



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
8:00 AM, Wednesday, November 19, 2025
IONIA THEATRE

I. CALL TO ORDER

II. ROLL CALL OF MEMBERS

III. PUBLIC COMMENTS

The IACC Director reported that the Holiday Shopping Passport program will run from November 24 through January 5, encouraging shoppers to visit participating businesses for a chance to win prizes. They also announced the launch of a Community Cash Scavenger Hunt, which will award a total of \$1,000 in Community Cash. The holiday edition of Thirsty Thursday is scheduled for December 11 and will feature a best dressed award. Lastly, the IACC is hiring for a part-time administrative position, approximately 20 hours per week.

IV. CONSENT AGENDA

(IV.1.) To approve the November 19, 2025 meeting agenda.

With no changes or additions, Member Wilson made a motion, seconded by Member Weller, to approve the agenda as presented.

MOTION BY VOICE VOTE.

V. APPROVAL OF MINUTES

(V.1.) To approve the minutes from the October 15, 2025 meeting.

Minutes from the regular meeting of the Downtown Development Authority were reviewed. Member Garland made a motion, seconded by Member Wilson, to approve the October 15, 2025 meeting minutes as presented.

MOTION BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.1.) To accept the Accounts Payables for the DDA: September 26, 2025 – October 25, 2025 in the amount of \$1,877.63

To accept the Accounts Payables for the Theatre: September 26, 2025 – October 25, 2025 in the amount of \$7,433.13

Member Weller made a motion, seconded by Member Sheehan, to accept the financials as

presented.

MOTION BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

(VII.1.) Report included in Board Agenda Packet.

Director Rice provided a wrap-up of the Bulldogs Unleashed project and shared updates on recent event support efforts. She also outlined ongoing preparation for upcoming Christmas activities, including the parade and downtown garland installation.

Director Rice attended the Michigan Downtown Association’s Annual Conference in Rochester, MI, where she gained valuable insight into funding opportunities, programming ideas from comparable downtowns, marketing strategies, and best practices for effective downtown management.

VIII. THEATRE REPORT

(VIII.1.) Report included in Board Agenda Packet.

Director Rice reviewed the October financial and attendance numbers, along with key operational items for the theatre. Holiday programming is scheduled, and volunteer support is currently being secured. Additionally, three free movies sponsored by various community partners are planned before the end of 2025.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) DDA Bylaw Update - Confirmation of Chief Executive Officer (CEO) Designee on the DDA Board

The Board reviewed background information from a 2022 City administration guidance letter regarding statutory requirements under the Recodified Tax Increment Financing Act (MCL 125.4204(1) and MCL 125.4201(h)). The statute requires that the municipality’s Chief Executive Officer—defined as the Mayor or City Manager—serve on the DDA Board or designate a representative.

It was noted that while the intent in 2022 was for the City Manager to serve as the CEO representative on the City of Ionia DDA Board, the change was never updated and reflected in the bylaws.

The Board reviewed the proposed redline updates to Sections 3.1 and 3.4 of the DDA Bylaws, clarifying membership requirements and specifying that the Mayor or City Manager is not eligible to serve as Chairperson or Vice-Chairperson.

It was requested to provide the full bylaws versus the excerpts provided with the updated verbiage for future changes.

Member Wilson made a motion, seconded by Member Garland, to approve suggested changes to

the bylaws in sections 3.1 and 3.4 to add specific language to include the city manager and not just the mayor.

Member Wilson made a motion, seconded by Member Garland, to approve the proposed amendments to Sections 3.1 and 3.4 of the bylaws, adding language formally identifying the City Manager as the Chief Executive Officer.

MOTION BY VOICE VOTE.

MOTION APPROVED 6-1

X. DISCUSSION ITEMS

(X.1.) Marketing Committee Update

Director Rice provided a recap of Bulldogs Unleashed, including participation and financial figures. The committee also reviewed a set of identified core brand truths: Creative, Timeless, Rooted, Charming, Comfortable, Eclectic, and Playful, to guide future marketing efforts.

The Festival of Trees concept for next year was approved. The event will encourage downtown businesses and residents to display decorated trees throughout the community, complemented by a cookie walk and a social district stroll.

Lastly, the marketing committee approved moving forward with pursuing funding for a mosaic mural project to be installed in the downtown district.

XI. OTHER

XII. ADJOURNMENT

Board Member Sheehan made a motion, seconded by City Manager Garland, to adjourn.

MOTION CARRIED BY VOICE VOTE.

The meeting was adjourned at 9 am.

Respectfully Submitted,

Cassie Rice, Recording Secretary
for Heather Poland-Sizemore, Secretary



CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
8:00 AM, Wednesday, October 15, 2025
IONIA THEATRE

I. CALL TO ORDER

Chairperson John Krueger called the meeting of the Ionia Downtown Development Authority to order at 8:00 AM.

II. ROLL CALL OF MEMBERS

Roll call revealed a Quorum with Board Members Tricia Meyers, Heather Poland-Sizemore, Benjamin Weller, Precia Garland, Ryan Wilson, Dustin Sommer, and John Krueger present.

III. PUBLIC COMMENTS

Board Member Wilson discussed IACC upcoming events including Thirsty Thursday at the Social House and Autumn Celebration. Board Member Wilson also noted the success of MiPitch and two DDA businesses placing in the top 5 and receiving funds.

IV. CONSENT AGENDA

(IV.1.) To approve October 15, 2025 meeting agenda.

With no changes or additions, Member Garland made a motion, seconded by Member Sommer, to approve the agenda as presented.

MOTION BY VOICE VOTE.

V. APPROVAL OF MINUTES

(V.1.) To approve the minutes from the September 17, 2025 meeting.

Minutes from the regular meeting of September 17, 2025, were reviewed. Member Wilson made a motion, seconded by Member Weller, to approve the September 17, 2025 meeting minutes as presented.

MOTION BY VOICE VOTE.

VI. FINANCIAL REPORT

(VI.1.) To accept the Accounts Payables for the DDA: August 26, 2025 – September 25, 2025 in the amount of \$4,016.14

To accept the Accounts Payables for the Theatre: August 26, 2025 – September 25, 2025 in the amount of \$8,192.90

Financials from September were reviewed. Member Sommer made a motion, seconded by Member Weller to accept financials as presented.

MOTION BY VOICE VOTE.

VII. DDA DIRECTOR REPORT

(VII.1.) Report included in Board Agenda Packet.

Director Rice reviewed the status of the Bulldogs Unleashed project, noted the new street closure reminder system, and noted the CIP projects as well as a handful of items of interest to develop, like downtown seating and continued placemaking efforts.

VIII. THEATRE REPORT

(VIII.1.) Report included in Board Agenda Packet.

Director Rice reviewed the movies played and upcoming schedule. She also noted that there has been an increase in private event inquiries due to the online submission form now available.

IX. BOARD DECISIONS AND ACTION ITEMS

(IX.1.) Ionia Free Fair Table

A brief discussion on engagement of businesses for this space was had. Member Wilson made a motion to purchase the inline merchant booth and an extra parking pass for the 2026 Free Fair, seconded by Member Sommer.

MOTION BY VOICE VOTE.

X. DISCUSSION ITEMS

(X.1.) Marketing Committee Update

Marketing Committee met to discuss 2026 planning. It was determined to host at least 2 DDA

Appreciation Events a year, One Educational Opportunity and One City Stroll each quarter, with the continued support of previous events. Additional targets include a historic listing of buildings, vacancy promos, determining a brand/tag, business segment and location highlights and interacting with other chambers, cities and businesses. Bulldogs Unleashed Auction underway, with only a handful of dogs without bids. Closes after Autumn Celebration.

XI. OTHER

XII. ADJOURNMENT

Member Sommer made a motion, seconded by Member Wilson, to adjourn.

MOTION BY VOICE VOTE.

The meeting was adjourned at 9:00am.

Respectfully Submitted,

Cassie Rice, Recording Secretary
for Heather Poland-Sizemore, Secretary

DDA REPORT GL FOR CITY OF IONIA
Balance As of 10/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 10/31/2025	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT OPERATING					
Account Category: Revenues					
Department: 000.000					
248-000.000-415.000	2 MILL LEVY	46,148.09	46,000.00	44,323.72	96.36
248-000.000-655.000	PROMOTIONS AND SPONSORSHIPS	9,604.00	4,000.00	0.00	0.00
248-000.000-655.000-248.001	PROMOTIONS AND SPONSORSHIPS	50.00	9,000.00	0.00	0.00
248-000.000-665.000	INTEREST	5,484.28	3,500.00	704.93	20.14
248-000.000-676.002	Reimbursement for IFF Agreeemnt	7,500.00	0.00	0.00	0.00
248-000.000-688.000	OTHER REVENUE	171.64	500.00	570.21	114.04
248-000.000-699.101	CONTRIBUTIONS FROM GENERAL FUN	200,000.00	250,000.00	0.00	0.00
Total Dept 000.000		268,958.01	313,000.00	45,598.86	14.57
Revenues		268,958.01	313,000.00	45,598.86	14.57
Account Category: Expenditures					
Department: 558.000 ADMINISTRATIVE					
248-558.000-702.000	SALARY & WAGES	103,614.08	73,200.00	20,365.92	27.82
248-558.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	43,049.06	19,330.00	5,874.49	30.39
248-558.000-727.000	OFFICE SUPPLIES	1,627.72	1,800.00	136.95	7.61
248-558.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	1,556.11	1,000.00	210.90	21.09
248-558.000-851.000	TELEPHONE	900.00	900.00	410.00	45.56
248-558.000-860.000	TRANSPORTATION AND TRAINING	1,925.00	2,300.00	1,905.00	82.83
248-558.000-954.000	INSURANCE	5,286.26	6,000.00	0.00	0.00
248-558.000-980.700	CAPITAL OUTLAY - THEATRE	70,000.00	185,000.00	0.00	0.00
Total Dept 558.000 - ADMINISTRATIVE		227,958.23	289,530.00	28,903.26	9.98
Department: 600.000 DOWNTOWN MAINTENANCE					
248-600.000-740.000	OPERATING SUPPLIES	3,826.87	7,000.00	63.26	0.90
248-600.000-920.000	PUBLIC UTILITIES	8,607.82	8,700.00	2,689.09	30.91
Total Dept 600.000 - DOWNTOWN MAINTENANCE		12,434.69	15,700.00	2,752.35	17.53
Department: 610.000 DDA DEVELOPMENT					
248-610.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	19,679.52	20,000.00	2,075.00	10.38
248-610.000-972.000	PROMOTIONS AND FIREWORKS	1,371.50	5,000.00	340.00	6.80
248-610.000-972.000-248.001	PROMOTIONS AND FIREWORKS	14,000.00	15,000.00	0.00	0.00
Total Dept 610.000 - DDA DEVELOPMENT		35,051.02	40,000.00	2,415.00	6.04
Expenditures		275,443.94	345,230.00	34,070.61	9.87
Fund 248 - DOWNTOWN DEVELOPMENT OPERATING:					
TOTAL REVENUES		268,958.01	313,000.00	45,598.86	14.57
TOTAL EXPENDITURES		275,443.94	345,230.00	34,070.61	9.87
NET OF REVENUES & EXPENDITURES:		(6,485.93)	(32,230.00)	11,528.25	

DDA REPORT GL FOR CITY OF IONIA
Balance As of 10/31/2025

GL Number	Description	End Balance 06/30/2025	25-26 Amended Budget	YTD Balance 10/31/2025	% Bdgt Used
Fund: 250 THEATRE FUND					
Account Category: Revenues					
Department: 000.000					
250-000.000-633.000	MOVIE ADMISSIONS	88,103.00	85,000.00	16,765.00	19.72
250-000.000-634.000	MOVIE CONCESSIONS	126,406.35	115,000.00	23,528.65	20.46
250-000.000-635.000	LIVE ENTERTAINMENT REVENUE	297.98	2,000.00	925.00	46.25
250-000.000-639.000	THEATRE RENTAL	7,805.00	5,000.00	(300.00)	(6.00)
250-000.000-640.000	ADVERTISING REVENUES	5,555.88	6,000.00	1,254.23	20.90
250-000.000-665.000	INTEREST	(720.73)	100.00	(286.49)	(286.49)
250-000.000-675.000	GIFTS DONATIONS	7,664.76	4,000.00	314.35	7.86
250-000.000-688.000	OTHER REVENUE	2,639.00	3,000.00	184.25	6.14
250-000.000-699.248	CONTRIBUTION FROM DDA	70,000.00	185,000.00	0.00	0.00
Total Dept 000.000		307,751.24	405,100.00	42,384.99	10.46
Revenues		307,751.24	405,100.00	42,384.99	10.46
Account Category: Expenditures					
Department: 442.000 OPERATIONS					
250-442.000-702.000	SALARY & WAGES	106,271.63	106,000.00	26,671.79	25.16
250-442.000-710.000	PAYROLL TAXES & FRINGE BENEFIT	8,738.71	12,000.00	2,592.67	21.61
250-442.000-727.000	OFFICE SUPPLIES	1,113.68	900.00	146.45	16.27
250-442.000-728.000	POSTAGE	21.44	100.00	0.00	0.00
250-442.000-729.000	CREDIT CARD FEES	4,998.49	5,000.00	1,600.38	32.01
250-442.000-732.000	LIVE ENTERTAINMENT EXPENSE	0.00	0.00	1,083.45	100.00
250-442.000-740.000	OPERATING SUPPLIES	745.85	2,000.00	535.03	26.75
250-442.000-801.000	CONTRACTUAL & PROFESSIONAL SEV	13,884.02	16,000.00	6,480.55	40.50
250-442.000-804.000	FILM EXPENSE	54,668.03	45,000.00	10,900.42	24.22
250-442.000-805.000	CONCESSION EXPENSE	38,725.49	42,000.00	9,515.85	22.66
250-442.000-851.000	TELEPHONE	1,020.00	1,100.00	285.00	25.91
250-442.000-861.000	MEMBERSHIP AND DUES	500.00	750.00	0.00	0.00
250-442.000-862.000	SUBSCRIPTIONS	222.50	500.00	149.99	30.00
250-442.000-920.000	PUBLIC UTILITIES	36,083.05	35,000.00	8,503.70	24.30
250-442.000-931.000	BUILDING REPAIR & MAINTENANCE	19,243.22	20,000.00	8,247.38	41.24
250-442.000-956.001	SALES TAX	6,693.76	6,000.00	1,281.94	21.37
250-442.000-962.200	ADVERTISING - PROMOTION	7,697.85	4,500.00	423.64	9.41
250-442.000-968.000	DEPRECIATION	25,399.10	0.00	0.00	0.00
250-442.000-980.000	CAPITAL OUTLAY	0.00	185,000.00	0.00	0.00
Total Dept 442.000 - OPERATIONS		326,026.82	481,850.00	78,418.24	16.27
Expenditures		326,026.82	481,850.00	78,418.24	16.27
Fund 250 - THEATRE FUND:					
TOTAL REVENUES		307,751.24	405,100.00	42,384.99	10.46
TOTAL EXPENDITURES		326,026.82	481,850.00	78,418.24	16.27
NET OF REVENUES & EXPENDITURES:		(18,275.58)	(76,750.00)	(36,033.25)	
Report Totals:					
TOTAL REVENUES - ALL FUNDS		576,709.25	718,100.00	87,983.85	12.25
TOTAL EXPENDITURES - ALL FUNDS		601,470.76	827,080.00	112,488.85	13.60
NET OF REVENUES & EXPENDITURES:		(24,761.51)	(108,980.00)	(24,505.00)	



Ionia Downtown Development Authority Director's Report
November 2025

Economic Development / Special Events / District Activity / Business Updates

- Responded to and assisted with multiple event inquiries, including scheduling, coordination, and follow-up for both confirmed and prospective downtown activities.
- Attended the ribbon cutting for Samantha Ringler's new location at 537 W. Main St.
- Continued work on *Bulldogs Unleashed*, including auction marketing, payment collection, coordinating pick-ups/deliveries, closing out the project, and preparing for the next round.
- Maintained ongoing engagement with local property and business owners—both current and prospective—regarding vacant properties, redevelopment opportunities, façade improvements, and available grants.
- Provided event support for the Autumn Celebration on October 23, including logistics, set-up, and day-of coordination.
- Finalized and sent the Garland and Parade sponsorship packets to engage potential sponsors.
- Successfully hosted the first DDA Appreciation Event on November 9.

Meetings / Seminars / Webinars / Education

- Attended and contributed to:
 - Regular City Council, Department Head, DDA Board of Directors, City Manager connection, DDA Marketing Committee monthly meeting, IACC Legislative Update, IACC Coffee and Connect, Theatre Ad Hoc Committee,
 - RRC Virtual Academy 2025 - Sessions included: RRC 101, Community Plans & Public Engagement, Zoning & Alignment to Plan, Development Review Processes, Development-Ready Sites (Including Priority Sites), Economic Development & Marketing, Redevelopment, Housing, & Local Financial Tools
- MDA Annual Conference – Attended the Michigan Downtown Association's Annual Conference in Rochester. Conference sessions focused on best practices for downtown management, including: Updating TIF plans, Storytelling and marketing strategies, Placemaking and public space design, Small business recruitment and zoning considerations, etc. A tour highlighted redevelopment efforts in Downtown Rochester, showcasing successful investment, public space improvements and destination marketing efforts. The conference provided valuable insights, practical strategies, and networking opportunities to support the DDA's ongoing economic development and downtown management efforts.

Additional Notes

- Private event walk throughs of facility were up this month

Respectfully submitted,
Cassie Rice, Ionia DDA and Theatre Director

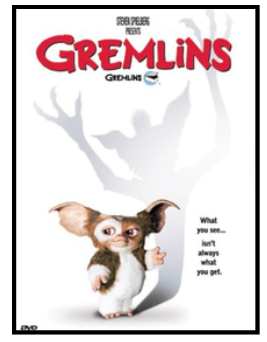
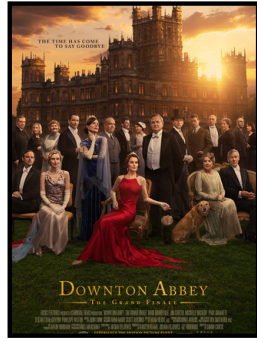
Upcoming DDA Events:

- Town Tree Lighting and Twinkle Town Parade – December 5th

IONIA THEATRE MONTHLY REPORT



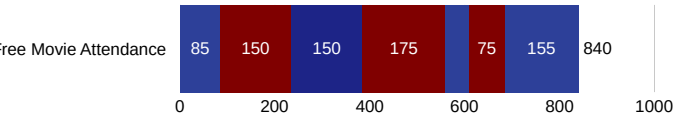
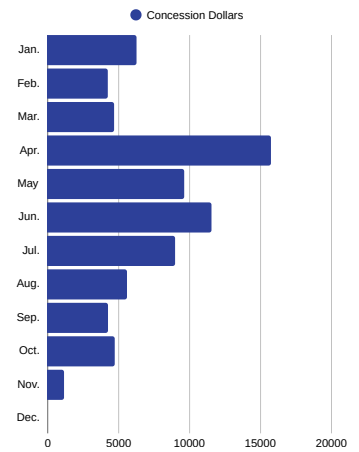
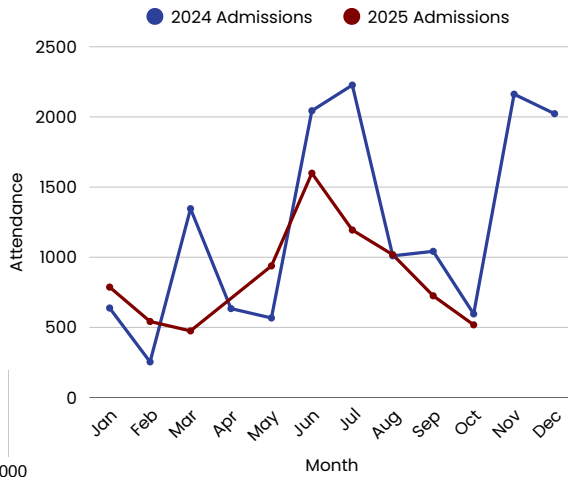
MOVIES PLAYED IN OCTOBER



BY THE NUMBERS...

MONTHLY SHOWINGS	MONTHLY ATTENDANCE
68	518
Compared to Last Year -2	Compared to Last Year -78

● Feb ● Mar ● May ● June ● August
● Sept. ● Oct.



UPCOMING @ THE THEATRE

EVENTS

NOV Movie Mix Up	11/24 Private Showing - King of Kings	11/29 Small Biz Saturday	FIRST 2 WEEKS OF DEC. IPS Holiday Programs	12/5 Tree Lighting and Twinkle Town Parade	12/13 Starfish Monthly Seminar	12/19 Independent Bank Staff Movie	12/22 WION Free Movie	12/29 Free Movie Sponsored by LDC



March 11, 2022

CITY HALL
ADMINISTRATION
114 North Kidd Street
Ionia, Michigan 48846
ph 616-527-4170
fx 616-527-0810

Mike Kirgis, Chair
City of Ionia DDA
759 Ridgewood Court
Ionia MI 48846

ARMORY
COMMUNITY CENTER &
PARKS AND RECREATION
DEPARTMENT
439 West Main Street
Ionia, Michigan 48846
ph 616-523-1800
fx 616-523-1803

RE: DDA Board Designee

Dear Mike:

As you may know, the Recodified Tax Increment Financing Act, specifically MCL 125.4101 *et seq*, provides the statute under which Downtown Development Authorities in the State of Michigan are established and operated.

PUBLIC SAFETY
DEPARTMENT
239 East Adams Street
Ionia, Michigan 48846
ph 616-527-4431
fx 616-527-5717

In MCL 125.4204, Section 204(1), it states,

“Except as provided in subsections (7), (8), and (9), an authority shall be under the supervision and control of a board consisting of the chief executive officer of the municipality or his or her designee from the governing body of the municipality and not less than 8 or more than 12 members as determined by the governing body of the municipality. Members shall be appointed by the chief executive officer of the municipality, subject to approval by the governing body of the municipality.”

PUBLIC TRANSPORTATION
DEPARTMENT (Dial-A-Ride)
251 East Adams Street
Ionia, Michigan 48846
ph 616-527-4000
fx 616-527-5788

Furthermore, in MCL 125.4201, Section 201(h), it states,

“Chief executive officer means the mayor or city manager of a city....”

PUBLIC UTILITIES
DEPARTMENT
720 Wells Street
Ionia, Michigan 48846
ph 616-527-0370
fx 616-527-6002

In accordance with the statute, please be advised that the city manager shall now serve as the chief executive officer member of the City of Ionia DDA Board. Please contact me should you have any questions regarding this letter.

PUBLIC WORKS
DEPARTMENT
303 South Jackson Street
Ionia, Michigan 48846
ph 616-527-2760
fx 616-527-5787

Sincerely,

Daniel A. Balice
Mayor

2025 BULLDOGS UNLEASHED

Recap

Bulldogs Unleashed was a public art project in downtown Ionia, featuring hand-painted bulldog sculptures designed by local art students. The initiative celebrated creativity, engaged the community, and brought vibrant, playful art to the heart of the city.

In 2025, twelve bulldogs were designed and painted by the Ionia High School Art Department. In 2026, twelve additional dogs will be designed and painted to continue this positive and engaging partnership.



Artists Participated

Fun fact: one artist was an exchange student, making this an international display



Unique Bids from 10/3-10/25

Fun fact: every bulldog received at least 2 bids, with one receiving 35



Individual Auction Winners

Fun fact: (2) individuals from outside of Ionia bid on and won two bulldogs

Locations included:

Ionia Community Library, Izzy's Barbershop, Ionia Armory, Ionia Theatre, Cook's, Ionia Lock and Key, The Jewel Box, Mane Stage Salon, Horrocks, Brick Street Studio, El Mariachi, Ionia DDA

Sample Clue for ICL:

Where stories unfold and knowledge takes flight,
In a place where silence feels just right.
Look where wisdom and wonder align—
Your Bulldog waits, where books intertwine!



\$1,444

Raised in auction!



Vibrant & Forward-Looking

**Dynamic • Bold • Thriving • Creative • Inspiring • Visionary •
Hopeful • Innovative • Trendy • Modern • Lively • Thriving •
Entrepreneurial • Spirited**

Authentic & Rooted

**Historic • Timeless • Rooted • Proud • Nostalgic • Authentic •
Resilient • Unforgettable • Charming • Picturesque • Genuine •
Comfortable • Diverse**

Welcoming & Connected

**Warm • Friendly • Inviting • Inclusive • Welcoming • Heartfelt •
Connected • Community-Focused • Joyful • Colorful •
Comfortable**

Expressive & Artistic

**Eclectic • Artistic • Quirky • Vibrant • Inspiring • Bold • Trendy •
Playful**

Core Truths

Downtown Ionia – Festival of Trees

Concept

Event Duration: December 1–31, 2026

Location: Downtown Ionia

Overview

The Festival of Trees celebrates the holiday season throughout December in Downtown Ionia. Businesses are encouraged to participate by lighting a tree in or outside their location, whether a classic Christmas tree, birch, palm, or other creative design, to create a warm and festive downtown atmosphere.

In addition to the month-long displays, three themed weekends will highlight community engagement and encourage visitors to shop, dine, and celebrate downtown.

Weekend Breakdown

Weekend 1: Kickoff Celebration (Tree Lighting, Parade, Santa Visits)

Dates: December 4–6, 2026

Activities:

- Annual Tree Lighting Ceremony
- Holiday Parade
- Visits with Santa at Armory
- **Goal:** Launch the holiday season with community participation and family-friendly events that bring energy and excitement downtown.

Weekend 2: Downtown Cookie Walk

Dates: December 11–13, 2026

Activities:

- DDA sells cookie tins for participating businesses offer cookies or treats to registered guests
- Encourages shopping and exploration of multiple storefronts
- **Goal:** Increase foot traffic and promote holiday sales through a fun and interactive downtown experience.

Weekend 3: Social District Holiday Stroll

Dates: December 18–20, 2026

Activities:

- Holiday Social District beverages and specials
- Evening shopping and festive storefront displays
- Optional live music or entertainment or downtown speaker music
- **Goal:** Showcase the Social District and create a lively, inviting holiday atmosphere for adults and families.

Business Participation

- All downtown businesses are encouraged to display a lit tree of

any style or theme throughout December.

- Additional tree decorating options in Gateway Park.
- Participation signage or a shared map may be created to highlight businesses taking part.

Overall Goals and Outcomes

- Strengthen the sense of community and downtown holiday spirit.
- Encourage collaboration and participation among local businesses.
- Attract visitors to Downtown Ionia throughout December.
- Support local commerce during the holiday shopping season.

Event Name Ideas

- Festival of Trees: Downtown Ionia
- Downtown Ionia Winter Festival
- A Season of Trees
- Ionia's Holiday Tree Celebration
- A Merry Downtown
- Downtown Ionia Lights & Trees
- Downtown Decked Out
- Tinsel Town Ionia
- Light Up Downtown
- Downtown Ionia Sparkles

- The Heart of Ionia for the Holidays
- Trees & Traditions: A Downtown December
- Glow on Main
- Tree-mendous Downtown
- The Great Downtown Tree Walk
- Once Upon a Tree: Downtown Ionia in December
- Winter Whimsy on Main
- A Tale of Trees & Lights
- The Magic of Downtown Ionia
- Downtown Ionia Holiday Festival
- Downtown Ionia: Season of Trees
- Downtown Ionia Lights Up!
- Holiday Nights in Downtown Ionia
- Downtown Ionia for the Holidays
- Ionia's Hometown Holidays
- A Downtown Ionia December
- Downtown Ionia: A Community of Trees
- Downtown Ionia Glows

Name and Tag Combination

Example:

Season of Trees: Downtown Ionia
»Where.every.window.shines.and.
every.tree.tells.a.story»