



Wayland
**Downtown
Development
Authority**



2022-2023

ANNUAL REPORT



HIGHLIGHTS FROM THE YEAR



NEW DIRECTOR

This year Wayland Main Street hired a new director Holli McPherson in August. She is very excited to see Wayland grow and change!

NEW BRAND

A new brand was the chosen service for Wayland this year. They received new colors, fonts, marketing and logos. They also hired Bryce Tuft to create some fun shirt designs. To help promote the new branding, the Main Street Director lets local shops have the branding kit for free. This has resulted in people all over town wearing Wayland gear with no cost to the DDA.

SOCIAL DISTRICT

In July of 2022, Wayland downtown was approved for the social district. People can visit several local restaurants, grab a drink and then enjoy the outdoors. This has greatly helped ease the stress of events since pulling permits and creating a fenced area is no longer needed.



NEW WEBSITE

Downtown Wayland also received a much-needed renovation of their website. Paired with the new branding, this internet tool has become a community asset in communication.

HISTORIC WALKING TOUR

The design team has been working hard at collecting historic information for several buildings. This May we had enough buildings to print the QR Codes and start promoting the walking tour. We hope to have 10 buildings included by this fall.



CO-HOSTING EVENTS

In an effort to create more events downtown, without stressing out volunteers or our budget, we created a new idea called co-hosting. Through this program we have hosted Bike Night and Music on Main. The DDA will close the streets, bring down the stage and promote. The co-hoster will need to bring all the equipment, volunteers and use their own budget.

NEWSLETTER

By collaborating with the City of Wayland and all their departments, we have created a quarterly newsletter that is now mailed to all Wayland residents.

SUMMERFEST

This year we changed the name of Main Street Celebration back to Summerfest, changed the weekend, added new events and brought back old ones. This was a very successful move as we brought in over 5,000 visitors!

FARMERS MARKET

Our Farmers Market received a large make-over this year. We hired a market manger, Renee Wise, changed the location, implemented new rules, raised the cost to be a vendor from \$25 to \$75, added a billboard, and more!



MINI-PARK

This year our focus was on the Mini-Park becoming a center for entertainment and use this summer. We added a mural, hammocks, a fireplace, and help with multiple events.

Staff

Holli McPherson - Executive Director
Renee Wise - Farmers Market Manger

DDA Board Members

Robin Beckwith - Chair - United Bank
River Knoll - Secretary - McDuffs Bar and Grill
Josh Otto - Vice - Wayland Hotel Bar and Grill
Brad Vanderson - Treasurer - NewLife Wayland
Jennifer Antel - Mayor
Anthony Winters - Member-At-Large
Justin Osbon - Member-At-Large
Anita Bukowing - Edward Jones

New Roles and New Vision for the Board

This year we have assigned roles for each DDA board member. 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 - Anthony Winters
Historic Preservation Advocate - Anita Bukowing
Document Preparer - Justin Osbon
Josh Otto - Building Vacancy Controller

Along with new roles the board also went under the process of a new transformation strategy. We identified what areas Wayland is strong at and what we need to focus on in the coming years. The two main areas of focus will be tourism and younger families/millennials.



JUNIOR DDA AND SCHOOL CONNECTION

Our goal this year was 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. We were able to connect with the LOC club at the high school to start the program. The students were given a budget and the freedom to redo a certain area in town. They chose the Mini-Park and equipped it with lights, fireplace, seating, and hammock poles. They also helped to paint the corn hole board for Summerfest.

FP

The FUTURES PROGRAM at the high school spent the better half of a day in the hot sun working on planting the new landscape. They helped to weed, lay stones, plants the flowers, and pour soil.

LMM

Little Miss and Mister is a new program introduced 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.

MC

A MARKETING CLASS in the third trimester was paired with Josh Otto at the Wayland Hotel. They worked directly with him to gain real-world experience of owning a small business. They also helped to redesign his menu.



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.



Superior Beauty Bar

At Superior Beauty Bar, our stylists and esthetician all operate as independent business owners. Each person offers a unique combination of services and treatments along with friendly expertise and years of styling experience to help you look your best. We have something for all of your beauty needs! From Hair and lashes to skincare and makeup we offer several services to make you look and feel your BEST!

"Life isn't perfect but your hair can be!"

-Tara Cagle, owner of Superior Beauty Bar



Prosper Cannibas

"Prosper is on a mission to inspire complete wellness and joy through a total customer-centered approach and top-quality cannabis products."

-Prosper Cannibas Company

Big Dipper Goes All Year-Round

Last summer a long-time employee of the Big Dipper of Wayland purchased the business from the current owner. Taylor Emert had been the manager for many years and always dreamed of owning a dessert and coffee shop. She knew that the only way to make this work was to extend the season of operations from just the summer to all year. She also added a variety of coffee and espresso drinks. Through collaborations with other businesses and creative ideas, her dream has become a reality as they just finish up their first full year open!





Huff Pool and Spa

"Huff Pool and Spa is your one stop shop for all items. We sell the best above ground pool and spas with all the chemicals, accessories and repair equipment. There are several services you can pick from; "Green to Clean Services" a weekly or semi weekly pool maintenance services, new vinyl liner installation, pump and filter swap outs or complete filter system replacements, and opening and closing service. I pride myself with our Nature 2 natural sanitation system along with UV. This can make a pool up to 85% chemical free for both inground and above ground pools."

- Jamie Huff, owner of Huff Pool and Spa



The Catz Den

Country Cat Lady is expanding our community outreach program and adoption space. The Catz Den will have a mix of everything for our small community. Most of the time Country Cat Lady will have some of her therapy cats wandering the main lounge area in addition to the cats waiting in the adoption room.

Like Cats? The all cat related store may interest you. You can find great gift ideas for all ages. Something for everyone. Tuesdays and Thursdays will be dedicated to "Teen Time" providing a safe place teens 6th grade and up (school ID required to stay for long periods of time). Teens can meet friends, have a low cost snack, play games and be creative in the art corner. Themes will change from month to month so come often for a new experience. Ever want to try Cat Yoga? How about a birthday party with cats? Read to cats? We can do that. The ideas are endless.

- Jen Kuit, owner of The Catz Den



Hometown Beauty

"We are super excited to announce our new business! The name "Hometown Beauty" is special to us as we both grew up in Wayland. Our shop is located in downtown Wayland & we'll be offering Lash services, Hair & brows. Along with Bridal services & more! Please reach out if you have any questions, we can't wait for you to see our new shop! We couldn't have done it without our wonderful clients & we can't wait to meet our new ones. Thank you all for your support!"

- Ava Dutkiewicz and Conner Smith, owner of Hometown Beauty

MURAL AND SOLAR LIGHTS

This year Wayland Main Street volunteers and residents helped to complete two new projects. One was a mural on the west of side of McDuff's and the other was a one-time project funded by the Economic Vitality team.



Butterfly Mural

Designed By: Carrie Shelly
Completed By: the public

The butterfly mural is the fourth mural in downtown Wayland. The funding for this art came from the Allegan County Community Foundation Legacy grant. The Design Committee volunteers helped to organize the mural. The mural invites people to pose with the butterfly wings and welcomes guests as they enter the downtown.



Solar Powered Lights

By: the Economics Team

The economics volunteer team spent a couple of weeks preparing and gathering the items to take on an all-day task of pouring concrete and hanging lights. Three locations were gifted these lights; Wayland Hotel, McDuff's, and Acqua In Vino.

Farmers Market

Improvements

This year the Farmers Market experienced a lot of changes. These improvements have helped to put Wayland's Farmers Market on the map and make sure all vendors are successful as possible.

A few of the largest changes were hiring a market manager, getting the market accepted into the EBT program, changing the location to the City Park, and changing the fee structure for the vendors.

We also added multiple events on the Saturday markets:

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



DOWNTOWN WAYLAND'S
FARMERS
 MARKET



The Market Manager

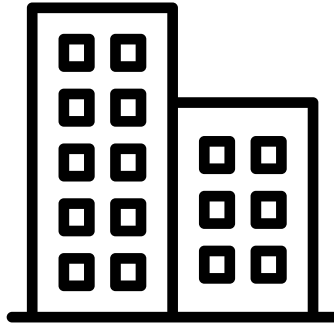
"Being the Farmer's Market Manager is going to be very challenging, but a lot of fun. Moving the market to its new, bigger location, I get to watch it grow. I'm looking forward to more vendors and customers to buy their products. They do say variety is the spice of life!"

I can't wait to meet you all and look forward to serving you!" - Renee Wise

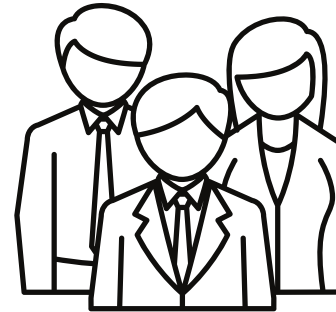
Average Number of Visitors
 Tuesday **52**
 Saturday **123**

Average Number of Vendors
 Tuesday **8**
 Saturday **12**

Private Investment & Growth



\$3.7 MILL
investments



35+
new jobs

Projects & Grants



Grow with Google



Grants

This year Wayland has received over \$155,500 in grants from statewide and nationwide programs. The Wayland Hotel and The Big Dipper were both chosen to join the Matched on Main program. The Wayland Hotel was able to install new garage doors which open up their restaurant and provides natural daylight. The Big Dipper used their Match on Main to purchase a new Espresso machine and additional items to continue providing coffee to Wayland residents. Wayland Hotel was also chosen for the Optimize Main Street grant in which they were paired with a digital coach for the guidance of technology and its importance of it in the restaurant businesses. Wayland was also selected to join a pilot program through Grow with Google. We hired a digital coach and are currently going around to small businesses educating them on the free services of Google and the connection to a successful business.

Projects

This year we have over 3.7 million dollars of private investment coming to our downtown through several projects; The University of Michigan Health-West is building a new facility, six building renovations, and one facade renovation.

NEW BRANDING

New Look and Vibe of Downtown Wayland

This year the DDA board selected their service (free from Michigan Main Street) as a new branding make-over. We worked with the America Main Street partner, Ben Marldow, to review what Wayland is and what the future of Wayland should be. After review of many color palettes, he keeps coming back to the mural on the north side of the Hotel. He took this as inspiration and turned it into our new brand. The dahlia flower was incorporated with a geometric design symbolizing this flower.



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 | \$22,500
- Sponsorships for Summerfest | \$7,575.00
- Sponsorships for Snowfest | \$200
- Sponsorships for Farmers Market | \$1,550
- Movies After Dark | \$575
- Monster Mash | \$500
- Music on Main | \$1,800

Community Partnerships

- Michigan Aluminum | Gun Lake Casino | Full Potential Chiropractic | Sensory Systems Clinic West | Starr Lawn and Garden | General RV | McDuffs Bar and Grill | Big Dipper | Bay Valley Foods | NewLife Wayland | Permoda Air Temperature Specialists, INC | Wayland Hotel Bar and Grill | United Collision | Royal Radiance | United Bank | Highpoint Community Bank | Prosper Cannabis | Bruce Sexton DDS | Bradley Indian Mission | DK Concrete | Ivy Rehab Physical Therapy | OpenRoad Brewery



Gold Sponsor



Platinum Sponsors



Bronze Sponsors



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.

\$89,078.20 of the budget from this year was unused.

Taxes
\$346,616.78

Income from Committees and Events
\$10,949

Dream Ride Laon Left
2 Years -
\$56,124.14

Bond Payments Left
2 Years -
\$87,838.49

Fund Account
\$319,872.87

Cash Account
\$465,773.45

Budget from 2021-2022

\$343,855.12

Budget for 2022-2023

\$365,776.13

Budget for 2023-2024

\$403,833.00



EVENT REVAMP

This year the Wayland Promotions Committee changed chair head from Robin to Renee and added three events. We also changed Wayland Main Street Summer Celebration back to Summerfest and brought back the car show and firefighter's breakfast. We also added multiple new events like Little Miss and Mister, Color Run, and eating contest.



Summerfest

This Summerfest was one for the books! We had over 5,000 people come downtown to enjoy a beautiful summer day. The car show was a hit with 180 cars and we had over 60 vendors line the streets. We added several new events like the Color Run, Eating Contest, Little Miss and Mister, and street performers. The stage was placed right in the middle of town and people were dancing through the night. We learned a lot but mostly that the residents of Wayland are helpful and willing to go with the flow. It was an overall very successful event!

Monster Mash

Monster Mash was the first event where the local bars, restaurants, and organizations all pitched in to make an event happen. McDuff's, OpenRoad, and the Wayland Hotel all chipped in money for a grand prize. Big Dipper hosted a Trunk or Treat and Women of Wayland hosted and organized the costume contest. The DDA supported the event by providing the stage, DJ, and decorations. The event brought over 300 people downtown and was a huge hit with the younger crowd who loves candy and dancing to spooky music.



Art Hop

A multi-year tradition that features not only the wonderful winter of Michigan but our local artists. Stores downtown feature an artist and residents walk around town sipping on a hot chocolate or social drink. This year we featured several larger artists like a wood and ice carver. We continued the tradition of tree lighting, Dickenson characters, carolers, and tractor rides. Art Hop brought over 500 people downtown for the evening.

Comedy Nights

This is the first event we have hosted in the Mini-Park, a location severely under utilized. We teamed up with the Peach Jar Comedy group which brings a variety of comedians to Wayland on Friday nights. The event has brought over 120 people downtown each time.

Bike Nights

West Michigan Combat Vets Association and Wayland Main Street joined together to create Wayland's first Bike Night. May-Oct the third Wednesday of every month the downtown is filled with motorcycles and enthusiasts alike. Each month the local restaurants take turns donating 10% of their proceeds for the night back to the WMCVA which will then get donated to local combat vets. This event pulls over 100 bikes each month to Wayland.

Holiday and Harvest Markets

For the second year in a row, the DDA has hosted a Harvest and Holiday market. at NewLife Wayland. The event started to give our farmers market vendors at cold winter times to sell their seasonal items but quickly grew to a large market. event. We brought food trucks this year and increased the signage for a successful event.

Ladies on Main

Ladies on Main was taken over by the Women of Wayland but continued to have the DDA's support. This year they added a scavenger hunt, flower markets for wayfinding, special drinks, and food trucks. Over 200 ladies came downtown to enjoy the event.



Social Media

This spring our Organization Committee welcomed a new social media coordinator, Angelina. Her volunteer role was to connect Instagram with Facebook for easy sharing, promote local businesses and build a stronger understanding of Wayland's Main Street. She has surpassed our expectations and grown our social media presence.



Downtown's Facebook

AUDIENCE NUMBERS

Total Fans: 4,759

FACEBOOK REACH

Total Engagements: 150,157
Net Gain: +585.9%

Farmers Market's Facebook

AUDIENCE NUMBERS

Total Fans: 1,342

FACEBOOK REACH

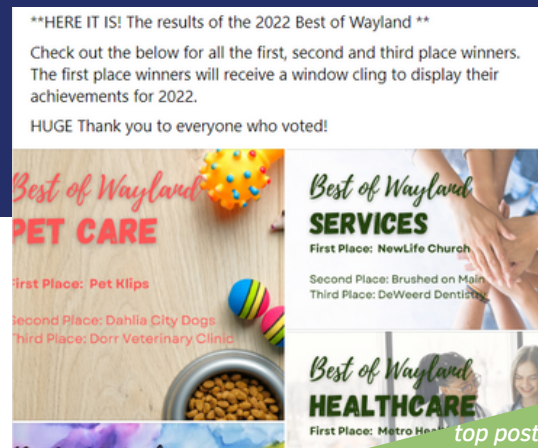
Total Engagements: 5,834
Net Gain: +23.8%

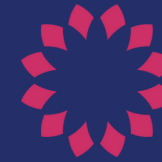
Downtown's

Instagram

AUDIENCE NUMBERS

Total Fans: 196





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.

269-525-2323

downtownwayland.com

director@downtownwayland.com

103. S. Main St, Wayland, MI 49348



**POWERED BY
MAIN STREET**