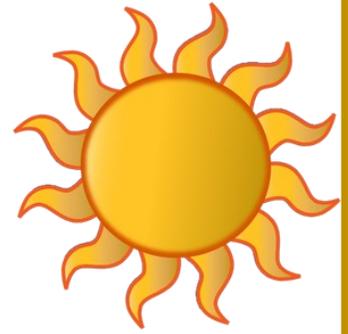


Ionia Downtown Development Authority Newsletter June 2020



Summer Events on Pause for 2020

The annual Ionia Fireworks Display will not be held as previously planned. The Ionia DDA Board of Directors recently announced the cancellation of the 2020 display originally scheduled for July 2nd. Looking ahead to 2021, July 1st has been reserved to host the pyrotechnic display.

The Ionia Free Fair Board of Directors made the difficult decision to cancel this year's event. Please watch for upcoming news regarding livestock auctions and fundraisers.

We ask that our community understand the decisions made regarding the cancellation or postponement of special events. The health and safety of patrons is the first priority of the organizers.

City of Ionia Begins Resuming Regular Schedule

Beginning Monday, June 15th, the following locations will be opening to the public per regular business work hours: City Hall, Dial-A-Ride, Public Safety, Parks & Recreations and DDA. In as much as possible, visitors will be limited to the lobby area of each facility to be assisted with their business. Individual appointments for assistance may be made as necessary. Both the Ionia Theatre and Armory Community Center Gym will remain closed until further direction provided by the Governor. All park facilities are open, however, restroom buildings will remain closed until at least July 1st. Portable restroom facilities will not be placed at park locations where such facilities are usually placed until, at the earliest, July 1st. The splash pad at Trailhead Park will remain closed until at least July 1st as well. For more information, please refer to the City of Ionia website at www.cityofionia.org.

Ionia Farmers' Market Opens June 27th!

The Ionia Farmers' Market will be opening on Saturday, June 27th. The Market will run each Saturday from 9am to 1pm and Wednesday from 2pm to 6pm at the Pavilion located on the corner of Steele Street and Depot Street. Vendor sites are on a first come first served basis and at the cost of \$4 per visit. Vendors are asked to provide hand sanitizer at their site for patron use. Vendors selling any food items and / or produce must adhere to the State of Michigan guidelines. Craft vendors are also welcome to sell at the Market. For more information and applications, please contact the Ionia DDA at (616) 527-1420.



2020 Board of Directors

Mike Kirgis, Chairperson
John Krueger, Vice Chairperson
Dave Cook, Secretary
Tim Hemenway, Treasurer
Margo Cook
Paul Lentz
Ted Paton
Chris Sorrell
Mayor Daniel Balice, ex-officio

Contact Information

Director: Linda Curtis
Office: 203 W Main Street
Mail: P.O. Box 496
Ionia, MI 48846
Phone: (616) 527-1420
Fax: (616) 527-0810
lcurtis@ci.ionia.mi.us
www.ci.ionia.mi.us

2020 Meeting Schedule

Regularly scheduled meetings of the DDA are held on the third Wednesday of each month at 8am at City Hall located at 114 North Kidd Street.

June 17th
July 15th
August 19th
September 16th
October 21st
November 18th
December 16th

DDA Committees

The City of Ionia Downtown Development Authority Board of Directors welcomes new members to their respective committees. If you have an interest in special events, promotion and marketing or business development, please contact the DDA at (616) 527-1420.

Please watch for announcements regarding area special events and activities.

The following have cancelled their 2020 dates:

Michigan
Wizard of Oz Festival
Ionia Farm Power
Ionia Fireworks Display
Ionia Free Fair



Ionia Sentinel Standard Offers Marketing Match Program

With Michigan getting ready to fully open....corporate has come up with a great Rebuilding Solution, the "Match Program". Designed to support the reshaping of our communities!

Which means, we will match dollar for dollar in monthly advertising from \$1,000-\$5,000

- When: June 15 - September 15
- Sign-up period: Now thru July 31
- Last run date October 31
- How: Spend at least \$1000 each month, receive a matching amount to be used the same month. Max matching amount \$5000/month/customer

Eligible products:

- ROP in newspaper and special sections
- Digital Products: (these were selected because of the high impact for the customer)
- Targeted display impressions (clicking back to your website)
- Email Campaigns (can be sent to your database or our targeted database)
- SEM-Search Engine Marketing, AKA Paid per Click (Available on Google & Bing)

Promotions (Engagement and Lead generator)

This is a great opportunity to get the MOST out of your advertising dollars while keeping you first of mind when your customer are looking! For more information, contact Tammy Miller at (616) 522-6055 or by email at TMiller3@localiq.com

Ionia Mural Project

We are very excited to announce the creation of a mural – Ionia’s first. Through the Mural Project, the community’s rich history will again come alive on the exterior of the majestic Ionia Theatre. Once completed, the painting will provide a snap shot of history from the late 1800’s to the 1960’s. The locomotive depicts the mode of travel used by thousands of visitors, national leaders, the beginning of the industrial age, and those looking to settle in the community. The painting of the great Hotel Bailey that once sat where the Theatre stands today represents a time of prosperity and a home away from home for weary travelers. The service station was one of Ionia’s firsts and remained on the site for decades. It represents the leap from the depression era to a time when travel was as unlimited as was our imagination. The Ionia Theatre is located on the first block of the downtown. It was chosen as a site for the first mural to begin the story.

We invite you to become a partner of the Ionia Mural Project and assist us in creating a gathering place for families, visitors and residents alike while sharing our community’s history. Each level recognizes the generous contributions of individuals and area organizations. The donor program provides several levels of giving designed to meet the needs of support for the Ionia Mural Project. For more information on the Ionia Mural Project, please contact the Ionia DDA office by calling (616) 527-1420.

Visionary	\$3,000 and above
Legacy	\$2,000 to \$2,999
Benefactor	\$1,500 to \$1,999
Contributing	\$1,000 to \$1,499
Friend	\$500 to \$999
Patron	\$150 to \$499
Community Supporter	\$25 to \$149



(The rendering above is a first draft of the mural. More detail is currently being added)