



DOWNTOWN DEVELOPMENT AUTHORITY

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To learn more about exciting projects going on in the Village of Paw Paw go to:

PawPaw.net/about/projects

VILLAGE OF PAW PAW

DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority do what we can to bring community togetherness to Paw Paw. We believe that by everyone in the community working together to improve our downtown area, local businesses and organizations can flourish and ensure the prosperity of the community for future generations. Through our efforts, we promote and enhance the commercial core of the community as a way for local businesses to maintain themselves and the downtown area. We care about the well-being of downtown Paw Paw and all our efforts are aimed at helping the downtown area thrive.

UPDATE YOUR FACADE WITH OUR HELP

The Paw Paw Downtown Development Authority works towards enhancing the downtown area by maintaining buildings and their facades. With the facade grant and loan program that the DDA provides, businesses in Paw Paw's downtown can get assistance repairing, constructing, or reconstructing exterior elements of a building such as windows, doors, exterior walls, chimneys, or any other architectural fault. These building and restoration projects preserve the vintage structures of downtown while helping build and improve new ones, ensuring that Paw Paw's downtown remains beautiful.

In the past fiscal year, the DDA has approved 11 grants and paid out on 7 grants. The total pay out YTD is \$16,058.50. Over the course of eleven years, we have awarded approximately \$1,161,090.61 in downtown business support grants.

Grants are available for up to \$5,000 (matching funds) to downtown businesses for facade work to downtown district buildings. Go to www.UncorkPawPaw.com for more information.

NEW BUSINESSES

BLACK TORTOISE GALLERY

826 E. Michigan Ave.

Bryan Gilbert

FARMERS INSURANCE

179 W. Michigan Ave.

Jeri Cooke

OUTPOURING COFFEE HOUSE AND CAFÉ

507 W. Michigan Ave.

Heidi Keister

PAW PAW FIT

231 E. Michigan Ave.

Tabitha Neal

RUBY'S SANDWICH SHOP

110 E. Michigan Ave.

Eric Cook

SWEET BEES

Gluten Free Bakery

228 E. Michigan Ave.

Sarah Scott



EVENTS WE ARE PROUD TO SPONSOR



CHRISTMAS IN THE VILLAGE

The DDA kicks off the Christmas season with the lighting of the village Christmas tree located in front of the Carnegie Center on Friday evening. The event is followed by the Children's Christmas Parade and visits with Santa. This event continues with 4 days of crafts, hot cocoa, cookies and a photo with Santa. Santa had his picture taken with 800 children in 2019. With the additional support from local business, this makes for a great Christmas tradition for local residents and visitors.



MAPLE LAKE CONCERT SERIES

Our 2019 series was a great success and we are excited about the line up for this year. The Maple Lake Summer Concert Series at the Maple Lake Amphitheatre park has a wide variety of musical genres coming from as far as Nashville, TN. The concerts are held every Sunday evening from 6:30pm to 8:00pm. The concert series runs from July through August.



2020 CONCERT SERIES LINE UP

- 7/5 HARPER AND MIDWEST KIND**
World Blues & Roots Music from Australia
- 7/12 CODA BLUE**
Classic Rock Band with Eclectic Edge-local
- 7/19 ANDY BAKER**
Songs from the Heart played from the Soul-local
- 7/26 BRONK BROS**
Country Southern Rock/Americana
- 8/2 THE BLACK RIVER BAND**
Country/Rock
- 8/9 TYPO**
Rock/Country/Pop/Urban Cover Band
- 8/16 KARI LYNCH**
Country/Americana/Pop/Rock
- 8/23 BILLY MACK & THE JUKE JOINT JOHNNY'S**
Vintage Rock/Rockabilly/Lounge/Blues
- 8/30 THE UNKNOWNNS**
Classic Rock/Dance Cover Band



DOWNTOWN DEVELOPMENT AUTHORITY



EVENTS WE ARE PROUD TO SPONSOR (CONT'D)



WINE AND HARVEST & FIREWORKS SHOW

In 2019, the Wine and Harvest Festival helped to draw over 50,000 people to the community. The DDA continues its sponsorship of the Wine and Harvest Festival fireworks show and a portion of the promotional materials. The fireworks are a huge draw for visitors and residents alike and the 2019 show was nothing less than spectacular! The State estimates that each visitor spends \$70 per day and those staying overnight spend even more. The festival fills all three hotels both Friday and Saturday nights of the festival. Based on that statistic, the festival would have an economic impact of \$3.5 million on this community overall.

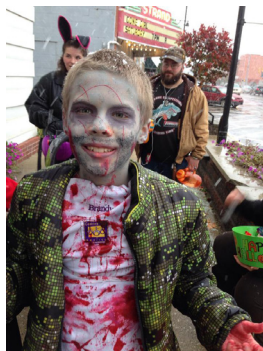
Over 25 non-profit organizations participate in some way, keeping their dollars in the community to support their projects.

Many local businesses have stated that Wine and Harvest weekend is their biggest sales weekend of the year.



DOWNTOWN FLOWER POTS AND HANGING BASKETS

The DDA continues to find ways to beautify the downtown business district. We work collaboratively with Tuttle Florist and Kloosterman Greenhouse, to fill the downtown with beautiful flower pots, hanging baskets and flower beds located in the downtown district.



SAFE TRICK OR TREATING

The DDA and the local downtown businesses host the Safe Treats Trick or Treating event in downtown Paw Paw. The event draws over 900 children and their parents visiting local businesses in the downtown. Even though the weather didn't cooperate last year, the parents and children still enjoyed the experience.

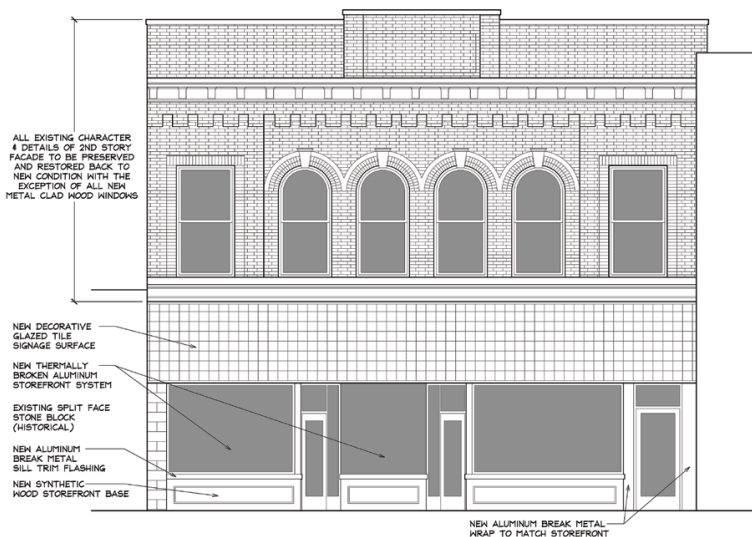


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PROGRESS BEGINS AT 210 E. MICHIGAN AVENUE

The Barton Group is working on this \$1,276,276 project which is being partly funded by a Community Development Block Grant from MEDC of \$584,183 and a Revolving Loan Fund contribution of \$86,000 from the county. The project will include the creation of retail space on the first floor and four, 2-bedroom apartments on the second floor. These improvements will remove blight, improve economic activity in the downtown, and provide additional housing opportunities. The new roof has been installed, abatement/demolition is complete and waiting for contractor mobilization.



RIVER TRAIL MAINTENANCE

The DDA donated to the maintenance of the Paw Paw River Water Trail project. This trail connects to Maple Lake where the village installed a new kayak launch this past year.

PAW PAW IS GOING GREEN

The Village is now collecting rain to be used in watering the downtown flowers. Just 1/10 inch of rain on a 1,000 sq. ft. roof can fill a 60-gallon rain barrel. Over the course of a year, 1 barrel will help reduce water use by about 1,400 gallons.

PUBLIC ACCESS CHANNEL

Channel 12 is now live and on the air. We have the opportunity to feature local information. Don't miss out on your chance to promote your business or event. Please email Kim Otten at kimo@bcistaff.net for more information.

PAW PAW VISITOR GUIDE

The DDA worked with the Southwest Michigan Visitors Bureau to develop a pamphlet that highlights local business and things to do in the area. This promotional pamphlet is handed out at the local hotels and visitor centers.

NEW VILLAGE ALERT SYSTEM

Nixle is a notification system that will send important messages immediately to subscribers through text or email. Messages may include information about power outages, detours, emergency information, and more. To receive alerts, advisories, and community information for the Village of Paw Paw either text 49079 to 888777 or sign up online at <https://local.nixle.com/register/> You will only receive community messages if you specifically opt in to those messages.



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