

# HIGHLIGHTING ACHIEVEMENTS & CHARTING FUTURE GOALS



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**2022**  
ANNUAL REPORT

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## ACKNOWLEDGEMENTS

This report was made possible with support from the Greater Bridgman Area Council for Growth & Advancement's Board of Directors as well as staff from the Southwest Michigan Regional Chamber.

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# ABOUT THE CGA

The Greater Bridgman Area Council for Growth & Advancement (CGA) is a 501c3 organization committed to the sustainable growth and economic vitality of the Greater Bridgman Area.

We collaborate with municipalities, businesses and other community leaders to help shape the future of our community. We foster a climate conducive to business development and enhance the quality of life for our residents while preserving the unique charm of our region.

The CGA Board of Directors is comprised of dedicated community leaders, business owners, and residents who believe in the potential of our region.

## OUR MISSION

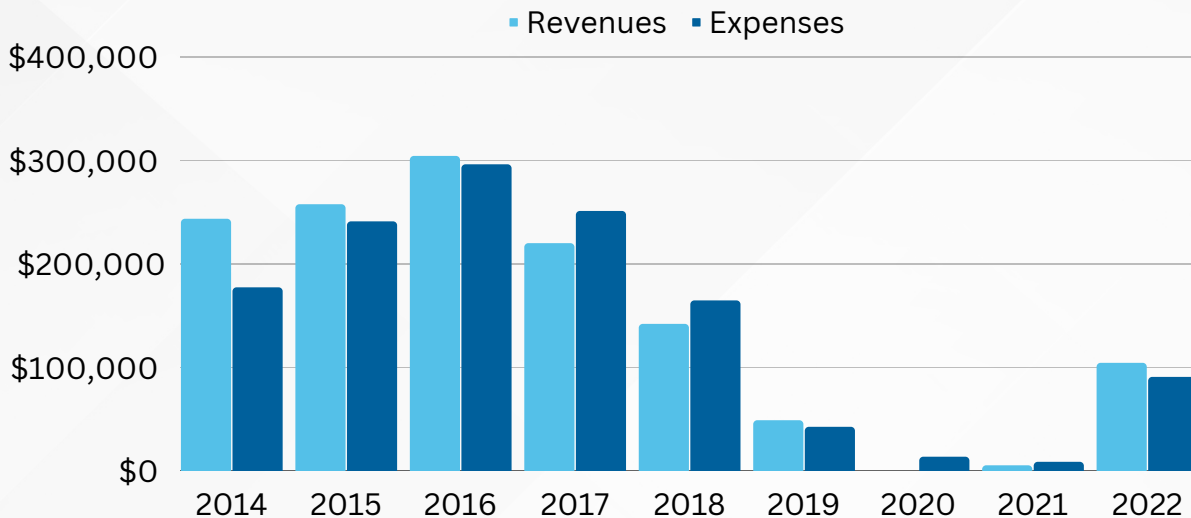
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Promote and grow the community through economic development in the City of Bridgman and Lake Charter Township.

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# KEY FINANCIAL DATA

## ANNUAL REVENUES & EXPENSES



The CGA has been active in the community for many years. Festivals were historically the mainstay of the organization's revenue. At the height of the best times in 2016, two festivals grossed \$245,500 and netted \$44,000. Covid significantly impacted revenues as we could not host festivals in 2020 or 2021. The last Makers Trail Festival in 2022 grossed \$87,275 and netted less than \$20,000 under nearly perfect weather conditions.

With the infusion of new board members in 2022, the organization took a hard look at what it was doing for the community and economic development. It boiled down to holding one festival per year with very little time for economic development. The festival took a significant amount of work, hours and commitment of volunteers and the board. All with dwindling returns. It was decided this energy and time would be better spent on strategic economic development projects & strategies.

Typically, economic development organizations are supported by the municipalities and the businesses they serve. The CGA intends to pursue business sponsorships, municipal funding and grants as we continue to show our commitment to economic development in the community.



# 2022 GOALS & ACCOMPLISHMENTS

(SEPTEMBER 2022 - MAY 2023)

## 1. Research alternative funding options.

- Courtyard Project grant through MEDC ✓
- Operational funding grant through MEDC ✓
- Upton Foundation grant for community program ✓

## 2. Attend economic development training.

- Registered for MEDA membership, online training shared. ✓
- Attend regional economic development meetings where appropriate. ✓
- Work more closely with Cornerstone Alliance on economic development opportunities. ✓
- Research MEDC's Redevelopment Ready Communities program to determine CGA's fit. ✓

## 3. Better understand vacant property list.

- List compiled and shared. ✓
- Maintain and promote vacant property on website. ✓

## 4. Update CGA name and create marketing materials.

- Greater Bridgman Area Council for Growth & Advancement ✓
- Create a new logo and brand guidelines. ✓
- Build a new website. ✓
- Develop a compelling Powerpoint presentation. ✓
- Leverage existing Bridgman Visitor Guides with QR stickers. ✓

## 5. Community engagement and placemaking.

- Bridgman Courtyard transformation. ✓
- Courtyard Concerts in the summer. ✓ ✓
- Movies in the Park. ✓
- Makers Trail Festival (transferred to SJT). ✓
- Business & Brews meetings every two months. ✓ ✓
- Bridgman Holiday Village. ✓ ✓



Done



In Progress or Ongoing

# FROM CONCRETE TO COMMUNITY: A TALE OF TRANSFORMATION

The Bridgman Courtyard project is a testament to community spirit and transformation. Once an underutilized parking lot, it has blossomed into a vibrant gathering space, capturing the heart of downtown Bridgman.



From a simple outdoor seating area during Covid, it has evolved into a community-centric space, showcasing resilience and determination.

The vision became reality through financial support from a \$5,000 Bridge Builders Microgrant via the Michigan Municipal League Foundation (MMLF) and a massive crowdfunding campaign plus matching grant through the Public Spaces Community Places program from the Michigan Economic Development Corporation (MEDC). The CGA is proud to have spearheaded and facilitated the crowdfunding and the MEDC grant which generated over \$100,000 for the project, as well as the project management and programming of the space throughout the summer.

The Courtyard now features a wooden pergola, new furnishings, and a captivating rug mural by the Bridgman High School Art Club. It invites residents and visitors to gather, relax, and celebrate.

The project exemplifies what a community can achieve with a shared vision. It shows the power of collaboration and small steps leading to monumental change. Bridgman is a place where dreams become reality and community bonds are strengthened.

Join us on Sundays throughout the summer for live acoustic music in the Courtyard, where you can enjoy beverages from nearby Social District establishments. Let's celebrate this achievement and embrace the spirit of Bridgman, a community united in creating something extraordinary.

# PLANNING FOR THE FUTURE

## 2023 GOALS

Looking ahead to 2023, the CGA is committed to further bolstering the economic strength of the Greater Bridgman Area. The organizational goals for the year include:

- Establish the CGA as the go-to economic development resource for the Greater Bridgman Area.
- Strengthen and diversify the local economy for year-round stability.
- Reinforce Bridgman as an outstanding place to live, work, and play.
- Become financially resilient through a variety of funding options.

## 2023 REVISED ANNUAL BUDGET\*

Revenue:		
Courtyard Project Revenues:		
	Courtyard Project MEDC Grant	\$50,000
	Crowdfund/Private Donations	\$61,000
	Total Courtyard Revenues	\$111,000
Other Revenues:		
	MTF Sale of Supplies	\$1,500
	MTF % of Sponsorships	\$2,500
	Lake Township Contribution	\$15,000
	City of Bridgman Contribution	\$15,000
	Holiday Village Sponsorships	\$2,500
	Courtyard Concerts Sponsorships	\$1,500
	<b>Total Revenues:</b>	<b>\$149,000</b>

Expenses:		
	Scholarships (2)	\$1,000
	Community Support	\$1,000
	Marketing (Website, Logo, PPT)	\$11,000
	General Administration	\$3,000
	Holiday Village Expenses	\$2,500
	Courtyard Project Expenses	\$111,000
	Consulting (Audit - Filing Fees)	\$500
	Cornerstone Alliance Partnership Fee (2023)	\$10,000
	Insurance	\$1,500
	Annual Meeting	\$500
	Other Meetings	\$500
	Misc.	\$500
	<b>Total Expenses</b>	<b>\$143,000</b>
	<b>Net</b>	<b>\$6,000</b>

\*Budget Revised May 22, 2023

# CGA OUTSTANDING CONTRIBUTOR AWARD



The CGA would like to recognize Vice President Julie Strating for her outstanding contributions to the success of the organization and our community as a whole.

Julie brings enthusiasm, determination, and incredible design perspective to everything that she does (all with a hefty dose of fun and plenty of photo opps).

Since joining the CGA in 2022, Julie has been a key player in many of the CGA initiatives including Makers Trail Festival, Holiday Village, Movies in the Park, Courtyard Concerts, grant applications and strategic planning. Last but certainly not least, Julie was the visionary behind the Courtyard Project and has been its champion through completion.

Please join us in celebrating Julie Strating! We are all so thankful she is part of our team and our community.

Cheers!



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