



2025 ANNUAL REPORT

A Year of Growth and Investment in Bridgman





COMMENTS FROM THE DIRECTOR

As we close out 2025, we're proud to reflect on a year defined by collaboration, investment, and community impact. From major planning initiatives to vibrant local events, Bridgman has continued to grow in ways that strengthen our economy, enhance our quality of life, and build momentum for the future.

Our work supporting local entrepreneurs continued steadily throughout 2025. We provided technical assistance for those interested in launching or expanding small businesses—offering business planning, site selection, loan packaging, and incentive consulting services.

Our board, along with generous community sponsors and volunteers pitched in to support our efforts. The City of Bridgman and Lake Charter Township have sponsored everything that we do to make this community thrive.

The progress we've made this year reflects Bridgman's continued appeal as a place to invest, build, and dream. As we turn toward 2026, we extend our sincere gratitude to the residents, businesses, volunteers, and partners who make our community strong. Together, we've built an incredible foundation—and the best is yet to come.

Nancy Kiernan,
Bridgman CGA Director

ABOUT THE CGA

Established in 2006, The Greater Bridgman Area Chamber of Commerce and Growth Alliance (CGA), is a 501(c)3 non-profit, member-driven organization that serves as the economic and community development arm of the City of Bridgman and Lake Charter Township.

It is an affiliate of the Southwest Michigan Regional Chamber and maintains an office within Bridgman City Hall, located at 9765 Maple St., Bridgman, MI 49106.

OUR MISSION

**TO FOSTER ECONOMIC
GROWTH AND DRIVE
COMMUNITY DEVELOPMENT
IN GREATER BRIDGMAN AND
LAKE CHARTER TOWNSHIP**

BOARD OF DIRECTORS

2026 Officers

Cheri Heward—President

Kathy Ramso—Vice President

Lisa Hansen—Treasurer

Amanda Drew—Secretary

Board Members

Beth McNeil

Brett Boyd

Jimmy Lucas

Marty Mason

Rich Kubsch

Shanyn Day

Sarah Buist

Mike Napier

Stacey Davis

Vince Spina

Phil Laney

Arthur Havlicek

2025 BY THE NUMBERS



\$2+ Million

in Grants and Capital Raised



\$3+ Million

in Private Investment Directly Catalyzed



7

Business Attraction, Retention, and
Expansion Projects Completed



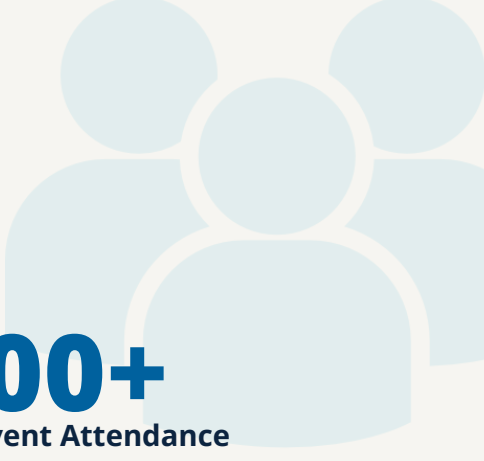
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New Placemaking Initiatives



25+

Businesses Provided with
Technical Assistance



3500+

Overall Event Attendance



BUSINESS ATTRACTION

Hannapel Home Center (2024)

- Supported Hannapel's expansion into the Bridgman market and assisted with the ribbon cutting celebration.

Lake Time Brewing and Spirits (2024)

- Expedited Michigan liquor license approval, enabling Lake Time Brewing and Spirits to open on schedule.

Beachside Salt and Soul (2025)

- Provided business planning, site selection, and revolving loan support for start-up massage and halo therapy spa.

Ace Hardware (2026)

- Led redevelopment discussions around vacant Rite Aid building, resulting in the successful recruitment of an ACE Hardware to the community.



BUSINESS RETENTION & EXPANSION

D'Agostino's Navajo Restaurant (2024)

- Conducted the ribbon cutting celebration for the completion of their renovation and expansion.

American Legion (2024)

- Conducted the ribbon cutting celebration for the completion of their renovation and expansion.

Petals by Classic (2025)

- Provided technical assistance for new facility supporting expansion of floral and event décor services.

The Swab Agency (2025)

- Provided site selection services to retain local insurance agency in Bridgman

Lake Side Fit (2025)

- Facilitated tax abatement to assist in the relocation of Lake Side Fit from their previous location on Red Arrow Hwy to Lake Street.

Corewell Health – Walk-in Clinic (2025)

- Provided demographic and predevelopment services for a Corewell Health walk-in clinic along Red Arrow Highway.

Industrial Fabrication (2026)

- Awarded a \$1.5 million grant from MDOT to reconstruct Willard and Mathieu Streets, supporting \$800,000 in private investment by Industrial Fabrication for facility expansion.

PLACEMAKING PROJECTS

Michigan Logos Attraction Signage (2025)

- Coordinated local businesses to participate in the state signage program along the I-94 Interstate with installation of coordinating signage on Red Arrow Highway.

Salute the Troops Playground (2025)

- Conducted capital campaign for a military-themed playground at Bridgman American Legion Post 331.



COMMUNITY EVENTS

Celebrate Bridgman Street Dance

- Brought back a beloved event with live music, local craft beverages, and food trucks with an attendance of over 1,500.

Salute the Troops Playground Fundraiser

- Coordinated a silent auction raising over \$10,000 towards military-themed playground in an underutilized community space.

Annual Holiday Village

- Organized an annual family event featuring craft markets, town-wide activities, caroling, and tree-lighting with an attendance of over 2,000.

EDUCATIONAL & NETWORKING EVENTS

Commerce & Conversation

- Hosted at Navajo Restaurant with Carly Swanson, Governor's Office of Community Engagement.

Business Unwind

- Casual networking event connecting area businesses with each other and United Federal Credit Union's team.



GRANTS & FUNDING

\$95,000 MDARD Grant (2025)

Feasibility study for the Transient Market, an agricultural concept to be developed in the vacant, former Chase bank building on Lake Street.

\$1.5 million MDOT Grant (2025)

Road reconstruction on Willard and Mathieu Streets, supporting **\$800,000** in private investment by Industrial Fabrication for an 80,000-sf facility expansion and the addition of fifteen full-time jobs.

\$150,000+ Raised for Salute the Troops Playground (2025)

Includes a **\$50,000** Cook Plant Foundation grant, a **\$50,000** Schalton grant, a **\$13,000** Berrien Community Foundation "For Good Grant", and generous donations from those who participated in a Veteran's Day Silent Auction Fundraiser. An additional **\$125,000** is pledged for 2026.

\$50,000 in Industry 4.0 Grants (2025)

Worked with SMF and MEDC to secure technology and innovation grants for local manufacturers.

\$40,000 MEDC Grant (2025)

Technical assistance supporting Bridgman's pursuit of Redevelopment Ready Communities Certification, including a Master Plan update.

\$40,000 Pledged Towards Corridor Study (2026)

Funds are part of required match for EDA Corridor Assessment Study.

**\$2 MILLION IN GRANTS
AND CAPITAL SECURED**

**\$3+ MILLION IN
PRIVATE INVESTMENT
DIRECTLY CATALYZED**

READ MORE



The Story of Lake Side Fit

Provided business planning and tax abatement to assist in the relocation of Lake Side Fit from Red Arrow Hwy to Lake Street.



**Read more
about it in
*ActionLine***



Beachside Salt and Soul Opens in Downtown Bridgman

Business planning and revolving loan support for start-up massage and halo therapy.



**Read more
about it in
*ActionLine***



Ace Hardware is Coming to Lake Charter Township Location

Business attraction project repurposing the vacant Rite Aid building.



**Read more
about it in
*ActionLine***

DEVELOPMENT PIPELINE

Business Attraction

Project Market

- Applying state funding through MDARD to open a fresh market and local artisan retail location in the community.

Project Jimmy John's

- Working with Jimmy John's to open a location in Bridgman.

Business Expansion Pipeline

Emma Hearth Market Expansion

- Working with the owners to purchase real estate, expand their merchandising and dining space, and include a kitchen garden. Submitted several grants to further this expansion plan.

Bridgman Manufacturing Center

- Planning a Tool & Die Cooperative and Incubator project for the former Pemco facility in Bridgman. Exploring incentives, including an Industrial Facilities Exemption.

Placemaking Pipeline

Bridgman Courtyard – Phase II

- Conducted community engagement sessions and developed RFP for the expansion of this downtown gathering space.

Housing Pipeline

Trails of Bridgman

- Supported planned development of 68 single-family manufactured homes and a Brownfield Housing TIF.

Project Deerfield

- Providing environmental delineation and planning for a multi-unit housing development in a private wooded area, investigating an employer-assisted format.

Project Tiny Town

- Identified an equity partner for this unique, sustainable lodging concept in Lake Charter Township, along Red Arrow Highway.

Project Duneside Motel

- Identified incentives for energy-efficient systems to be implemented during the renovation of the Bridgman Inn.



**WE'RE THANKFUL TO THE CGA FOR
THEIR PARTNERSHIP IN IMPROVING
THE QUALITY OF LIFE FOR OUR
RESIDENTS AND BUSINESSES.**

Jan Trapani, Mayor of Bridgman
Zach Carson, Lake Charter Twp Supervisor

In Partnership With:

