## 2023 PROJECTS

**DESIGN** Installed String Lights

Began Library Mural Project Restored Mel Ravish Memorial Board Designed Sign for US 12 Based on Historic References

Designed Replica Historic Signage for The Hometown & Co.

**PROMOTION** Installed Sign on The Common

Designed Signs for McCoy Creek Trail

Created Attractions Map

Created Positive Press about Buchanan

Served on Local Tourism Committees to

Advance Buchanan's Tourism Efforts

**Initiated Munchie Mondays** 

Created Website and Social Media

**ECONOMIC** Opened Business Incubator Provided Business Support Services VITALITY Brought 4 New Businesses Downtown Supported Partners and Local Businesses in Grant Identification and Creation

ORGANIZATION Created an Historic Reference Library Established Important Relationships with Partner Organizations, Businesses, and Individuals Finished Application to become a designated Michigan Main Street



## 2024 PROJECTS & GOALS

**DESIGN** Two Directional Signs on US 12 Install Replica Historic Signage for The Hometown & Co. **Install Library Murals** Complete Master Plan for The Common

**PROMOTION** Promote "I < 3 My Library" Campaign Install Signs for McCoy Creek Trail Build on Positive Press about Buchanan Continue and Improve Munchie Mondays Build Social Media Impact Publish Buchanan Visitor Guide **Amplify The Common Concert Series** Create and Promote Buchanan Lifestyle Social Media Videos Create and Launch Annual Marquee Event

ECONOMIC Maintain Business Incubator Operations VITALITY Provide Business Support Services Seek Long-term Placement for Businesses in Our Community Source New Businesses for 2025 Cohort Support Partners and Local Businesses

in Grant Identification and Creation

**ORGANIZATION** Strengthen Relationships with Partner Organizations, Businesses, and Individuals

Update and Resubmit Application to become a designated Michigan Main Street

Seek Grants and Fundraising Opportunities to Enhance Program Goals: Cultivate Entrepreneur & Investment Pipeline,

Diversify Downtown Business

Open Business Incubator

<u>1st Quarter</u> 2nd Quarter 4th Quarter 3rd Quarter **ORGANIZATION** Nonprofit Creation Goals: Build Organizational Achieved MMS "Engaged" Status Capacity, Build Partnerships Across Sectors Grant Applications, Funding Strategy, Partner Relations **PROMOTION** Build Website & Social Media Presence Goals: Support Buy-Local Experience, Promote Unique US 12 Billboard, The Common Sign, McCoy Creek Trail Markers, Attractions Map Community Assets Days Avenue Activation: Munchie Mondays DESIGN Days Avenue Activation, Gustavsen Lot, Ravish Memorial Board Goals: Create a Sense of Days Avenue Activation: Library Art Project Vibrancy, Places for Lingering, People-Centered Public Spaces Days Avenue Activation - String Lights **ECONOMIC** Source Funding & Location for Incubator VITALITY Source Small Business Start-Ups & Outfit Incuabator

