

Douglas Downtown Development Authority
City of Douglas
87 W. Center Street
Douglas, MI 49406

Dear Douglas DDA Board Members,

I am writing to you in response to the recent letter from John Thomas regarding the Farmer's Market held in downtown Douglas. As a business owner in this vibrant community, I feel compelled to address his concerns and highlight the significant benefits the market brings to both our local businesses and the community at large.

First and foremost, the Farmer's Market serves as a vital attraction that draws people into our downtown area. While Mr. Thomas expresses concern about competition, the reality is that the market increases foot traffic, creating more opportunities for all businesses to engage with potential customers. The influx of visitors who come to enjoy the market often explore other shops and dining options, thereby boosting the local economy, and helping to sustain our businesses.

Moreover, the variety of offerings at the market, including items beyond traditional farm produce, enriches the experience for visitors. This diversity not only supports local artisans and vendors but also caters to a wider audience, making downtown Douglas a more dynamic and appealing destination. Markets like these enhance a sense of community and collaboration, which are essential for the growth and prosperity of our town.

It's important to recognize that the presence of the Farmer's Market is not a threat, but rather an opportunity to embrace. The market creates a lively atmosphere and showcases the uniqueness of our area, drawing attention to the charm and character that make Douglas a special place to live, work, and visit.

I believe that dismissing the market as harmful is an overly simplistic view that overlooks its broader economic and social contributions. We should focus on leveraging such events to complement and enhance the success of our businesses, rather than viewing them through a narrow lens of competition.

Thank you for your continued support and efforts in making downtown Douglas a thriving community. I look forward to future collaborations that will help all of us succeed together.

Sincerely,

A handwritten signature in black ink, appearing to read "Aleshia Balmer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Aleshia Balmer