

AUGUST

Downtown Development Authority Newsletter

El Mariachi Grand Opening Celebration

Make plans to attend El Mariachi's Grand Opening Celebration on Sunday, August 7th from 2pm - 7pm. The 400 block of Main Street will be closed to traffic for this special event so plan accordingly.



El Mariachi Mexican Grill



Mariachi Band 3-7pm
Burrito Eating Contest 3:30pm
Classic Car Show



RIBBON CUTTING CEREMONY

@ 4:30PM

SAVE THE DATE

**SUNDAY, AUGUST 7TH
STARTING @ 2PM**

412 W. MAIN ST. IONIA

JOIN US!

FOR MORE INFO CONTACT:
THE IONIA AREA CHAMBER OF
COMMERCE AT 616-527-2560 OR
INFO@IONIACHAMBER.NET

Ionia Downtown Development Authority

2022 Board of Directors

Mike Kirgis, Chairperson
John Krueger, Vice Chairperson
Margot Cook, Secretary
Tim Hemenway, Treasurer
Dave Cook
Cathy Hoppough
Paul Lentz
Ryan Wilson
Precia Garland,
Chief Executive Officer

Contact Information

Director: Linda Curtis
Office: 203 W Main Street
(east of Ionia Theatre)
Mail: P.O. Box 496
Ionia, MI 48846
Phone: (616) 527-1420
Fax: (616) 527-0810
Email: lcurtis@ci.ionia.mi.us
Website: www.ci.ionia.mi.us



2022 Meeting Schedule

Regularly scheduled meetings of the DDA are held on the third Wednesday of each month at 8:00AM at City Hall located at 114 North Kidd Street. The public is welcome to attend. COVID 19 guidelines will be maintained.

August 17
September 21
October 19
November 16
December 21

DDA Committees

The Downtown Development Authority welcomes new members to their respective committees. If you have an interest in special events, promotion and marketing or business development, please contact us by calling (616) 527-1420.



Upcoming Special Events

1st Thursday on the Bricks

Downtown Ionia the first Thursday of each month

Ionia Harvest Marketplace

Each Saturday
June 4th to October 1st

El Mariachi Grand Opening
Sunday, August 7th 2pm - 7pm

Triple J's Car Show

Saturday, August 13th
8am - 3pm
Ionia Fairgrounds

Community Awareness Car Cruise for a Cause

Saturday, August 13th
Downtown Ionia 5pm

Mustang Challenge

Saturday, August 20th
Ionia Fairgrounds

Ionia Harvest Market End of Season Celebration

Saturday, August 27th
Market Pavilion with Steele
Street closed from Adams
Street to Main Street.

Street Closure Requests and Permit Process

If you have an upcoming event or special activity that may require street closures, barricades or planned use of the Fred Meijer Grand River Valley Trail system, you must complete the proper application forms and receive prior approval. If you are planning a construction project that includes placing barricades, equipment, trailers or dumpsters in the downtown district, a permit must be submitted for the same. Each require a certificate of liability insurance. We also request all applications / permits be submitted 60 days in advance of the actual event or start of project. For more information, contact the DDA office at (616) 527-1420.

Sign Ordinance Updates

If you are considering replacing or creating new signage for your business, please refer to the Sign Ordinance located in the City of Ionia Code of Ordinances. This revised ordinance located in the City of Ionia website will provide you with full descriptions, illustrations and content to guide you through the process. For more information, contact the Assistant to the City Manager Jonathon Bowman at (616) 527-5147.

Michigan Wizard of Oz Returns to Ionia

The DDA is proud to announce the return of the ever popular Michigan Wizard of Oz Festival. Scheduled for Friday, September 30th and Saturday, October 1st. Downtown will come alive with the Official Characters, contests, arts and crafts, Glinda's Tea Party, and of course, the movie that started it all! The amazing Oz committee is adding a 5K Run / Walk and a Theatre Mystery event to the line up of special activities. This year, we are dedicating the Festival to the memory of Mary Ellen St Aubin who graced us with her presence as our beloved Celebrity Guest each year. Mary Ellen was married to the love of her life Parnell, who was the smallest actor on the set of the original movie "Wizard of Oz". We will always treasure her visits, beautiful smile, quick wit and her kind heart. If you have an interest in becoming a member of the Committee, please contact the DDA office for details. Vendor applications will be mailed soon. If you would like to be added to the list, please call (616) 527-1420.



Optimize Main Street Grant

Optimize Main Street is a pilot program to support place based businesses located in the Main Street Shopping District of a certified Redevelopment Ready Community by providing technology related technical assistance and grant funding. By expanding technology expertise and use of digital tools, participating businesses will aim to refine efficiency in business operations, improve connectivity to customers and / or increase sales. The Optimize Main Street program is implemented through a combination of one-on-one business coaching, a customized learning module, and up to \$2,500 in a technology grant. Examples of eligible expenses include:

- Hardware – computer, laptop, tablet, modem, WIFI equipment, printer, point of sale system, camera, lightbox, or similar equipment to advance technology operations for the business.
- Software – web platform subscriptions including QuickBooks, point of sale, printing, graphic design, content management, email marketing, or similar platforms.
- Contract services from a third party – grantee may work with a small business or third party contractor that has expertise to help grantee meet technology goals, ex. mobile optimization, social media content calendar creation, SEO, email marketing, etc.

General applications will be reviewed by a select committee with two being forwarded for the final determination. MEDC in cooperation with Northern Initiatives will review the two submitted applications to ensure selected businesses meet all eligibility requirements. Once eligibility is determined, MEDC staff will contact selected businesses, notify them of program selection, and introduce them to their business coach at Northern Initiatives. Each business will work directly with their coach to complete program requirements, which must be completed within 45 days from notification of program selection. A grant application is included within this newsletter. Hard copies are also available at the DDA office. Deadline is August 18, 2022.

Grant applications must be submitted to the Ionia Downtown Development Authority office by 4:00PM on Thursday, August 18, 2022.

ENCORE!

Don't Miss Our NEXT Senior DINNER & MOVIE Night:

THURSDAY, AUG. 25

Come for dinner at 5PM at the ICCOA & join us after for the new **"WHERE THE CRAWDADS SING"** movie at the IONIA THEATRE at 7PM.

ICCOA Senior Center: 115 Hudson St, IONIA MI 48846.
Please RSVP by 5pm on WEDNESDAY, AUGUST 17 for meal:
Call (616) 527-5365.

MOVIE NIGHT MENU:

Root Beer Float,
Boneless Chicken Wings & Sauces,
Baked Beans, Coleslaw,
Biscuit, Fresh Fruit.



Suggested donation of \$3 for meal. Movie ticket is additional, to be purchased at Ionia Theatre box office, 205 W. Main St., IONIA MI 488446. Box office phone: (616) 527-3860.

Hosted by Ionia County Commission on Aging and the Ionia Theatre

