

Delhi Charter Township Downtown Development Authority

2021 Activities

- \$250,000 Back to Business Program was extended for digital marketing assistance for Delhi Township businesses. A total of 99 businesses enrolled to participate and 76 campaigns were ultimately run. Over 22 million impressions were made (the number of times the ads were seen); ads reached nearly 2.5 million users; ads generated nearly 140,000 direct clicks to websites and 448 phone calls to businesses (for keyword campaigns only).
- Medical supply company McKesson completed and opened its 174,000 square foot facility on Holloway Drive. A coordinated, two-year effort among Delhi Township, the DDA, and Lansing Economic Area Partnership is responsible for bringing this Fortune 500 company here and represents a substantial investment in our community.
- \$250,000 Back to Business Program utilizing American Rescue Plan Act (ARPA) funds was announced by the Delhi Township Board of Trustees and is being administered by the DDA. This digital marketing assistance program is available to any Delhi Township business that did not participate in the DDA funded program in 2020-2021. A portion of the funds have been set aside specifically for women and/or minority owned businesses.
- Renovation underway to bring a small restaurant to the DDA owned property at 2176 Cedar Street. The parking lot was paved and will provide additional Township event parking.
- 4 Electric Vehicle Charging Stations were installed at 2074 Aurelius Road. This project was funded by the DDA, grants from Consumers Energy and the State of Michigan. A ribbon cutting event was held on September 29th. The stations are part of the ChargePoint network.
- Construction began on Esker Square. Work includes the installation of a Vapor Mitigation System, funded partially by a Brownfield Grant from the State of Michigan Department of Environment, Great Lakes & Energy. The Esker Square project will provide the Cedar Street Corridor with 90 apartments with first floor live/work units available.
- Operation of Holt Farmers Market, one of the Township's most popular destinations – SNAP (EBT), Double Up Food Bucks, Senior and WIC Project FRESH coupons accepted. The Market hosted several Food Frenzy events this summer and fall. Food trucks and live entertainment brought thousands of Delhi Township residents and visitors to the Cedar Street corridor. The roof on the Farmers Market was replaced this fall.
- The online Delhi Township Business Directory is being revamped on the DDA website. The new directory will be more user friendly, searchable, and provide a comprehensive list of all Township businesses.
- Quarterly Newsletter focusing on Delhi Township businesses has been recently redesigned and rebranded. This new publication is called *Holt NOW*.