



FUNDING PROPOSAL

JUNE 1, 2026

■ **CITY OF BUCHANAN DOWNTOWN DEVELOPMENT AUTHORITY**



PREPARED FOR

TRACY MAST, Chair
JOSEPH WILLIAMS, Vice Chair

DOWNTOWN DEVELOPMENT AUTHORITY

302 N Redbud Trail
Buchanan, MI 49107

tmast@cityofbuchanan.com
jwilliams@cityofbuchanan.com

**BUCHANAN
BUSINESS
BOOSTERS**

PREPARED BY

DENNIS MORI, President
JENNIFER MARTELL, Member

BUCHANAN BUSINESS BOOSTERS

moriconi2024@outlook.com
jmartell@apexintegrated.net

EXECUTIVE SUMMARY

The Buchanan Business Boosters is respectfully requesting that the DDA make an investment of \$1,500 for the purchase and installation of OPEN signs at every business downtown (Red Bud Trail to Oak, Chicago to Dewey). A coordinated downtown OPEN sign program is a simple, cost-effective beautification initiative that improves business visibility, enhances the customer experience, and reinforces a unified downtown identity. By helping businesses present a consistent and welcoming appearance while drawing people inside of the businesses that are open, the DDA can make a visible investment in the success of the entire downtown district.



ORGANIZATION OVERVIEW

The Buchanan Business Boosters exists to bring together all business owners, organizations and community members who believe Buchanan matters. Through collaboration, events and community-driven initiatives, we work to strengthen downtown, support local businesses and create a vibrant community for residents and visitors alike.



PROJECT DESCRIPTION

As Buchanan continues to invest in creating a vibrant, welcoming, and visually appealing downtown district, consistent signage presents an opportunity to further strengthen the customer experience while enhancing the overall appearance of our business corridor.

GOALS & OBJECTIVES

The proposed signs would:

- Create a uniform and professional appearance throughout downtown.
- Improve visibility for visitors and residents by clearly identifying businesses that are open and welcoming customers.
- Strengthen the visual identity of downtown Buchanan.
- Support small businesses by reducing the individual cost of purchasing and installing quality signage.
- Demonstrate the DDA's continued commitment to investing in initiatives that benefit the entire downtown business district.

RECOMMENDATION

The proposed sign style, which is visible at RiverTown Gallery & Studio located at 111 Main St serves as an example of a cohesive design that could be adopted across participating businesses. While each business maintains its unique identity, a consistent "OPEN" sign program would provide a recognizable visual element that unites the district and contributes to a more polished downtown atmosphere.



ANTICIPATED COST

We are estimating a total budget of \$1,500 based on the list price on Amazon of \$59.99 per two kits. There are an estimated 40 storefronts on Front St, Days and Main St between Red Bud Trail and Oak.

The kits are currently on sale for \$52.99 per two.

$\$52.99 \times 20 = \$1,059.80$ plus labor

This relatively small investment would provide a lasting visual improvement while supporting local businesses and reinforcing the welcoming character of downtown Buchanan.