



*Wayland*  
**Downtown  
Development  
Authority**

**2023-2024**

**ANNUAL REPORT**











# HIGHLIGHTS FROM THE YEAR



## NEW EVENTS

Wayland has hit over 16 events for the year. This is huge not just for our community but any DDA. We have streamlined processes to make this amount of events less stress for the director and volunteers

## NEW MURALS

This year we have a new mural that is located behind South Main Street. The mural was completed with help from the Economic Vitality volunteers, National Honor Society and Allegan Area Youth. The mural is the first step at activating this alleyway into a colorful, fun place for residents.



## BETWEEN THE BUNS

A unique sandwich competition that caught the eye of West Michigan came to Wayland this year. Our businesses saw a huge impact on their sales and we raised money for the Hand2Hand program.

## FACADE GRANTS

We funded three facade grants this year. The B and K Market received a much needed facelift. The Wayland Hotel saw a new awning and a whole building paint job. The Dollar General had mother nature play a role with an awning falling, but we were able to help remodel along with insurance.



## MINI PARK LANDSCAPE

Our mini-park for many years was a space that include just benches and some landscaping. Last year our Junior DDA added a fireplace, hammocks and lights. This year, our design team and DPW team worked together to revamp all the landscape and add stones. The DDA will be adding bricks to the picnic tables and fireplace.

## NEW WELCOME SIGN

We received a Vibrancy grant that included a new welcome sign, speakers and a Hype team. The new sign is located on the westside of the district right off of the 131 ramp. It ties together our new branding and adds a new clean, updated sign.



## VETERAN BANNERS

For the month of May our downtown banners switched to banners that honored our local veterans.

## SCARECROW DECORATING

The design committee hosted a downtown Scarecrow decorating call. We had over 22 businesses and organizations decorate scarecrows downtown to help bring in the fall.



### Staff

Holli McPherson - Executive Director  
Mayala Twiss - Farmers Market Manager

### DDA Board Members

Robin Beckwith - Chair - United Bank  
River Knoll - Secretary - McDuffs Bar and Grille  
Josh Otto - Vice - Wayland Hotel Bar and Grill  
Justin Osbon - Treasurer - Member-At-Large  
Jennifer Antel - Mayor  
Monica King - Gun Lake Investment Group  
Anita Bukowing - Edward Jones  
Taylor Emert - Big Dipper  
Scott Caulkins - Technology Solutions

### Roles and New Vision for the Board

All DDA board members are assigned roles. The individuals will use their talents and skills to better the outreach and education of the DDA with residents and businesses.

Retail Display Visionary - Robin Beckwith  
Connector for Existing Downtown Businesses. - River Knoll  
City Relations Advocate - Jennifer Antel  
Business Startup Contact - Taylor Emert  
Historic Preservation Advocate - Anita Bukowing  
Document Preparer - Justin Osbon  
Josh Otto - Building Vacancy Controller  
Monica Kind - Finance and Investment Director

This year our board working on renewing our TIF plan and focusing on capital project funds and investments.



## YOUTH CONNECTIONS

Our goal is to strengthen the relationship with the city and the Wayland Union School district. Many programs and relationships were created and resulted in a successful year.

**JDDA**

This year we received a grant from the Allegan County Community Foundation for a Junior DDA program. The Junior DDA students choose to create an Art Alley. One of the students visited a local community and was inspired to bring this same idea to downtown Wayland.

**LMM**

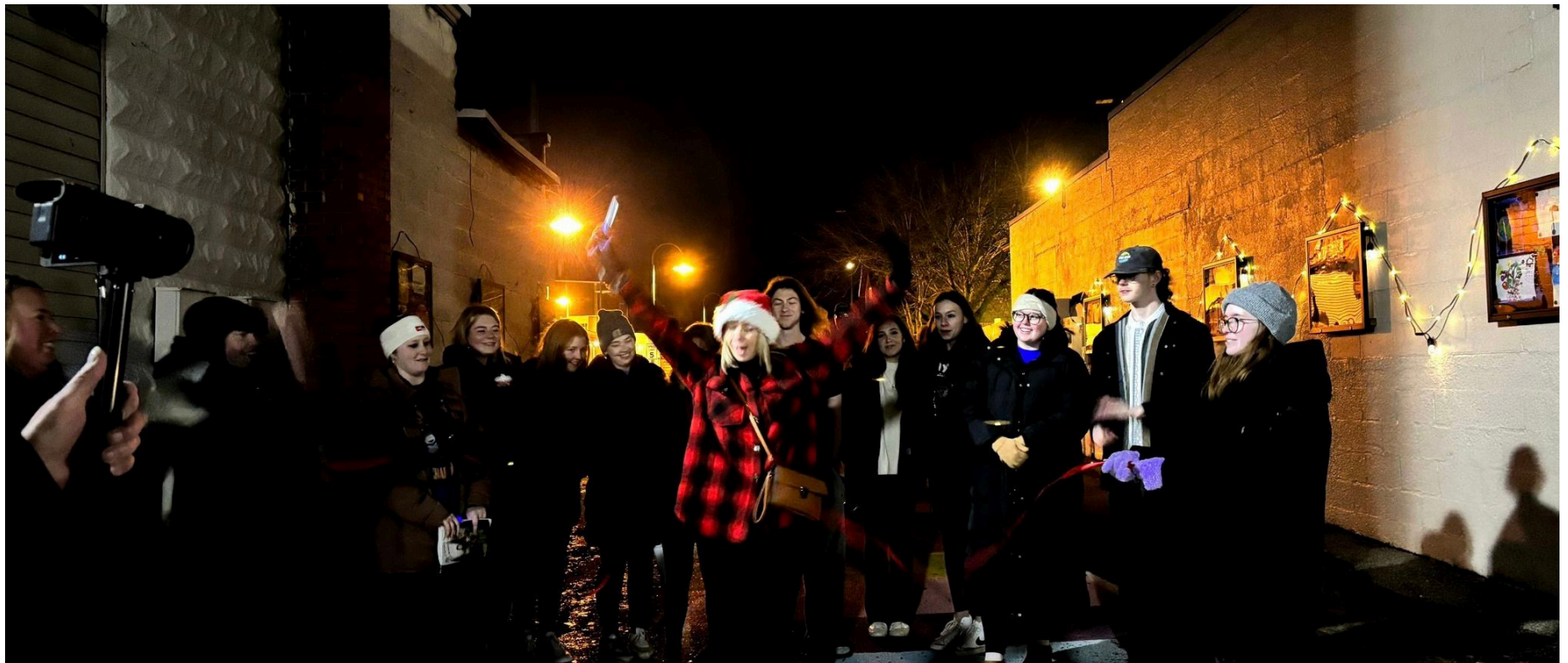
Little Miss and Mister continued this year for 1st-3rd graders. The students competed in a drawing contest and the winning boy and girl were crowned at Summerfest as Little Miss and Mister of Wayland.

**NHS**

The National Honors Society helped with the rainbow mural and helped with kids games at Monster Mash.

**TH**

The theater program hosted a night out downtown with their improv team. The students performed in the Acqua in Vino parking lot for their family, friends, and residents.





## NEW BUSINESSES

Downtown Wayland is built on their small businesses and the owners. This is what makes Wayland and all small towns unique. Over the past year several new businesses have chosen Wayland as their home. There was also growth and expansion within the existing businesses. Highlighted below are new businesses we have welcomed. Below highlights several of the new businesses to come downtown.



### Jars

*"Today, JARS Cannabis is recognized as a leading and respected retailer not only in the cannabis industry but among all the communities it is fortunate to inhabit. The founders continue to lead JARS with the same passion and dedication that they have shown since the very beginning, working to ensure that the integration of cannabis into any lifestyle is both easy and approachable. As a culturally-inspired organization, JARS Cannabis remains committed to developing meaningful connections with its customers and communities and hopes to play a pivotal role in shaping the future of cannabis retail experiences."*

-JARS Cannabis



### Mi Guadalajara

*"The first Mexican restaurant downtown Wayland strives to add to our restaurant options. Through events and building relationships, we strive to become a new family go to."*

-Mi Guadalajara

### University of Michigan Health West

*University of Michigan Health-West is a nonprofit multispecialty medical provider that is relentlessly advancing health to serve West Michigan as part of the state's top-ranked health system. Founded in Grand Rapids in 1942 by a group of osteopathic doctors, our organization today serves more than 250,000 patients annually at 30 locations across four counties, including a 208-bed teaching hospital in Wyoming, Michigan. More than 61,000 emergency patients are treated each year at the hospital, a Verified Level II Trauma Center, certified Comprehensive Stroke Center and accredited Chest Pain Center. Our physician-led medical group, University of Michigan Health Partners, drives excellence and convenient access to primary and specialty care, including the expertise of University of Michigan Health, consistently ranked among the nation's top academic medical centers. In addition to earning top grades for safety and quality, University of Michigan Health-West is consistently recognized as a leader in the use of technology and as an inclusive employer of choice. It supports the health and wellness of all in the community, offering free Live Healthy education programs as well as outreach clinics to underserved areas.*





## Culvers

*"Cutting Ceremony for them while some family of staff came in for some pre-opening celebrating. While talking to some of the kids, we asked what their favorite food items is there. Cheese Curds were at the top of the list, followed by hamburgers, anything in the kids meals, custard, pretzel bites. Some of the adult favorites included fish sandwiches, hamburgers/cheese/bacon burgers, spicy chicken sandwiches, salads (which are huge portions) and their concrete mixers. "*

*-Culvers*

## Schug Counseling Moved Next Door Next Door!



*"Schug Counseling Services has been a staple in the Wayland community for almost two years. We are excited about the opportunity to expand next door. This expansion allows us to grow with our staff and services to the Wayland Community."*

*-Schug Counseling Service*

## Lumberjack Green Leaf

*"Our inventory includes a diverse range of Flower strains, potent Concentrates, convenient PreRolls, and mouthwatering Edibles to cater to every preference and need. We constantly strive to provide our valued customers with the best possible experience, ensuring that each visit is enjoyable and satisfying."*

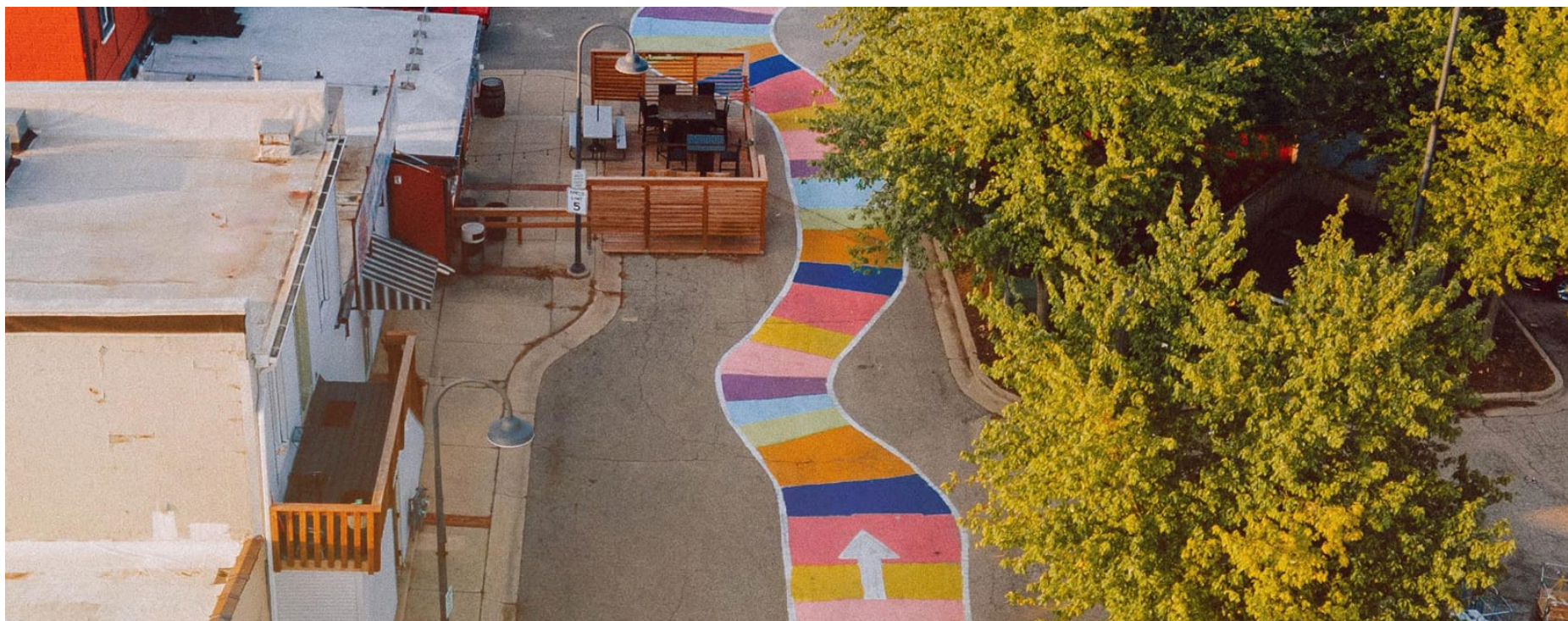
*-Lumberjack Green Leaf*





## MURAL AND MURALS!

This year Wayland added two large murals to downtown. One was created to activate an underused alley while the other showcases Wayland history and welcomes residents and visitors into town.



### **Alleyway Mural**

Designed By: Economic Team

Completed By: the economic team and Wayland Union Honors Students.

As Wayland starts to activate their alleyways, we want a strong start with a large bright mural. This alleyway has been choosing to focus on foot traffic and placemaking.

## Farmers Market

### Improvements

More actual food vendors like cheese and homemade bread.  
Functional EBT payment device, more planned events

We also added multiple events on the Saturday markets:

- Christmas in July
- Concrete Stepping Stone painting (sponsored by DK Concrete)
- A concert
- Kids Market
- Free face painting
- and MORE!

Total vendors signed up: 25

Total number (guess) for the year that came: 1800



**Average  
Number of  
Visitors**

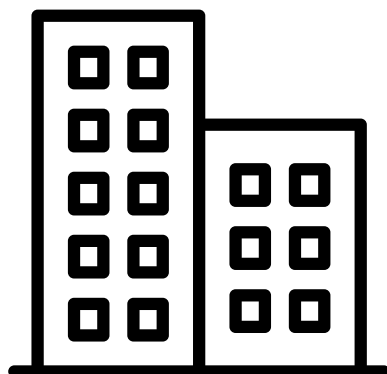
Tuesday	<b>50</b>
Saturday	<b>175</b>

**Average  
Number of  
Vendors**

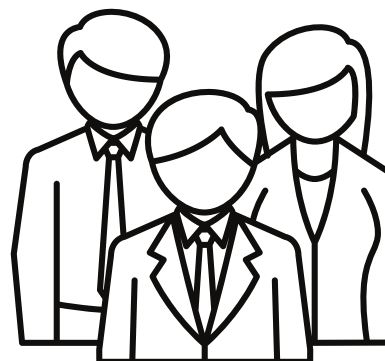
Tuesday	<b>8</b>
Saturday	<b>17</b>



## Private Investment & Growth



**\$4.5 MILL**  
investments



**76+**  
new jobs

## Projects & Grants

### Grants

This year Wayland has received over \$66,000 in grants from statewide program grants. We received a \$25,000 grant from MEDC for vibrancy which included a new welcome sign, speakers downtown, and funds to help start the Hype program. We also received \$9,000 from the Matched on Main grant for Big Dipper to help start the coffee portion of her business. Last, Macduff's Bar and Grill was awarded \$25,000 for new windows, outdoor tables/chairs and outdoor fence to create an outdoor seating space. We received two grants that were studies and helped us grow our tourism. One was the FIT program through Michigan State University and the other was through Pure Michigan.

### Projects

This year we have over 4.5 million dollars of private investment coming to our downtown through several new buildings, renovations, and three façade renovation. The DDA helped fund new façade for B and K Discount, Wayland Hotel Bar and Grill, and Dollar General.

## COMMITTEE GROWTH

### DESIGN

This year Katie Niemchick stepped up as Design Chair after being on the committee for a year. Katie has implemented several new ideas and processes such as year around landscaping, revamping the historic team, re-launching the bench program, and a new mural.

### PROMOTIONAL

Our promo team has spent the year creating new annual events, reevaluating current ones, and starting processes to ease the planning side.

### ECONOMIC VITALITY

Robin changed chairs this year from Promotional to EV. She has helped to bring back the liaison program, create a second billboard program, start a technical assistance program, and over see the Best of Wayland/Business Owners Breakfast.

### ORGANIZATION

The organization team is made up of two volunteers, Angelina and Lillian. Angelina continues to grow our social media while taking amazing photos of downtown Wayland. Lillian is focusing on growing our volunteer team and creating streamline programs for volunteers at events.



## RETURN ON TAX MONEY

For every \$1 spent of the TIF plan, the committees efforts brings in an estimated \$1.36 to our DDA businesses.

An estimated \$150,000 revenue increase for DDA businesses is credited to events downtown.



## Sponsorships

This year we hit a record breaking sponsorship level of \$34,700! This is a combination of in-kind donation and sponsorships. This level of community involvement will allow us to grow our outreach and events.

Sponsorships for Year Long | \$12,500  
 Sponsorships for Summerfest | \$10,600  
 Sponsorships for Snowfest | \$200  
 Sponsorships for Farmers Market | \$1,550  
 Movies After Dark | \$575  
 Monster Mash | \$500  
 Music on Main | \$1,800  
 Easter Egg Hunt | \$400

### Community Partnerships

Michigan Aluminum | Gun Lake Casino | Bay Pointe | Jars | United Bank | Highpoint Bank | General RV | McDuffs Bar and Grill | AutoBody Experts | Ed Kohen Ford | Ivy Rehab | Yankee Spring Dental | Big Dipper | Bay Valley Foods | NewLife Wayland | Permoda Air Temperature Specialists, INC | Wayland Hotel Bar and Grill | United Collision | Prosper Cannabis | Acqua In Vino | DK Concrete



### Car Show Sponsor



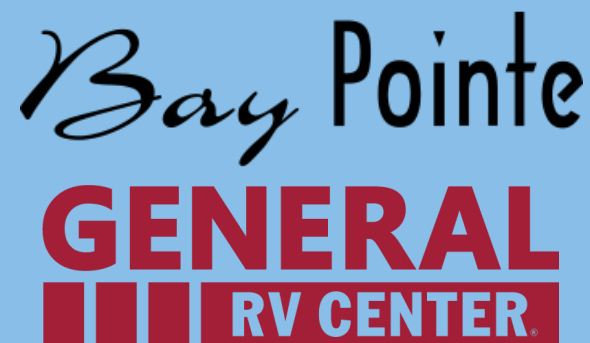
### Color Run Sponsor



### Gold Sponsor



### Bronze Sponsors



**Taxes****\$394,292.00****Income from  
Sponsorships  
Committees, and Events****\$18,833.94****Dream Ride Loan Left  
Paid OFF!****Bond Payments Left  
3 Years -  
\$81,440.05****Fund Account  
\$46,099.00**

## FINANCES

### Health of the Wayland DDA Budget

The Wayland DDA budget is produced by a healthy TIF plan that takes a percentage of the taxes from the businesses in the DDA boundaries. The DDA has seen a large portion of their revenue go into the fund and cash accounts leaving them with a strong bank account. The one thing the DDA does not have is a capital funds account to save for larger projects. It is purposed that the DDA starts a capital fund account for the coming years.

The TIF has also grown steadily. There is an average of \$10,000-15,000 additional tax revenue each year. This is predicted to stay the same or grow as the city grows and more businesses come into the DDA area.

**Budget from  
2021-2022****\$365,776.13****Budget for  
2022-2023****\$403,833.00****Budget for  
2023-2024****\$403,098.00**



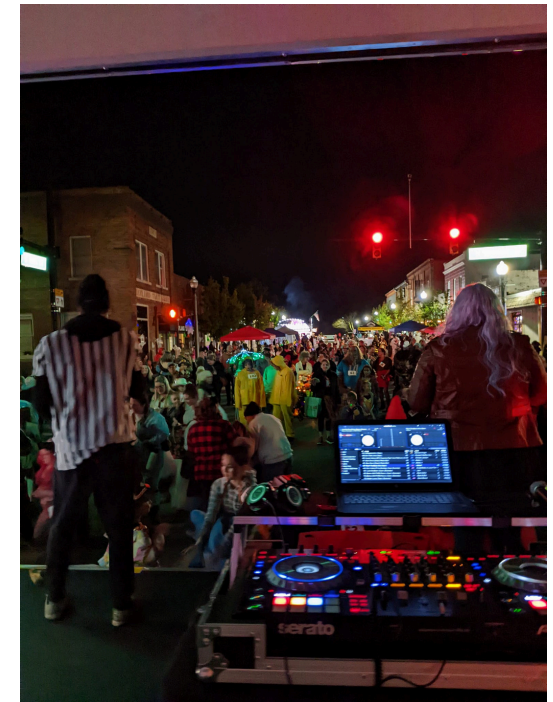
## EVENT REVAMP

This year the Wayland Promotions Committee changed chair head from Renee to Taylor and added more events! We printed out a postcard with all the events to pass out to the community. We have learned a lot about our community and what events they want and love.



### Between the Buns

Between the Buns is a month long sandwich competition that involved 13 restaurants in the Wayland area. Each location offered a special sandwich for the month which was then voted on by the public. The first week in February, a panel of judges visited the top 5 public voted locations to pick the winners. This year it was the Wayland Hotel. Along with promoting the Wayland area restaurants during their slowest time of the year, this event also raised fund for the Hand2Hand program. The Hand2Hand program helps feed school age students on the weekend in Wayland and Hopkins schools. This event raised over \$1,000 for the children.



### Monster Mash

Monster Mash has been a HUGE success each year we have hosted. Last year was the first year which brought in around 600 people downtown for a night of Halloween fun. This year we saw around 3,500 people! It was a huge jump and every volunteer knows the excitement and shock when over 3,000 more people show up to an event than planned. The flexibility of the businesses, DDA and volunteers made this jump in attendance seem seamless. We learned that this event is very popular and shifted our event budget to focus on this event and not ones we "want" to be popular.

### **Snowfest**

ArtHop was once a very popular event downtown Wayland. As the community changes, we saw less art at this event and more of a need for family focused activities. We changed the name to Snowfest to focus on welcoming the winter and brought in more family focused activities such as a train ride, snow globe phot obooth, vendors outside, food trucks and more!

### **Cocktail Appetizer Trail**

This event is the second Friday of each month January - May. The goal is to bring business downtown Wayland and explore the unique eateries we offer. This event started off with a snow storm that shut down most of Wayland but finished strong.

### **Sunday Funday Food Trucks**

This new event is every Sunday downtown Wayland in the parking lot. We invite up to 2 food trucks to park downtown and fill the void of food when most of our restaurants are closed.

### **Everybody's Irish**

Everybody's Irish was the first time downtown Wayland celebrated Saint Patrick's day. It was a great success with 1,500 visitors during the event. Aside from the high winds, it was very successful! We have food trucks, a DJ, an Irish band, and vendors.

### **Summerfest**

Each year Summerfest is growing and changing. This year we closed the roads for the whole weekend, rented a larger stage, and brought more activities. This allowed us for easier set-up and more items. We extend the time to midnight and shortened it to 12 hours. Friday included a foam party, food trucks and a concert. Sunday held the traditional Sunday Worship downtown.





## Social Media

Each year our social media has been growing. This year we have a Hype team that is helping boost businesses and create content. Our goal in the next year will be to grow our presence on other platforms.



### Downtown's Facebook

#### AUDIENCE NUMBERS

Total Fans: 5,900

#### FACEBOOK REACH

Total Engagements: 380,600

Net Gain: +106.4%

### Farmers Market's Facebook

#### AUDIENCE NUMBERS

Total Fans: 1,900

#### FACEBOOK REACH

Total Engagements: 12,100

Net Gain: +30.7%

### Downtown's

### Instagram

#### AUDIENCE NUMBERS

Total Fans: 259



## DDA DISTRICT AND MAIN STREET

Downtown Wayland is made up of two districts. One is the DDA district that captures the TIF revenue. The other is Main Street. Both are important and play their own roles. The Main Street district focuses on small businesses and walkability whereas the DDA space supports the downtown but allows for larger, big-name businesses.

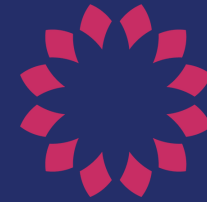
**DDA District**



**Main Street**







## **Downtown Wayland DDA MISSION:**

Wayland Main Street organizes and implements a holistic revitalization program for Downtown Wayland. We are friends and neighbors pulling together in a grassroots organization powered by community business and property owners, employees and volunteers, and residents and visitors of all ages. We are building legacy by encouraging and catalyzing preservation, investment and development. We are hometown folks celebrating place by bringing people together at special events, promoting awareness and involvement, and instilling pride in Wayland.

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