway Appraisal | **Rex Baker** Baker Investments | **Brenda Braybrook** McDonald's | **Anne Pfeffer** Northwest Optometry | **Tom Cheslek** North Ridge Funerall 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

Internship/Seasonal

Meredith Ignasiak
Michelle Baltruczak