



# 2020 ANNUAL REPORT



Kalamazoo Downtown  
**PARTNERSHIP**

# WHERE WE ARE NOW

Last year brought a series of unprecedented and unpredictable events. From the onset of a pandemic to marches for racial justice, 2020 was a year of growth, working through challenges, confronting truths and finding common ground.

In the face of the challenges that 2020 presented, our City's culture of collaboration and spirit of innovation has never been more evident than it is today. Last year's accomplishments demonstrate the community's ability to band together to support one another and local businesses; the willingness to get creative and act quickly; and the outpouring of love for Downtown Kalamazoo, a place so special to our City and region.

Our downtown businesses are a vital component of our community - their employees are our friends, neighbors, and family. The Partnership remains unwavering in its commitment to ensure a thriving, successful and equitable downtown, where all are welcome, diverse voices are heard, and opportunities are accessible.

As we reflect on the year behind us, we are grateful for your continued support for the future of our incredible downtown. We also want to recognize the hard work and dedication of each of the staff members at the Partnership in the last year. Their ability to adapt, pivot and innovate in a trying environment made a significant impact across the downtown. As we look forward, we feel energized, optimistic and excited by the great potential that exists in this community.

The Partnership invites you to review the work we did in support of downtown Kalamazoo in the following report.

**ANDREW HAAN**

*Kalamazoo Downtown Partnership President*

**TOM SHUSTER**

*Kalamazoo Downtown Partnership Board Chair*

**GRANT FLETCHER**

*Downtown Development Authority and Kalamazoo Downtown Economic Growth Authority Board Chair*

**KEN MILLER**

*Downtown Tomorrow, Inc. Board Chair*

# ABOUT US

The Kalamazoo Downtown Partnership is a 501(c)3 non-profit organization that works with both the public and private sectors to preserve and enhance Kalamazoo's downtown across four areas of impact: People, Place, Experience and Growth. In conjunction with our affiliate organizations, we manage a full range of activities to improve our downtown, including placemaking and public space management, marketing and promotion, event coordination, capital and mobility improvements, and business development and attraction, in order to establish Downtown Kalamazoo as an accessible, diverse and thriving urban center.

Our organization and the work we do is driven by community input. We work directly with 125+ members of the community who serve on our Partnership Board, affiliate organization Boards, and four Citizen Coalitions. Their voices guide our organizational goals and priorities, helping our organization to have a tangible, positive impact on downtown.

# OUR TEAM



**ANDREW HAAN**  
*President*



**JENNIFER KITSON JELENEK**  
*Chief Operating Officer*



**DEB HOUSEMAN**  
*Finance Director*



**SUE HUGGETT**  
*Events Director*



**MEGHAN BEHYMER**  
*Communications + Marketing Manager*



**ALLYSON DYKSTRA**  
*Office Coordinator*

## Special congratulations to

*Shar Stockwell, Finance Assistant, and Deb Houseman, Finance Director, on their retirements! We wish them each the best as they start new chapters and thank them for the contributions they made to our organization over the years. You will both be missed!*

# COVID-19 RESPONSE

As the nation took action to slow the spread of COVID-19, our team worked quickly and diligently to figure out how to support downtown businesses, innovating and adapting to help keep downtown open for business.



## GIFT CARD STIMULUS

In March 2020, following state announcements that all bars and restaurants would be closed to dine-in service, our team launched a series of initiatives to provide immediate and direct support for downtown businesses. At the top of that list was the Downtown Kalamazoo Gift Card Stimulus.

The Partnership committed to purchasing gift cards for customers in the amount of \$25 to a downtown business of their choice, and to adding an additional \$10 to that amount from our organization. Members of our team collected, coordinated and collated all gift cards, mailing them directly to purchasers as health officials recommended social distancing and limiting unnecessary trips.

In less than 72 hours, more than 350 community members purchased 1,000 gift cards. In an additional two days, the community had purchased another 1,000 gift cards, bringing in \$70,000 directly to businesses in five days. The initiative drew nationwide attention and was replicated in communities across five different states.

## CURBSIDE PICK UP STATIONS

In Spring 2020, our team partnered with the City of Kalamazoo to deploy dedicated curbside pick-up locations to keep spaces available for pick-up and takeout orders. In the Fall, we worked to formalize 25+ 15-minute pick-up stations with painted curbs and official signage to keep quick parking available.

## OUTDOOR EXPERIENCE GUIDE

In Summer 2020, the Partnership worked in collaboration with the City of Kalamazoo to allow businesses to expand operations onto sidewalks and parking spaces, setting up shop outdoors and seating for outdoor dining. The initiative brought activity and new life to downtown streets.

## WINTERIZATION GRANTS

In Fall 2020, the Partnership teamed up with United Way of the Battle Creek and Kalamazoo Region, offering \$10,000 to make additional funding available to downtown businesses for winterization through the Kalamazoo Small Business Health Protection Grant. The grant is administered through the United Way of the Battle Creek and Kalamazoo Region in partnership with the City of Kalamazoo, with downtown businesses being eligible for up to \$1000 to cover costs of winterizing business operations.

### Grant Recipients



### BY THE NUMBERS

**\$70K** directly to downtown businesses in 5 days  
**2000+** gift cards purchased across 66 downtown businesses  
**660+** community members purchased gift cards

## MARKETING CAMPAIGNS

Our team launched a series of marketing campaigns to rally support for downtown businesses.

- ▶ COVID-19 Business Support campaign focused on promoting business products and services (14K engagements)
- ▶ COVID-19 Business Stories campaign told the stories of business owners + their challenges amid the shutdowns due to the pandemic (6K engagements)
- ▶ Outdoor Experience campaign highlighted the outdoor, socially-distant ways to enjoy downtown (3.5K engagements)



### THANK YOU TO RHINO MEDIA

for donating their time and talent to bring to a life a video telling the stories of downtown businesses and showing the community how important it is to support local.



## SURVEYS

In May and June 2020, the Partnership conducted two surveys: first, to assess the impact of COVID-19 on downtown businesses, and second, to determine the comfortability of visitors in downtown Kalamazoo. The responses from these surveys helped inform our programs, services, and initiatives going forward.

### KEY BUSINESS IMPACTS

- 95% of businesses reported lost revenue
- 45% reported a decrease in revenue of more than 75%
- 59% of businesses reported having to lay off employees
- 42% reported moderate to very high likelihood of permanent closure if crisis continued
- 94% of businesses applied for federal, state and/or local financial assistance
- 81% of businesses received federal, state and/or local financial assistance



# UNITING FOR DOWNTOWN

In July 2020, the Downtown Kalamazoo Restaurant and Retail Association (DKRRA) voted to dissolve and transfer activities to the Kalamazoo Downtown Partnership - a decision that seeks to bring more resources and support to the downtown business community.

The Partnership is honored to be entrusted as a representative of the downtown business community's voice and with DKRRA's mission. Together, the Partnership and DKRRA leadership are certain that consolidating efforts under the Partnership's leadership will result in strengthened access for and communication to downtown businesses.

# KEEPING IN TOUCH

In November 2020, the Kalamazoo Downtown Partnership launched monthly Downtown Business Network Meetings for the downtown business community to share updates and information. Join us virtually on the first Thursday of each month at 8:15 a.m. and sign up for our weekly business newsletter by email.



# SIGN GRANTS FOR DOWNTOWN BUSINESSES

Congratulations to Colors & Cocktails on their new sign, installed in Fall of 2020! Colors & Cocktails was a recipient of a sign grant from the Kalamazoo Downtown Partnership, which reimburses 50% of the cost of a new sign up to \$1000. Want to know more? Find the application on our website's Do Business page.

# PUBLIC RESTROOM DOWNTOWN

Partnering with the City of Kalamazoo, the Kalamazoo Downtown Partnership purchased and installed outdoor restrooms in order to address the lack of available public restrooms in downtown. The "Portland Loo" branded public restroom, now renamed the Kzoo Loo, opened to the public in November 2020 at the northwest corner of the City-owned parking lot at 108 E. Water Street, directly behind the KVCC Center for New Media. The Kzoo Loo includes a handwash basin, baby changing table, sharps container and an upgrade for a cold-weather toilet. The Kzoo Loo is open 24 hours a day, 7 days a week.



**1 ROSE ST. NUTRITION**  
402 S. Rose St.



**2 BEOWOOF PET SHOP**  
428 S. Burdick St.



**3 KALAMAZOO FASHION HOUSE**  
426 S. Burdick St.



**4 GOLD & SASS**  
356 S. Kalamazoo Mall



**5 BALLET KALAMAZOO**  
354 S. Kalamazoo Mall



**6 GREAT LAKES THRIFT CO.**  
328 S. Kalamazoo Mall



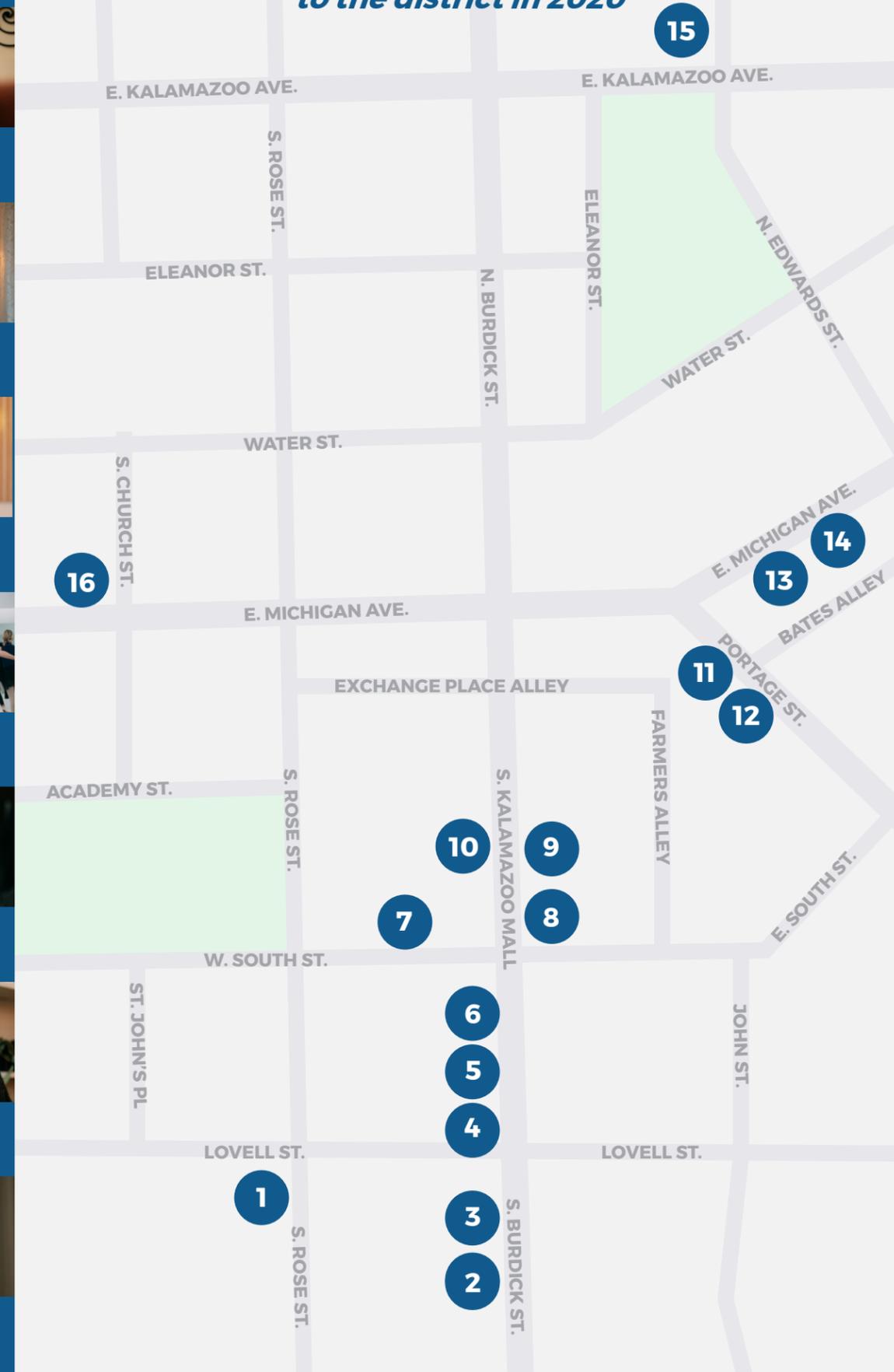
**7 MASON JAR PLANT SHOP**  
116 W. South St.



**8 BEE JOYFUL**  
243 S. Kalamazoo Mall

# NEW IN THE NEIGHBORHOOD

*Downtown Kalamazoo welcomed  
**16 new businesses**  
to the district in 2020*



**9 THE WAITING ROOM**  
235 S. Kalamazoo Mall



**10 COLORS & COCKTAILS**  
240 S. Kalamazoo Mall



**11 TWO TWINS COFFEE**  
124 Portage St.



**12 NEXT DOOR WINESTORE**  
128 Portage St.



**13 BENNY DICARTA'S**  
232 E. Michigan Ave.



**14 SAMSON'S BARBERSHOP**  
254 E. Michigan Ave.



**15 TIN CAN BAR**  
167 E. Kalamazoo Ave.



**16 TRIM SALON**  
302 W. Michigan Ave.

# CHEERS!

Downtown Kalamazoo is now home to the downtown Social District and within it the Central Commons Refreshment Area. Established in August 2020 and operational in September 2020, visitors can grab a cocktail from a participating business and enjoy it while strolling and shopping downtown.

## HOW IT WORKS

### BUY YOUR OWN BEVERAGE

Official cups only, purchased from a participating business. **NO GLASS, NO BOTTLES, NO CANS.**

### STAY LOYAL TO YOUR LOGO

Don't bring in beverages from other businesses.

### RESPECT BOUNDARIES

Know where to drink - scan QR code and look for boundary signs in the district.

### LAST CALL

Sunday – Thursday 10 a.m. – 10 p.m.  
Friday & Saturday 10 a.m. – 12 a.m.

### DRINK IT NEAT

Recycle or dispose of your cup properly.

### KEEP IT GLASSY

Drink responsibly.  
Enjoy Downtown.



### PARTICIPATING LOCATIONS

- |    |  |    |                                |
|----|--|----|--------------------------------|
| 1  | 600 Kitchen & Bar                                | 12 | Kalamazoo State Theatre        |
| 2  | Old Dog Tavern                                   | 13 | Harvey's on the Mall           |
| 3  | Water Street Coffee                              | 14 | Blue Dolphin + Papa Pete's     |
| 4  | Bell's Eccentric Cafe <i>+coming summer 2021</i> | 15 | Central City Tap House         |
| 5  | Tin Can Kalamazoo                                | 16 | The Stamped Robin              |
| 6  | Hilton Garden Inn                                | 17 | LFG Gaming Bar                 |
| 7  | Final Gravity Brewing Co.                        | 18 | The Wine Loft                  |
| 8  | Webster's Prime                                  | 19 | Olde Peninsula Brewpub         |
| 9  | Old Burdick's Bar and Grill                      | 20 | fuze kitchen + bar             |
| 10 | Principle Food and Drink                         | 21 | Green Top Tavern               |
| 11 | Taco Bob's                                       | 22 | Tempo Vino Winery of Kalamazoo |

**75K**

*cups sold in first four months of program*

**\$500K+**

*estimated economic impact in drink sales in 2020*

# DOWNTOWN DOLLARS

The Downtown Dollars program aims to support downtown businesses by encouraging local investment, working like a gift card that is redeemable at 50+ participating downtown restaurants, shops, and businesses.



Last year marked the first full year in operation under a new electronic system, introduced in late 2019. Downtown Dollars can now be purchased via credit card online, sent via email, and redeemed via QR code directly from your phone or printed off. The new system also paved the way for our organization to lead multiple promotions to encourage supporting local businesses and spending downtown. Because of these changes and promotions, the number of Downtown Dollars in circulation increased by tenfold in 2020.

<b>BY THE NUMBERS</b>	<b>\$198K</b> <i>Downtown Dollars purchased in 2020</i>	<b>\$66K</b> <i>Downtown Dollars redeemed in 2020</i>	<b>50</b> <i>participating downtown businesses</i>	<b>26</b> <i>new participating businesses in 2020</i>
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## HOLIDAY PROMOTIONS

During the holiday season, the Kalamazoo Downtown Partnership and Consumers Energy invested a total of \$70,000 in several Downtown Dollars holiday promotions. This investment resulted in nearly \$200,000 total Downtown Dollars in circulation. Since the start of the holiday promotions in November, more than \$75,000 in Downtown Dollars has been spent in downtown businesses.

### Buy \$20, Get \$5

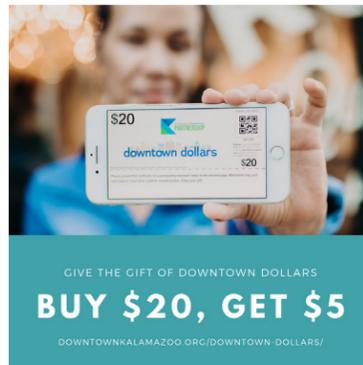
In November, the Kalamazoo Downtown Partnership launched a holiday promotion, gifting \$5 Downtown Dollars for every \$20 purchased.

### Consumers Energy "Our Town" - Twice as Nice Flash Sale

In December, the Kalamazoo Downtown Partnership was thrilled to announce its "Twice as Nice" Downtown Dollars flash sale funded by Consumers Energy, which matched all purchases of Downtown Dollars one-for-one. The promotion was part of Consumers Energy's "Our Town" initiative, which invested more than \$500,000 to support local shopping in 55 Michigan communities.

The first round of the flash sale brought such success, selling out in 6 hours across nearly 4,000 certificates, that Consumers Energy offered additional funding to continue the one-for-one match. The second round of the flash sale sold out in less than 20 minutes across nearly 1,800 certificates.

The Partnership extends a sincere thanks to the team at Consumers Energy for their investment in our community.



# MURALS

Amidst Black Lives Matter marches for racial justice in June 2020, the Kalamazoo Downtown Partnership worked with Dream Scene Creative Placemaking to organize a group of artists to paint murals on boarded up businesses downtown, reaching out specifically to BIPOC artists with the intent of offering a platform to voices who have historically been underrepresented in our community and our downtown. The murals brought color, vibrancy and creative expression to downtown storefronts.

Once boards were removed from businesses, the Partnership relocated all murals to the Arcadia Creek Festival Place for display during the summer season. The Partnership then worked with community partners to identify opportunities for the murals to have a longer-term presence downtown, remaining accessible to the public.

In September 2020, the Kalamazoo Valley Museum (KVM) accepted nearly a dozen pieces from the mural project as part of its mission to collect, preserve, and promote the region's history, but also a part of its strategic commitment to become a more diverse, equitable, accessible and inclusive museum.

In October 2020, the Black Arts & Cultural Center requested use of 10 murals for a temporary exhibit entitled "Make Room" in the Epic Center downtown.

## THANK YOU

Dream Scene Creative Placemaking | *for their partnership*  
Douglas & Son Inc. | *for the donation of paint and materials*

Most of all, thank you to all of the artists who brought to life 29 murals, including:

- |                          |                        |
|--------------------------|------------------------|
| <b>ASHANTE COLLINS</b>   | <b>ALEXANDER LADD</b>  |
| <b>DEVONTE FRASER</b>    | <b>JOELLE MCINTYRE</b> |
| <b>BLAKE EASON</b>       | <b>AUDREY MITTEN</b>   |
| <b>SHAQUONA ESPINOZA</b> | <b>ELLEN NELSON</b>    |
| <b>LAUREN GARNETT</b>    | <b>LESLEY SERRI</b>    |
| <b>CATHY GERMAY</b>      | <b>KIARA SIMS</b>      |
| <b>CATALINA GONZALEZ</b> | <b>HILLARY SNYDER</b>  |
| <b>CALVIN GREEN</b>      | <b>JASON STOKES II</b> |
| <b>WILLIAM HAYS</b>      | <b>KEAKA STOKES</b>    |
| <b>ALEX HOYLE</b>        | <b>SAMARA WOOLFOLK</b> |

**MANDY CLEARWATERS + WINCHELL ELEMENTARY STUDENT ARTISTS**



# EVENTS + PROGRAMMING

As 2020 unfolded, our team worked quickly to adapt all events and programs to be safe and socially distant, respecting State regulations. The challenge of COVID-19 inspired our team and organization leaders to innovate and think outside the box, resulting in new programs, new partners and new takes on annual traditions.



## BEATS ON BATES

Beats on Bates is a free live music series on Wednesday evenings from June through September, adding ambiance to a meal and drinks on the parklets under the beautiful lights of Bates Alley. As restaurants started to open up again, this provided a great socially distant, outdoor activity for downtown visitors.

- ▶ 105 artists employed
- ▶ 15 days of socially distant programming

## KALAMAZOO MALL MARKET New!

As businesses opened up again in May and June, the Kalamazoo Mall Market brought live music every Friday to Downtown Kalamazoo and encouraged businesses to bring their retail and dining to the streets to create a safe, socially distant downtown experience. The event brought new life and activity to downtown after months of closures and limited operations. Live music was scheduled weekly June through September.

- ▶ 34 artists employed
- ▶ 12 days of socially distant programming
- ▶ 10 business participants

## WORKOUT WEDNESDAYS

Wednesday classes stayed 6 feet apart this summer as the Partnership invited businesses and studios out to help get people moving outdoors. Workout Wednesday classes are free for all participants and held weekly in Bronson Park during summer months.

- ▶ 13 businesses offered classes
- ▶ 13 days of socially distant programming

## SKELETOUR

Skeletons lined the streets for the second annual Metro Toyota SkeleTour in downtown Kalamazoo – a month-long celebration when downtown streets welcome more than 50 skeletons decorated to represent local businesses. This year, all activities stayed socially distant, featuring live music, an outdoor family movie, a kids puzzle activity, “skelfie” giveaways, and a bar crawl passport for beverage lovers to complete on their own.

- ▶ 52 Skeletons representing 40 businesses
- ▶ 30 days of socially distant programming
- ▶ 11 artists employed
- ▶ 19 block faces activated
- ▶ 16 bar crawl business participants

## HOLIDAY MALL MARKET New!

In 2020, the Kalamazoo Downtown Partnership declared all Saturdays in December “Small Business Saturday,” launching an outdoor holiday market to encourage safe, socially distant shopping during the holiday season. Above and beyond state health regulations, we asked the community to wear masks when appropriate and continue to maintain 6 feet of distance. The market opened opportunities to support local businesses and entrepreneurs.

- ▶ 51 participating vendors
- ▶ 92% of vendors women- or minority-owned
- ▶ 700 total shoppers over three days

## WINDOW DECORATING

Returning for its third year, the Winter Window Decorating contest brightened up downtown business storefronts with winter- and holiday-themed paintings, decorations and lights.

- ▶ 18 of block faces
- ▶ 26 participating businesses

Congratulations to 2020 winner: Ballet Kalamazoo

## WREATH PHOTO-OP New!

Did you see our new 12-foot wreath along Devisser Alley this year? The new addition to our holiday decorations is a great spot for a festive family photo.

## SANTA SIGHTINGS + LETTERS TO SANTA New!

In a new take on Santa’s Workshop, Santa and Mrs. Claus braved the Michigan winter temperatures and waved to children from Old Burdick’s patio at the Radisson Plaza Hotel. Families waited outdoors, 6 feet apart, to wave to Santa and capture a socially distant holiday photo Thursdays through Sundays in December. Downtown Kalamazoo also welcomed Black Santa and Black Mrs. Claus for the new Santa Sightings event. As part of the experience, children received take-home letter writing kits to make their holiday wishes known to Santa. Mailboxes were placed throughout the downtown to ensure quick delivery to the North Pole.

- ▶ 14 days of socially distant programming
- ▶ 1,950 letters to Santa distributed
- ▶ Black Mrs. Claus joined Black Santa in her inaugural debut in downtown



## IN 2020, THE KALAMAZOO DOWNTOWN PARTNERSHIP:

- ▶ Coordinated 138 days of downtown programming
- ▶ Employed 252 individuals through events + programming, 41% of which were minorities and/or women



# MARKETING DOWNTOWN

As part of our role, the Kalamazoo Downtown Partnership works to market and promote downtown and its businesses, highlighting events, offerings and experiences that make our downtown unique.

In 2020, the Partnership invested a total of \$150K in marketing and communications and doubled its staff capacity to support downtown businesses through marketing. This strategic investment in marketing and communications resulted in increased engagement and direct support to downtown businesses.

## NEWSLETTER

- ▶ Community newsletter subscribers increased by 26% (3.4K)
- ▶ Launched a weekly downtown business newsletter keeping 250+ downtown businesses up-to-date and engaged with downtown programs and initiatives.

## MARKETING

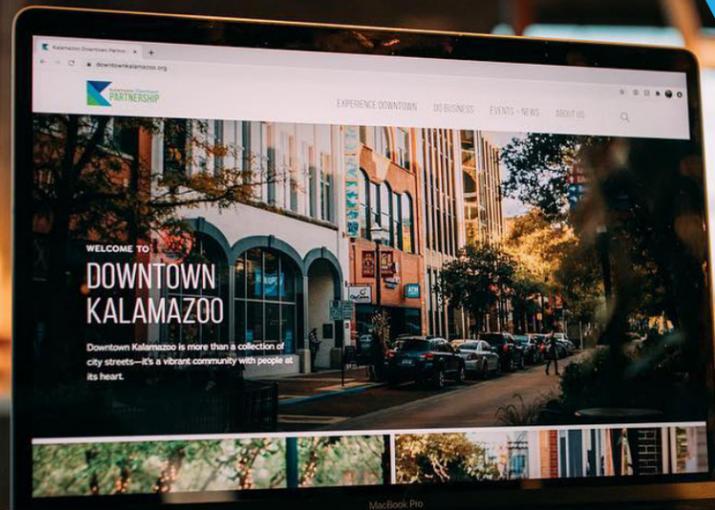
- ▶ 1.5M impressions
- ▶ 125 days of external advertising
- ▶ Worked with four companies to promote and market downtown - Mlive, Midwest Communications, WMUK and KzooKids
- ▶ Created 50+ pieces of marketing collateral promoting downtown programming and initiatives

## MEDIA

- ▶ 100+ media mentions of Kalamazoo Downtown Partnership events, initiatives and projects

## WEBSITE REFRESH

In September 2020, the Kalamazoo Downtown Partnership unveiled its new website, redesigned to better capture and showcase the downtown Kalamazoo community. The new site added valuable functions and features, offering simple and efficient access to downtown information and a user-friendly experience on all devices.



# SOCIAL MEDIA

With the onset of the pandemic, social media became increasingly vital to communicate with the public, particularly how to best support downtown businesses as closures reduced their bottom lines significantly.

- ▶ Launched our first-ever Instagram Takeover with 5 businesses during Restaurant Week
- ▶ Developed shareable food and retail guide graphics outlining how to dine and shop in downtown
- ▶ Featured the Central Commons Refreshment Area as a perfect way to enjoy downtown outdoors



# BY THE NUMBERS

**56K**  
followers  
↑ 3.7%

**3.5M**  
impressions  
↑ 61.1%

**130K**  
engagements  
↑ 86.2%

**30**  
campaigns

**BY THE NUMBERS**

- 109%** increase in page visits
- 147%** increase in users
- 59%** increase in average time on page
- 224%** increase in mobile users
- 166%** increase in visitors outside of Michigan

## NEW FEATURES

- ▶ Interactive maps of downtown businesses, residential buildings, available commercial properties, development activity
- ▶ News section where visitors can find news articles relevant to downtown, press releases and archived downtown newsletters
- ▶ Resource database for entrepreneurs, downtown businesses, developers and property owners
- ▶ Added transparency and accessibility through our About Us pages
- ▶ Events calendar featuring community events in downtown and marquee events coordinated by the Kalamazoo Downtown Partnership
- ▶ Pages targeted at prospective and current downtown residents, users looking for information about transportation and parking, and those coming from out of town for a visit

## FISCAL YEAR 2020 APPROVED BUDGET

### Revenues

**Service Agreements** \$486,617  
**City Support** \$759,210  
**Philanthropy + Grants** \$511,300  
**Sponsorships** \$52,000  
**Other** \$148,200

**Total Revenues \$1,957,327**

### Expenses

#### People

\$293,447  
*Clean, Safe + Welcome Initiatives  
 Engagement, Surveys + Feedback*

#### Place

\$385,537  
*Public Space Investment, Streetscape Improvements,  
 Mobility/Street Interventions, Maintenance + Beautification*

#### Experience

\$498,718  
*Marketing + Communications, Events, Public Art*

#### Growth

\$114,652  
*Business Retention + Recruitment Initiatives  
 Business Development + Retail Support Events*

#### Project Incentives

\$48,900

#### Administration + Overhead

\$616,073

**Total Expenses \$1,957,327**

## FISCAL YEAR 2021 APPROVED BUDGET

### Revenues

**Service Agreements** \$836,482  
**City Support** \$269,210  
**Philanthropy + Grants** \$478,000  
**Sponsorships** \$40,000  
**Other** \$246,960

**Total Revenues \$1,870,652**

### Expenses

#### People

\$261,277  
*Clean, Safe + Welcome Initiatives  
 Engagement, Surveys + Feedback*

#### Place

\$266,987  
*Public Space Investment  
 Maintenance + Beautification*

#### Experience

\$362,785  
*Marketing + Communications, Events, Public Art*

#### Growth

\$325,777  
*Business Retention + Recruitment Initiatives  
 Business Development + Retail Support Events*

#### Administration + Overhead

\$653,728

**Total Expenses \$1,870,554**

## STRATEGIC FOCUS 2021 KEEP DOWNTOWN OPEN FOR BUSINESS



### IDENTIFY INNOVATIVE SOLUTIONS FOR OUTDOOR SPACES

**Outdoor Experience Initiative**  
**Central Commons Refreshment Area**  
**Curbside Parking Stations**  
**Ambassador Program**



### MARKET, PROMOTE + SUPPORT DOWNTOWN BUSINESSES

**Marketing + Communications**  
**Downtown Dollars**  
**Small Business Saturday**  
**Community Perception Survey**



### DRIVE FOOT TRAFFIC DOWNTOWN

**Socially distant events + programming**  
**Outdoor markets**  
**Public art**  
**Seasonal lights + decorations**



### ACTIVATE VACANT SPACES

**Pop-up Program**  
**Pedestrian counts**  
**Multi-sector Growth Plan**

# 2020 BOARD + COALITION MEMBERS

As we look back on the year, we would like to take this opportunity to thank our Board and Coalition members for their hard work and commitment in helping create a more vibrant, more active, economically thriving downtown. Thank you for bringing your expertise, insight and passion for downtown to each meeting, each working group. Your leadership has had, and will continue to have, tangible impact on our community.

## DOWNTOWN DEVELOPMENT AUTHORITY + KALAMAZOO DOWNTOWN ECONOMIC GROWTH AUTHORITY

Jeff Breneman  
Grant Fletcher (Chair)  
Stephanie Hinman  
David Anderson  
Susan Lindemann (Vice Chair)  
Patti Owens (Treasurer)  
Ryan Wieber  
Carl Brown  
Bob Miller (Secretary)

## DOWNTOWN TOMORROW INC.

Jim Barnum (Vice Chair)  
Jeff Eckert  
Jack Hopkins  
Ken Miller (Chair)  
Mike Way  
Caroline Ham (Secretary/Treasurer)  
Larry Lueth  
Steve East  
Cindy Stewart  
Bob Miller  
Marilyn Schlack

## KALAMAZOO DOWNTOWN PARTNERSHIP

Elyse Brey  
Robert Cinabro (Treasurer)  
Nnamdi Dike  
Greg Dobson  
Jim Escamilla  
Grant Fletcher  
Bjorn Green  
Lisa Henthorn  
Bob Lewis  
Clarence Lloyd  
Sean McBride  
Beth McCann  
Greg Milliken  
Derek Nofz (Secretary)  
Margaret Patton  
Jim Ritsema  
Cindy Stewart

Martha Todd  
Andy Wenzel  
L. Marshall Washington  
Susan Watts (Vice Chair)  
Chris Zeigler  
Chris Shook  
Tom Shuster (Chair)

## COALITION FOR PEOPLE

William Atkinson  
Margy Belchak  
Jamauri Bogan  
Pam Burpee  
Jennie Cook  
Devon Crahan  
David Feaster  
Connie Ferguson  
Ed Genesis  
Daniel Hamilton  
Brooke Kolodziejczyk  
Yolonda Lavender  
Erika Brown  
Lorena Masterson  
Alison Nuismer  
Margaret Patton (Chair)  
Rick Searing  
Tera Staten  
Amil Alwan

## COALITION FOR PLACE

Curt Aardema  
Keegan Adriaance  
Hayward Babineaux  
Tim Cane  
Justin Carinci  
Paul Ecklund  
Valda Karlsons  
Marie Lee  
Ryan Maguire  
Greg Milliken (Chair)  
Jason Novotny  
Brian Persky  
Darin Piippo  
Dorothy Robinett  
Anna Lee Roeder  
Bill Van Dis  
Steven VandenBussche

Jared VanderWeele  
Beverly Whaley  
Christina Anderson

## COALITION FOR EXPERIENCE

Mark Bugnaski  
Christine Chessler-Stull  
Noel Corwin  
Curtis Cunningham  
Craig Davies  
Zachary Hafner  
Heather Holmer  
Paige Kyle  
John Liberty  
Kathleen Matyas  
Beth McCann (Chair)  
Kelsey McKague  
Denise Miller  
Renee Newman  
Callie Rainey  
Ron Schultz  
Alexa Tipton  
Charles Welch

## COALITION FOR GROWTH

James Barnum  
Jeremy Berg  
Kay Clark  
Lincoln Crocker  
Andrew DeNooyer  
Gregory Dobson (Chair)  
Jon Durham  
Jack Hopkins  
Erin Kelly  
Chris Lampen-Crowell  
Rich MacDonald  
Adam McFarlin  
Stephanie Nelson  
Robert Poznanski  
Kururama Sanchez  
Fred Schubkegel  
Jessica Thompson  
Nicole Triplett  
Kara Wood  
Michelle Wright  
Rebekah Kik

# 2020 EVENT SPONSORS

The Kalamazoo Downtown Partnership wishes to thank its devoted community partners who showed their support for our work in 2020. Your contributions significantly helped our events, programs and initiatives go further and reach higher.

ADRIANNE'S BOUTIQUE

BIGGBY COFFEE

BIMBO'S PIZZA

BRONSON ATHLETIC CLUB

BYCE & ASSOCIATES

CHERRI'S CHOCOL'ART

CIVIL HOUSE COFFEE

CLOCK N LOCK ESCAPE ROOMS

CONSUMERS ENERGY

DISCOVER KALAMAZOO

DOWN DOG YOGA CENTER

EARTHLY DELIGHTS AT AMY ZANE

EPIC CENTER

GAZELLE SPORTS

GREATER KALAMAZOO AREA REALTORS

GREEN TOP TAVERN

HONOR CREDIT UNION

HONORE' SALON

IRVING S. GILMORE FOUNDATION

KALAMAZOO CANDLE COMPANY

KALAMAZOO PUBLIC LIBRARY

KALAMAZOO STATE THEATRE

KZOO PARKS

LANA'S BOUTIQUE

LOUIE'S TROPHY HOUSE

MEIJER

METRO

METRO TOYOTA

OLD BURDICK'S BAR & GRILL

OLD BURDICK'S BAR AND GRILL

OLDE PENINSULA BREWPUB

PEREGRINE COMPANY

PUBLIC MEDIA NETWORK

RADISSON PLAZA HOTEL

ROCKET FIZZ

TEEL JEWELERS

THE STATION: DANCEWEAR AND STUDIOS

V&A BOOTERY

Thank you for all that you do.  
Here is to a prosperous and healthy future in downtown Kalamazoo!





Kalamazoo **Downtown**  
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