



Branch District
Library

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COLDWATER DDA REQUEST

January 15, 2021

I think you all know, but just in case not, I'm on the Coldwater Downtown Development Authority board. One of the DDA's recent projects is to apply for the [Michigan Main Street program](#) (MMS), a state program to aid the revitalization of downtown areas like ours in Coldwater.

MMS relies on a four-point approach to revitalization: focusing on economic vitality efforts, improving the design of downtown spaces, increasing community organization, and developing promotional and marketing materials for the area.

If Coldwater is accepted into the program, additional resources and tools will be available for the DDA and the city to continue to try to help the downtown to thrive. As the DDA's application is evaluated, one of the things MMS will look for is interest and support from the community.

Each of us on the DDA board has been asked to reach out to local businesses and organizations to see if there is interest in supporting this cause. There are different kinds of support that groups might be interested in providing: volunteering help at events, in-kind services, or monetary donations or sponsorships.

Given that the BDL doesn't have a mandate or budget item to support other local agencies, a monetary donation is probably not the best fit for the library; but I was wondering if the Board has any interest in expressing support for this initiative through commitments of volunteering or in-kind support from the library? As a prominent member of the Coldwater downtown community, I could see how allowing the library to host a DDA event would help them reach their goal while also addressing a goal in our strategic plan: community embedded services. Strategy 2 of that goal states that we "will cooperate with other community organizations to greater expand the reach of library services". Hosting a DDA event could get a portion of the community in our doors who aren't typical patrons.

The DDA provided a template for putting our support in writing for their MMS application. On the following page, you will find a draft of a possible letter if you are in favor of this proposal.

Submitted by John Rucker



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January 18, 2021

Leigh Young, AICP
Michigan Main Street Specialist
Michigan Economic Development Corporation
300 N. Washington Square
Lansing, MI 48913

Dear Ms. Young:

We, the Trustees of the Branch District Library, are glad to hear that the Coldwater Downtown Development Authority is applying to the Main Street Select level this winter. The DDA and City of Coldwater staff have been working hard on downtown revitalization, and it's important to keep making progress. Becoming a Main Street community will continue the good work that is being done.

We also understand the importance the community plays in creating a more vibrant downtown. That is why we are willing to offer support for the DDA's application to the Main Street Select level, and commit to joining Coldwater's downtown revitalization efforts by offering the use of our Coldwater Branch Library building for hosting of DDA events that further the Main Street goals.

In addition to helping the DDA, providing this support would also help to achieve one of our own strategic plan goals of increasing partnerships with other community organizations.

Thank you for reviewing our community's application to Main Street Select Level.

On behalf of the Branch District Library,

Benjamin Jewell, President
Branch District Library Board of Trustees

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