

D O W N T O W N LUDINGTON

OUR MISSION

The Downtown Ludington Board is a 501c3 non-profit organization that aims to enhance, grow, and support businesses within the DDA district via special events and projects, marketing, and education.

IN 2021 FRIENDS OF DOWNTOWN LUDINGTON FUNDED EVENTS, MARKETING, AND EFFORTS TO AID OUR BUSINESSES



For more than a decade, profits from large events like Octoberfest and the New Year's Eve Ball Drop were saved and in 2020, funded the city's portion of the grant match for the Legacy Plaza renovation.

THE LEGACY PLAZA RENOVATION PROJECT WAS THREE DECADES IN THE MAKING

A space to gather at city's center.

The new Legacy Plaza space has completed the transformation of a former street into a space for all to gather and enjoy.

The addition of the Farmer's Market pavilion provides shade and shelter for the vendors at the weekly summer market. The stage elevates the performers that play to crowds and passers-by. The three-sided fireplace representing the Council of the Three

Fires is a nod to Ludington's Native American heritage. If you look close, you'll find that the concrete is stamped with authentic replicas of brands used by the lumber barons who built the city.

The original DDA Board envisioned this project in the 1980's and over the years, several steps were made for improvements in this area. The final project was funded through a \$2.1 million grant from the MEDC with a \$389k match, funded by private donations and event profits.

Fundraising is still underway to install a fruit tree mosaic in the restroom vestibule as a reminder of the importance of agriculture in our area and an entry arch, designed to mimic familiar shapes from the maritime industry.

Nearby businesses are thriving, our community is enjoying the space, and our visitors are left with a positive impression, all thanks to the time and investments made.

Learn more about supporting downtown projects like these: downtownludington.org/

THE NUMBERS

30 STOPS FOR FOOD & DRINK

52 RETAIL SHOPS TO EXPLORE

89 SERVICES BUSINESSES

18 PLACES TO PLAY & LEARN

DOWNTOWN LUDINGTON GIFT CERTIFICATE PROGRAM GOES DIGITAL IN 2021

Thanks in part to BOGO programs funded by Consumers Energy, House of Flavors Manufacturing and other private donors, this program has pumped over \$137k into our downtown economy. Supporting small local businesses by giving is now easier than ever before. Please consider downtown gift certificates for corporate gifts and employee recognition programs.

OUR GOALS

- Create an atmosphere where entrepreneurs can thrive and where the community wants to be to shop, dine and explore.
- Organize Covid-safe events that draw people to our downtown district to increase business sales and awareness.
- Make our downtown area more walkable and pedestrian safe.
- Highlight our diverse businesses and tell their stories.
- Develop a local façade program.
- Continue to implement our streetscape plan (adding more street-side planters, replacing trees, and maintaining benches, bike racks, and refuse containers).
- Celebrate the Friends and volunteers that donate their dollars and time towards our efforts.

FUNDING WISH LIST

Gift Certificate BOGO Programs
Signage and Maps
Street Planters
Replacement Trees
Grasses & Flowers for Tree Beds
Digital Kiosk
Legacy Plaza Arch
Pavilion Enclosure
Pedestrian Crossing Signs
Recycling Receptacles
Welcome Sign Upgrade
Facade Grant Program
Live Music & Events
Paving Filer Street Parking Lot
Lighting Filer Street Parking Lot
Security Cameras

AIMING TO HELP BUSINESSES BOUNCE BACK



COMMUNICATION

The Downtown Ludington Board switched gears in 2020 from a highly event focused line-up to one that showcased our businesses.

“Last year, I spent time learning what each of our businesses were doing to adapt and communicating those changes to the public.” said Jen Tooman, the Downtown Ludington Board’s Marketing & Communications Manager. “The weekly Facebook Live show was a great avenue to discuss the hardships and celebrate the successes of our businesses.”

The live show led to a weekly email newsletter which features an event list, as well as new products from our retailers, droolworthy photos from our restaurants, and other news and announcements from downtown businesses.

OUTDOOR SPACES

We supported businesses in their requests to the City of Ludington to use outdoor spaces, such as the parklets

behind HumaniTea and the alley space behind Sportsmans and Lucianos. The addition of L.O.S.D. (Ludington Outdoor Social District) was a game changer for participating restaurants. With capacity limits and staffing struggles, lines were out the door all summer long. Having the option to sell a drink to be consumed outside not only increased sales, but kept patrons happy while they waited.



EVENTS

The Downtown Ludington Board hosted live music on the stage in Legacy Plaza every Thursday from Memorial Day Weekend to Labor Day Weekend. The Farmers Mar-

ket, which is hosted weekly on Fridays, was able to move under the pavilion at Legacy Plaza this July. The new social district made a great space for people to spread out during our monthly Final Friday Experience events this summer, which featured live music, games, and rides. The Race Series, which hosts four 5k/10k runs each year, has kept the virtual registration option, which is allowing runners from all over the country to participate in the events. Oktoberfest returned this year at Legacy Plaza. The New Year’s Eve Ball Drop will return this year as well. Our events are not just fundraisers; they have become much-loved traditions that could not happen without the support of our sponsors and Friends.

QUESTIONS?

Contact Jen Tooman
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Newsletter, blog, podcast, and live show.
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