

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

June 18, 2026, Meeting - Communication

To: DDA Members and Staff
From: Dan King
Date: June 12, 2026
Subject: Information Regarding June 18, 2026, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday June 18th** in the Council Chambers, second floor of City Hall.

5. Financial Statement and Budget Review

Budget data has been updated through May 31, 2026.

6. Façade Update

The façade grant spreadsheet has been updated through May 31, 2026.

8. Old Business:

Mitch Foster from Double Haul Solutions will be in attendance to present the DDA Strategic Plan document.

Discussion regarding the scope of work for the Church and Jefferson streetscape will continue.

9. New Business

The first of two PA 57 of 2018 information meeting will be conducted.

City staff received a letter from a Hastings resident that included a petition signed by 36 individuals. The letter noted the lack of handrails on the central steps of the Thornapple Plaza with a request that installation of handrails be seriously reviewed and considered. CopperRock Construction was the general contractor for the Thornapple Plaza project. Staff contacted a representative from CopperRock to provide a quote for the installation of handrails on both sides of the central steps. The handrails would be placed next to each step level only as not to impede access to the grassy sitting areas. (Diagram attached). Staff will send the quote upon receipt.

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday, June 18, 2026

MEETING AT CITY HALL

1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Pledge to the Flag
3. Approval/Additions/Deletions to Agenda
4. Approval of Minutes – Approve Minutes from the May 21, 2026, DDA Meeting
5. Receive Financial Statements & Budget Review
6. Façade Update
7. Open Public Discussion and Comments
8. Old Business
 - A. Double Haul Solutions Presentation of Strategic Plan
 - B. Continue Discussion on Church/Jefferson Streetscape Plan
9. New Business
 - A. Conduct First PA 57 of 2018 Informational Meeting
 - B. Review and Consider Funding of Handrails at Thornapple Plaza
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
Thursday, May 21, 2026

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:04 a.m. by Hatfield.

Roll Call –

Present: Baker, Button, Hatfield, Tossava, Wiswell

Absent: Albrecht, Peterson, Schantz, Woods, Patterson

City Staff and Appointees: DeVries, Jaquay, King, Ponsetto

Others Present: Nicole Lyke and Jennifer Heinzman, BCCEDA; Brian Reynolds

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda –

Hatfield added presentation from BCCEDA to the agenda as Item D. under New Business

Motion by Wiswell, second by Baker, to approve the agenda as amended.

All ayes motion carried.

4. Approval of Minutes –

Motion by Wiswell, second by Tossava, to approve the minutes as presented.

All ayes motion carried.

5. Financial Statements & Budget for Review –

King said the budget data had been updated through April 30, 2026.

6. Façade and BEIG Update-

King said the façade grant and BEIG spreadsheets have been updated through April 30, 2026.

7. Open Public Comment and Discussion – None

8. Old Business-

A. Shade for Spray Plaza Discussion-

It was the consensus of the board to direct staff to go ahead with the purchase and installation of shade sails at the spray plaza.

B. Strategic Plan Update-

The board did a brief review of the strategic plan prepared by Double Haul Solutions. It will do a more thorough review during the June DDA meeting.

C. Church and Jefferson Street Streetscape Scope of Work-

The board discussed the scope of work to be included in the upcoming streetscape of portions of S. Jefferson and S. Church streets. Discussed setting a working DDA meeting in August 2026.

D. DDA Website Redesign Discussion-

Discussed options for the DDA website and whether one was necessary. It was the consensus of the board to ask the DDA marketing committee to come back with a recommendation at a later meeting.

9. New Business

A. Review and Consider Façade Grant Application from Tomy Cordova and Stephanie Fekkes for 139 E. Court-

Motion by Tossava, second by Baker to approve the façade grant request totaling \$11,000.

Ayes: Baker, Button, Hatfield, Tossava, Wiswell

Nays:

Absent: Albrecht, Peterson, Schantz, Woods

All ayes motion carried.

B. Review and Consider Funding Entire SAD Parking District for Fiscal Year 2026/2027-

Motion by Button, second by Tossava, to authorize the payment of up to an additional \$29,000 for the SAD Parking Assessment in addition to its annual contribution of \$15,000 for a total of up to \$44,000.

Ayes: Baker, Button, Hatfield, Tossava

Nays: Wiswell

Absent: Albrecht, Peterson, Schantz, Woods

Motion carried 4 to 1 in favor.

C. Consider Scheduling the First PA 57 of 2018 Informational Meeting for June 18, 2026-

Set Thursday, June 18, as the date for the first 2026 PA 57 of 2018 Informational Meeting of 2026.

D. Barry-Roubaix Impact Report From BCCEDA-

Lyke and Heinzman presented information about the economic impact of the 2026 Barry-Roubaix.

10. DDA Member Comment –

Button said she would like to see higher contrast colors used on the DDA digital billboards.

Baker asked about staff's progress getting quotes for the installation of safety rails for the center steps at the Thornapple Plaza.

Hatfield said the Adopt-A-Corner flowerbeds are on schedule for being completed by Memorial Day weekend.

Hatfield asked if anyone had been hired to do seasonal maintenance in the downtown business district.

Jaquays said that a person had been hired and they were scheduled to start Tuesday, May 26.

11. Open Public Comment and Discussion –

Brian Reynolds gave an update on the Rock the Block street parties scheduled for the third Saturdays in June, July, and August.

12. Adjournment

Motion by Wiswell, second by Baker, to adjourn.

All ayes motion carried.

Meeting adjourned at 9:27 a.m.

Deb Hatfield, Vice Chair

Deb Button, Secretary

DDA Budget 2025/2026 May 31, 2026 Update (thru 05.31.2026)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2026/2027
248.100.404.000	Tax Capture	\$ 760,000	\$ 904,583	\$ 904,583	\$ 900,000
248.100.573.000	LCSA Appropriation	\$ 50,000	\$ 44,658	\$ 44,658	\$ 45,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ -
248.100.569.000	SBTE TIF Loss		\$ 3,707	\$ 3,707	
248.100.648.000	Application Fees	\$ 500	\$ 500	\$ 500	\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 300	\$ 92	\$ 300	\$ 600
248.100.665.000	Interest Earned	\$ 20,000	\$ 13,594	\$ 20,000	\$ 20,000
248.100.672.000	Other Revenue MEDC- Strat. Plan		\$ 242,680	\$ 250,000	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 500	\$ 50	\$ -	\$ 250
Total Revenue		\$836,300	\$ 1,209,864	\$ 1,223,748	\$ 966,350
248.728.756.000	Repair and Maintenance Supplies		\$ -		
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies				\$ -
248.728.801.000	Annual Streetscape Bonding Fee	\$ 500	\$ 500	\$ 500	\$ 500
248.728.803.000	Administrative Services	\$ 35,000	\$ 35,000	\$ 35,000	
248.728.807.000	Planning Services (Stategic Plan)	\$ 5,000	\$ 21,720	\$ 28,000	\$ -
248.728.816.000	Security Services-Splash Pad	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167
248.728.824.000	MSI-lease, install, repair sculptures	\$ 22,200	\$ 17,450	\$ 22,200	\$ 22,200
248.728.830.000	Other Contracted Services	\$ 67,000	\$ 5,800	\$ 67,000	\$ 67,000
248.728.861.000	Transportation (Milage)				
248.728.872.000	Parking SAD	\$ 15,962	\$ 15,962	\$ 15,962	\$ 15,962
248.728.879.000	Website	\$ 1,000	\$ 965		\$ 1,000
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 12,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 6,000
	Michigan Trails Magazine	\$ 812	\$ 812		
	Hastings Reminder - Holiday	\$ 2,000	\$ 3,332		
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
	J-Ad Streetscape Construction				
248.728.884.000	Billboards	\$ 9,000	\$ 10,740	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,800		\$ 2,500
248.728.886.000	Videography	\$ 4,000	\$ 2,100	\$ 4,000	\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 500
248.728.891.000	Licenses and Fees	\$ 250		\$ 250	\$ 200
248.728.900.000	Printing and Publishing	\$ 5,000			\$ 5,000
	J-Ad - Hastings Live	\$ 700	\$ 1,799		
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)				
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850	\$ 372		
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250			
	Hastings Live Booklets				
	Progressive Graphics (Name Badges)				
	J-Ad - Hastings Live Rack Cards				
	J-Ad - Sculpture Tour Booklets				
	RFP and Misc. Printed Notices		\$ 128		

Account Number	Title	Budget	Year to Date	Projected	Budget 2026/2027
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 50,000	\$ 9,216	\$ 50,000	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 17,000			\$ 19,925
	Chamber of Commerce	\$ 2,000	\$ 5,000	\$ 5,000	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 5,500		
	Ball Drop	\$ 2,000	\$ 2,000		
	Farmer's Market	\$ 1,500	\$ 1,500		
	TAC Hastings Live Support	\$ 5,925	\$ 5,925		
248.728.911.000	Conferences/Trainings	\$ 1,000			\$ 1,000
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
248.728.912.000	Meetings	\$ 100			\$ 100
248.728.915.000	Membership Dues	\$ 600		\$ 600	\$ 600
	West Michigan Tourist Assoc.	\$ 284	\$ 284		
	MI Festivals and Events	\$ 250			
248.728.918.590	Sewer	\$ 10,000	\$ 7,091	\$ 10,000	\$ 11,000
248.728.918.591	Water		\$ 3,381		\$ 7,500
248.728.920.000	Electric	\$ 2,500	\$ 512	\$ 2,500	\$ 600
248.728.921.000	Gas	\$ 700	\$ 382	\$ 700	\$ 373
248.728.929.000	Gd. Repair/Maint. Winter Pot Décor.	\$ 37,550	\$ 8,420	\$ 37,550	\$ 37,000
248.728.929.010	Snow Plowing and Removal	\$ 5,000	\$ 1,901		\$ 20,000
248.728.930.000	Repair and Maintenance (Pole Paint)	\$ 1,000			\$ 46,000
248.728.940.000	Equipment Fund Rental		\$ 1,863		\$ 3,000
248.728.946.000	Engineering Services				
248.728.974.000	Land Improvements (Depreciable)	\$ 20,000			\$ 35,000
	MC Smith Streetscape Design		\$ 354		
	Parking Lot 1 Pedestrian Island				
	Signage				
	Kendall Electric		\$ 158		
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Katerberg - Landscaping		\$ 8,000		
248-728-980-010	Street Furniture				
248.728.974.010	Land Improvements (Non-Dep)	\$ 8,000			\$ 1,300
	Sculpture Bases				
	Consort		\$ 468		
	Light Pole Repair		\$ 240		
	Street Tree Replacement - Jefferson St		\$ 4,300		
	Wayfinding Signs		\$ 6,340		
248.728.978.010	Technology - Non Depreciable				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 45,989	\$ 50,000	\$ 50,000
248.728.992.000	Interest on Streetscape Debt	\$ 103,700	\$ 103,700	\$ 103,700	\$ 99,800
248.728.993.000	Principal on Streetscape Debt	\$ 95,000	\$ 95,000	\$ 95,000	\$ 100,000
Total Expenditures		\$ 588,529	\$ 449,171	\$ 549,829	\$ 631,227

CITY OF HASTINGS
 DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 11 MONTHS ENDING MAY 31, 2026

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

	THIS MONTH ACTUAL 31-MAY-26	THIS YEAR FISCAL YTD 31-MAY-26	REVISED BUDGET 2025-2026	THIS YEAR YTD % OF BUDGET	LAST YEAR FISCAL YTD 31-MAY-25	REVISED BUDGET 2024-2025	LAST YEAR YTD % OF BUDGET	LAST YEAR FULL YEAR ACTUAL	
REVENUES									
248-100-404-000	CURRENT PROPERTY TAXES - CAPTR	.00	904,583.11	760,000	119%	753,946.39	725,000	104%	753,946.39
248-100-569-000	STATE GRANTS-OTHER	3,707.42	3,707.42	0	0%	.00	0	0%	.00
248-100-573-000	LOCAL COMM STABILIZATION SHARE	.00	44,658.30	50,000	89%	51,491.79	60,000	86%	51,491.79
248-100-642-000	SCULPTURE SALES	.00	.00	5,000	0%	.00	5,000	0%	.00
248-100-648-000	APPLICATION FEES	200.00	500.00	500	100%	400.00	1,000	40%	700.00
248-100-654-000	ELECTRICITY USE FEE	.00	92.32	300	31%	523.61	250	209%	560.07
248-100-665-000	INTEREST EARNED ON DEP & INVST	1,083.97	13,594.08	20,000	68%	40,137.70	16,000	251%	42,424.04
248-100-672-000	OTHER REVENUE	.00	242,680.00	0	0%	237,250.00	0	0%	237,250.00
248-100-675-000	SPONSORSHIPS	50.00	50.00	500	10%	.00	700	0%	.00
TOTAL REVENUES		5,041.39	1,209,865.23	836,300	145%	1,083,749.49	807,950	134%	1,086,372.29
TOTAL REVENUE & INCOMING TRANSFERS		5,041.39	1,209,865.23	836,300	145%	1,083,749.49	807,950	134%	1,086,372.29

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DDA

248-728-772-000	PROMOTIONS SUPPLIES	.00	.00	0	0%	.00	500	0%	.00
248-728-801-000	PROFESSIONAL SERVICES	.00	500.00	500	100%	500.00	0	0%	500.00
248-728-803-000	ADMINISTRATIVE SERVICES	.00	35,000.00	35,000	100%	35,000.00	35,000	100%	35,000.00
248-728-806-000	LEGAL SERVICES	.00	.00	0	0%	.00	500	0%	.00
248-728-807-000	PLANNING SERVICES	5,792.00	21,720.00	5,000	434%	.00	2,000	0%	.00
248-728-816-000	SECURITY SERVICES	.00	1,167.00	1,167	100%	.00	0	0%	.00
248-728-824-000	OTHER PROFESSIONAL SERVICES	6,850.00	17,450.00	22,200	79%	.00	0	0%	5,600.00
248-728-830-000	OTHER CONTRACTED SERVICES	.00	5,800.00	67,000	9%	.00	0	0%	.00
248-728-861-000	TRANSPORTATION - MILEAGE REIMB	.00	.00	0	0%	.00	100	0%	.00
248-728-872-000	SPECIAL ASSESSMENT - PARKING	.00	15,962.00	15,962	100%	15,962.00	15,962	100%	31,924.00
248-728-879-000	WEBSITE	870.00	965.00	1,000	97%	965.00	650	148%	965.00
248-728-882-000	ADVERTISING - SOCIAL MEDIA	1,000.00	12,000.00	13,000	92%	12,000.00	13,000	92%	13,000.00
248-728-883-000	ADVERTISING - PRINT	.00	4,144.25	5,000	83%	4,730.25	5,000	95%	4,730.25
248-728-884-000	ADVERTISING - BILLBOARDS	895.00	10,740.00	9,000	119%	10,200.00	9,000	113%	11,050.00
248-728-885-000	ADVERTISING - RADIO	.00	1,800.00	2,000	90%	1,874.00	2,000	94%	1,874.00
248-728-886-000	PHOTOGRAPHY/VIDEOGRAPHY	.00	2,100.00	4,000	53%	.00	4,000	0%	.00
248-728-887-000	SPEAKERS/PERFORMERS	.00	.00	1,000	0%	.00	1,000	0%	.00
248-728-891-000	LICENSES AND FEES	.00	.00	250	0%	31.50	250	13%	31.50
248-728-900-000	PRINTING AND PUBLISHING	.00	2,299.00	5,000	46%	879.50	8,000	11%	4,774.50
248-728-905-000	CONTRIBUTIONS TO OTHER GVRNMNT	.00	241,519.92	200,000	121%	647,336.09	498,229	130%	670,461.09
248-728-906-000	PROMOTIONS/MARKETING	300.00	9,215.51	50,000	18%	45,746.56	500	9149%	59,676.56
248-728-907-000	SPONSORSHIPS/DONATIONS	.00	19,925.00	17,000	117%	11,050.00	14,000	79%	12,540.00
248-728-911-000	CONFERENCES	.00	.00	1,000	0%	.00	1,000	0%	.00
248-728-912-000	MEETINGS	.00	.00	100	0%	.00	100	0%	.00
248-728-915-000	MEMBERSHIPS	.00	283.50	600	47%	283.50	600	47%	283.50
248-728-918-000	WATER/SEWER	.00	.00	10,000	0%	10,043.10	0	0%	10,798.22
248-728-918-590	SEWER	235.12	7,090.52	0	0%	.00	0	0%	.00
248-728-918-591	WATER	154.56	3,380.63	0	0%	.00	0	0%	.00
248-728-920-000	ELECTRIC	45.87	512.35	2,500	20%	539.75	0	0%	591.79
248-728-921-000	NATURAL GAS	46.50	382.46	700	55%	570.02	0	0%	600.75
248-728-929-000	GROUNDS REPAIR AND MAINTENANCE	.00	8,419.58	37,550	22%	8,530.00	0	0%	33,324.20
248-728-929-010	SNOWPLOWING/SNOW REMOVAL	.00	1,900.68	5,000	38%	519.80	5,000	10%	519.80
248-728-930-000	REPAIR & MAINTENANCE	.00	.00	1,000	0%	.00	100	0%	.00
248-728-940-000	EQUIPMENT FUND RENTALS	10.30	1,863.13	0	0%	3,722.41	5,000	74%	3,731.97
248-728-974-000	LAND IMPROVEMENTS - DEPRECIABL	.00	8,512.00	20,000	43%	735,835.52	0	0%	727,837.30
248-728-974-010	LAND IMPROVEMENTS - NON-DEPREC	.00	11,348.49	8,000	142%	4,099.10	14,500	28%	12,097.32

CITY OF HASTINGS

DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 11 MONTHS ENDING MAY 31, 2026

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

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248-728-975-010 BLDGS & BLDG IMP - NON-DEPRCBL	.00	.00	0	0%	.00	0	0%	1,350.00
248-728-991-000 FACADE IMPROVMENT GRANTS	.00	45,989.20	50,000	92%	23,460.00	50,000	47%	27,712.50
248-728-992-000 INTEREST PAYMENT	.00	103,700.00	103,700	100%	107,400.00	197,400	54%	107,400.00
248-728-993-000 PRINCIPAL EXPENSE ON BONDS	.00	95,000.00	95,000	100%	90,000.00	0	0%	90,000.00
TOTAL D D A	16,199.35	690,690.22	789,229	88%	1,771,278.10	883,391	201%	1,868,374.25
TOTAL EXPENDITURES & OUT TRANSFERS	16,199.35	690,690.22	789,229	88%	1,771,278.10	883,391	201%	1,868,374.25
NET REVENUES OVER EXPENDITURES	(11,157.96)	519,175.01	47,071		(687,528.61)	(75,441)		(782,001.96)

OUTFRONT

MOBILE

Market	Campaign Name	Contract No.	Start Date	End Date
Grand Rapids	City of Hastings	4180702	6/30/2025	6/29/2025

Reporting Date	Imps Delivered	Clicks	CTR %	
11/3/2025	495,704	1,634	0.33%	
11/11/2025	526,724	1,719	0.33%	
11/18/2025	554,101	1,789	0.32%	
11/25/2025	581,809	1,878	0.32%	
12/2/2025	605,595	1,929	0.32%	
12/9/2025	642,205	2,184	0.34%	
12/16/2025	670,123	2,298	0.34%	
12/23/2025	698,017	2,492	0.36%	
12/30/2025	-	-	-	OUTFRONT CL
1/6/2026	752,455	2,714	0.36%	
1/13/2026	781,411	2,872	0.37%	
1/20/2026	809,046	2,986	0.37%	
1/27/2026	837,073	3,120	0.37%	
2/3/2026	864,391	3,233	0.37%	
2/10/2026	892,659	3,403	0.38%	
2/17/2026	920,324	3,544	0.39%	
2/24/2026	948,084	3,619	0.38%	
3/3/2026	972,953	3,740	0.38%	
3/10/2026	1,002,174	3,959	0.40%	
3/17/2026	-	-	-	NO REPORT A
3/24/2026	1,055,786	4,251	0.40%	
3/31/2026	1,081,585	4,325	0.40%	
4/7/2026	1,105,871	4,555	0.41%	
4/14/2026	1,132,330	4,665	0.41%	
4/21/2026	1,159,324	4,734	0.41%	
4/28/2026	1,188,113	4,808	0.40%	
5/6/2026	1,214,229	4,934	0.41%	
5/12/2026	1,238,999	5,041	0.41%	
5/19/2026				
5/26/2026	1,305,564	5,192	0.40%	
6/2/2026	1,337,110	5,291	0.40%	
6/9/2026	1,364,915	5,449	0.40%	

Contracted Imps

1,444,445

.OSED

AVAILABLE

Façade Improvement Grant 2025/2026 Budget**\$50,000.00****June 8, 2026*****Paid FY 2025/26 To Date (05/31)***

112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	\$10,000.00
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	\$10,000.00
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	\$1,000.00
128 W. Mill - Troy Dalman - Ayers Insurance Agency	6/19/2025	\$4,989.20
111 W. State St. - Carole Barlow - Barlow Florist	6/19/2025	\$10,000.00
118 S. Jefferson St. - Emily Jasperse - The General Store	9/18/2025	\$10,000.00

TOTAL DISBURSED

\$45,989.20***Façade Grants Pledged for the 2025/2026 FY Budget***

144 E. State - Kevin Anderson	3/19/2026	\$10,000.00
148 E. State - Kevin Anderson	4/16/2026	\$6,350.00
139 E. Court - Tomy Cordova and Stephanie Fekkes	5/21/2026	\$10,000.00

TOTAL PLEDGED

\$26,350.00***Architectural Renderings Pledged for the 2025/2026 FY Budget***

144 E. State - Kevin Anderson		\$1,000.00
148 E State - Kevin Anderson		\$1,000.00
139 E. Court - Tomy Cordova and Stephanie Fekkes	5/21/2026	\$1,000.00

TOTAL PLEDGED FOR ARCHITECTURAL

\$3,000.00**Total Approved 2025/2026 Budget****\$50,000.00****Total Approved and Disbursed 2025/2026 Projects****\$75,339.20**

Available

(\$25,339.20)

CITY OF HASTINGS

Downtown Development Authority



Photos provided by
the MCSA Group

STRATEGIC PLAN 2026-2031



Adopted by City of Hastings DDA _____

Adopted by City Council _____

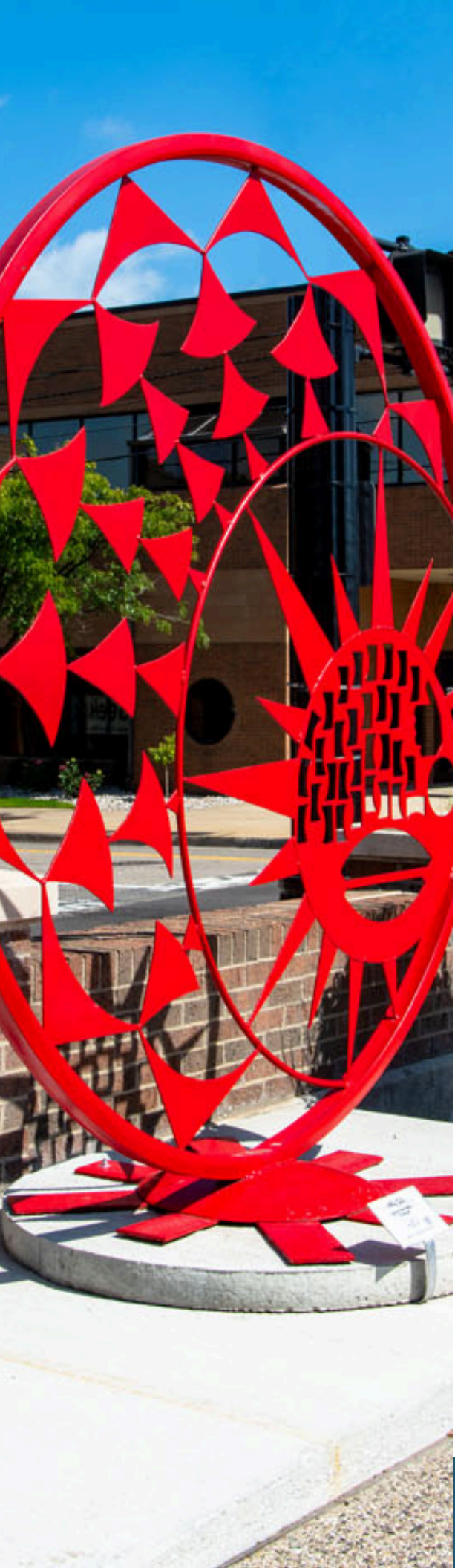


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VISION & MISSION



Vision

Downtown Hastings is a place where people of all ages want to be. A place easy to access that is enjoyable to explore and full of unique shopping and dining alternatives in an environment rich with art, music, and engaging public spaces.



Mission

The Hastings Downtown Development Authority enhances and promotes downtown Hastings through strategic infrastructure investment, business support and recruitment, effective use of financial resources, and collaboration with arts, entertainment, and community partners to foster a vibrant, accessible, and sustainable downtown.



INTRODUCTION

Downtown Hastings is more than a commercial district – it is the heart of our community. It is where neighbors gather, where local businesses thrive, and where the character and identity of Hastings are on full display. It is a place with real momentum, and a place worth investing in.

The Hastings Downtown Development Authority (DDA) was established to be a focused, resourceful champion for investment. Authorized under Michigan's Downtown Development Authority Act (Act 57 of Public Acts of 2018), the DDA is empowered to plan, fund, and implement improvements within the designated downtown development district. This authority includes the use of Tax Increment Financing (TIF), a tool that captures growth in assessed value within the district and reinvests it directly into downtown improvements. The DDA's Development and Financial Plan, adopted by the City Council and most recently amended in April 2023, provides the legal and financial foundation upon which this Strategic Plan is built.



This 2026–2031 Strategic Plan is the DDA's roadmap for the next five years. It is a focused, actionable document, not a wish list, but a commitment. It tells the community, our partners, and our board members what we are going to do, how we will measure success, and when results are expected.

The plan is grounded in three sources:

- The DDA's Board-approved Vision and Mission statements, which define our purpose and the downtown we are working toward
- Direct input from the Hastings community, gathered through three facilitated public workshops and a community survey conducted in late 2025 and early 2026
- Strategic goal areas identified by the DDA Board through a deliberate planning process

Six SMART goals (Specific, Measurable, Achievable, Relevant, and Time-Bound) organize the work ahead. Each goal includes clear tactics, defined metrics, and a time horizon, so progress can be tracked and shared openly with the community we serve.

We invite you to read this plan not just as a policy document, but as an expression of what downtown Hastings can be, and of the DDA's commitment to making it happen.

WHAT WE HEARD:

Community Foundation

Between late 2025 and early 2026, the DDA engaged the Hastings community through three facilitated workshops and a public survey. The engagement surfaced consistent themes that directly inform this plan.

What Is Working

- Thornapple Plaza, concerts, and year-round events draw strong community participation
- River Trail and Riverwalk improvements, lighting, and beautification have elevated the downtown's character
- Public art, murals, and placemaking investments are broadly celebrated
- New housing development and improved walkability demonstrate real momentum
- The community shows up – engagement and pride are genuine assets

What Needs Attention

- Downtown feels lively during events but otherwise quiet; consistent activity planning needed
- Business succession is a growing concern as longtime owners approach retirement
- Parking and access, especially in winter, remain functional barriers to everyday use
- Many residents cannot clearly describe what the DDA does or how it is funded
- Underutilized spaces, particularly large parking lots near the river, represent missed opportunity

Community Priorities

Participants ranked the following as their highest priorities for downtown's future:

- Vibrancy and year-round activation
- Business recruitment, retention, and support
- Walkability, connectivity, and safe access
- Preserving Hastings' authentic small-town identity
- Inclusive design for all ages and abilities
- Transparency and clear communication about the DDA's role

The Community's Message Is Clear

Hastings does not need to reinvent its downtown. The community wants the DDA to connect, communicate, and keep downtown vibrant year-round; building on a strong foundation rather than starting over.

STRATEGIC FRAMEWORK


This plan is organized around six Strategic Goals. Each SMART goal is supported by a defined set of tactics and a time horizon.


Strategic Goal


These are the specific, long-term outcomes the DDA aims to achieve over the planning period. They define what success looks like for downtown and provide a clear direction for measuring progress.


Focus Area


These are the key priority categories that guide where time, resources, and efforts will be concentrated. They organize the DDA's work and support the achievement of its strategic goals.


- 
Improve Downtown Access & Functionality

- 
Strengthen the Downtown Business Environment

- 
Elevate the Everyday Downtown Experience

- 
Invest in Purpose-Driven Placemaking

- 
Build DDA Clarity, Trust & Transparency

- 
Protect & Leverage Downtown's Identity

Parking, walkability, wayfinding, ease seasonal access with improved ADA and winter maintenance

Retention, recruitment, financial tools, succession

Programming, activation, amenities, family access

Infrastructure, design, maintenance, connectivity

Communications, education, engagement, governance

Heritage, authenticity, branding, character preservation

Goal 1: Improve Downtown Access & Functionality

Specific	Develop and implement a coordinated downtown parking and access strategy that addresses seasonal barriers, improves circulation, and expands wayfinding by December 2027.
Measurable	Completion of a formal parking study; adoption of a parking/access policy; review of existing entry point wayfinding signage; reduction in access-related complaints (parking concerns, traffic, pedestrian comfort, etc.) tracked through an annual community survey.
Achievable	The DDA will lead coordination with the City's Department of Public Works, leverage existing TIF resources, and engage property owners in shared parking solutions. A parking study is achievable within one budget cycle.
Relevant	Parking and access are the most consistently cited barriers to everyday downtown use. Solving functional access directly supports business vitality, senior accessibility, and visitor experience who are all core to the DDA's mission.
Time-bound	Parking study complete by Q2 2027-28 Budget; policy adopted by Q4 2027; expand unified wayfinding signage by Q2 2028.

KEY TACTICS	ASSIGNED	STATUS	DATE
Commission a comprehensive downtown parking and circulation study in partnership with the City			
Establish clear downtown business employee parking guidelines and communicate to downtown businesses			
Explore shared parking agreements with key property owners			
Expand upon wayfinding signage for a unified signage system connecting parking, the plaza, riverfront, and retail core			
Address winter plowing responsibilities through a formal agreement with the City's DPW or an RFP process			
Add benches, shade structures, and rest points to support walkability for all ages and abilities			
Evaluate and expand the social district boundaries to enhance outdoor gathering opportunities			
Install or upgrade a downtown digital kiosk(s) for event promotion and business visibility			

Goal 2: Strengthen the Downtown Business Environment

Specific	By December 2028, reduce storefront vacancy by 20% and strengthen business retention through targeted business recruitment, retention programming, and expanded financial assistance tools.
Measurable	Vacancy rate tracked biannually; number of businesses receiving DDA financial assistance; number of new businesses opened in the district; business satisfaction score on an annual survey.
Achievable	The DDA has existing façade improvement programs and TIF capacity. Expansion of existing financial tools (microloans, building improvement loans) is feasible within the planning horizon. Recruitment can be strengthened through a targeted outreach strategy.
Relevant	Business vitality is the backbone of downtown health and is a core DDA function. Addressing succession risk, attracting complementary businesses, and reducing vacancies directly fulfills the DDA's mission of business support and recruitment.
Time-bound	Business inventory and vacancy assessment by Q3 2026; expanded façade program by Q1 2027-28 Budget; evaluation and expansion of existing building improvement loan tools by Q3 2027; recruitment strategy active by Q2 2027.

KEY TACTICS	ASSIGNED	STATUS	DATE
Conduct a comprehensive business inventory and vacancy assessment, including succession risk profiling			
Expand façade improvement grant program. Increase dollar amounts and streamline the application process			
Create a business recruitment strategy targeting unique, niche retailers, restaurants, and third-space concepts			
Partner with the Chamber and local organizations to support business-to-business coordination and referrals			
Develop a business succession program connecting aging owners with potential buyers or successors			
Align physical improvements (lighting, signage, streetscape) with high-priority commercial corridors			
Develop marketing and messaging that promotes the value of opening or expanding a business in downtown Hastings			

Goal 3: Elevate the Everyday Downtown Experience

Specific	By December 2027, establish a year-round downtown activation calendar that includes a minimum of four recurring programs outside of major events, with at least one initiative targeting youth and families.
Measurable	Number and frequency of non-event activation programs; attendance tracking at new programming; youth and family engagement at DDA-supported activities; survey feedback on downtown experience outside of events.
Achievable	The DDA can coordinate activation through existing relationships with arts organizations, the Chamber, and property owners. Programming can begin with low-cost pilots in 2027, scaling based on demonstrated community uptake.
Relevant	Events alone do not sustain a vibrant downtown. Community input was clear: people want downtown to feel active and welcoming on an ordinary Tuesday, not just during concerts. Consistent activation builds the habits of use that drive long-term economic health.
Time-bound	Activation pilot programs launched by Q2 2027; full year-round calendar established by Q3 2027; youth/family initiative launched by Q3 2027.

KEY TACTICS	ASSIGNED	STATUS	DATE
Develop a year-round downtown activation calendar in collaboration with arts, entertainment, and business partners			
Launch a 'Late Till 8' or similar extended-hours initiative to encourage nighttime foot traffic			
Establish a recurring pop-up market or vendor series utilizing underused spaces, including parking lots near the river			
Create or support a youth-oriented program, event series, or facility partnership to draw younger residents downtown			
Encourage extended and coordinated business hours through a downtown merchant communication initiative			
Support outdoor dining expansion and seating amenity investment			
Activate Thornapple Plaza year-round including winter programming (ice, seasonal markets, lighting)			
Pilot seasonal pop-up events in underutilized spaces to test activation concepts before long-term investment			
Improve collaboration with the Downtown Merchants Association on downtown events, promotions, and business engagement initiatives			

Goal 4: Invest in Purpose-Driven Placemaking

Specific	By December 2029, complete a minimum of three capital infrastructure projects that improve year-round usability, connectivity, or comfort in the downtown district, evaluated through an everyday use lens.
Measurable	Number of projects completed and on budget; pre/post assessment of pedestrian counts and comfort; survey ratings on downtown usability and physical condition; maintenance plan completion rate.
Achievable	The DDA has TIF funding capacity and an established track record of infrastructure investment. Projects will be prioritized by community needs, seasonal usability, and maintenance sustainability. In addition to being coordinated with City capital planning cycles.
Relevant	Placemaking investments earn community trust when they serve everyday needs, not just aesthetics. Ensuring infrastructure is durable, accessible, and functional in all seasons protects past investment and supports future economic activity.
Time-bound	Capital project prioritization completed by Q2 2027; at least one project in design/construction by Q3 2027; three projects complete by December 2029.

KEY TACTICS	ASSIGNED	STATUS	DATE
Develop a formal capital planning process that evaluates projects through an everyday use and seasonal functionality lens			
Prioritize pedestrian infrastructure: sidewalk improvements, lighting, and safe crossings			
Invest in riverfront connectivity (i.e. Trail linkages, lighting, and access from the retail core)			
Evaluate the downtown and spray plaza for year-round functionality and identify targeted improvements			
Establish minimum standards and maintenance schedules for all publicly funded improvements			
Explore utility improvements including undergrounding wires and internet infrastructure			
Coordinate infrastructure projects with City capital plans to leverage matching resources			
Evaluate and activate underused parking areas near the river for temporary or permanent public use			

Goal 5: Build DDA Clarity, Trust & Transparency

Specific	By June 2027, implement a DDA communications and governance framework that measurably increases community understanding of the DDA's role, funding, and impact.
Measurable	Pre/post community survey measuring DDA awareness and trust; number of public-facing communications published quarterly; completion of board member orientation; attendance at public engagement events.
Achievable	The DDA can develop governance materials, a communication strategy, and public education tools with existing staff capacity and board commitment. Short-form digital content and an updated online presence are achievable in a single budget cycle.
Relevant	Trust is a prerequisite for effective implementation. Community input was explicit: residents support the DDA's work when they understand it. Transparency builds the political and social capital needed to execute this plan.
Time-bound	Orientation packet and board handbook complete by Q4 2026; communication strategy launched by Q1 2027; first annual community impact report published by Q3 2027.

KEY TACTICS	ASSIGNED	STATUS	DATE
Develop a board member orientation packet, handbook, and standard operating procedures for new and existing members			
Create a plain-language DDA explainer – what the DDA is, how TIF works, and how decisions are made			
Launch a short-form video series explaining the DDA's role and project updates (social media and local press)			
Establish a regular public communication cadence: quarterly updates, an annual impact report, and project spotlights			
Improve the DDA's digital presence – website, social media, and local media relationships			
Build relationships with the City, school district, and local press to create aligned messaging			
Host annual community input sessions to maintain engagement between major planning cycles			
Set and communicate clear expectations through “job description” for DDA board member roles, time commitments, and responsibilities			

Goal 6: Protect & Leverage Downtown’s Identity

Specific	By December 2028, develop and adopt a Downtown Hastings identity and branding framework that guides physical investment, business recruitment, programming, and communications.
Measurable	Completion of identity/branding framework; integration of identity guidelines into at least three DDA programs or projects; community recognition score on annual survey measuring downtown character preservation.
Achievable	Identity work can be completed through a focused community engagement and design process. The DDA has existing relationships with arts organizations, business owners, and community leaders who can contribute to this process.
Relevant	Hastings' authentic character (walkable, friendly, artsy, and distinctively small-town) is both a competitive advantage and a community value. Protecting it while enabling thoughtful growth is essential to long-term vitality.
Time-bound	Identity process launched by Q2 2027; framework adopted by Q4 2027; integration into DDA programs by Q2 2028.

KEY TACTICS	ASSIGNED	STATUS	DATE
Lead a community-centered process to define and articulate what makes downtown Hastings distinctively itself			
Develop a wayfinding and branding system that reflects Hastings' character and history			
Tell the story of downtown Hastings through signage, digital content, public art, and local media			
Integrate identity guidelines into the DDA's business recruitment criteria to attract businesses that fit the downtown's character			
Support adaptive reuse of historic buildings as a strategy for preserving character while enabling new uses			
Evaluate all capital projects and programming through an identity lens: does this feel like Hastings?			
Partner with local artists, schools, and cultural organizations to embed creativity into the downtown experience			

IMPLEMENTATION TIMELINE

This plan uses three planning horizons to organize priorities. Time horizons are guides, not rigid constraints – the DDA should adapt based on capacity, funding, and opportunity.

HORIZON	TIMEFRAME	FOCUS
Short-Term (Quick Wins)	2026–2027	Governance, communications, activation pilots, parking study, façade expansion, board orientation, social district expansion
Mid-Term (Structural)	2027–2028	Parking/access policy adoption, business recruitment strategy, wayfinding installation, expanded financial tools, identity framework, capital project design
Long-Term (Big Impact)	2028–2031	Capital infrastructure delivery, vacancy reduction targets, full year-round programming, identity integration across all DDA programs, community trust benchmarks

PLAN GOVERNANCE & ANNUAL REVIEW

This Strategic Plan is a living document. The DDA Board commits to the following governance practices:

- Annual review of all six SMART goals against established metrics, conducted each fall
- Formal plan update every three years, incorporating new community input
- Quarterly progress updates shared publicly – through the DDA website, local media, and board meetings
- An annual community impact report published each spring, summarizing investment, outcomes, and upcoming priorities
- Board orientation for all new members, conducted within 60 days of appointment, using the DDA handbook

Accountability Commitment

The DDA will track progress against each goal's defined metrics and share results with the community. When priorities shift or timelines adjust, the DDA will communicate why – building the trust and transparency that make this plan possible.



CLOSING

A Downtown Worth Investing In

Downtown Hastings already has what many communities spend years trying to build: a strong sense of place, an engaged community, and real momentum. This plan asks the DDA to be a focused, transparent, and accountable steward of that momentum.

The six goals in this plan are not aspirational abstractions. They are grounded in what residents said, what the board identified, and what the DDA's mission requires. Executed with discipline and communicated with clarity, they will make downtown Hastings a place where people of all ages genuinely want to be: every day, every season, every year.



APPENDIX

- i. Resolution of the Hastings Downtown Development Authority*
- ii. Resolution of the Hastings City Council*

Note: space can be utilized to add notes, additional ideas, and/or thoughts

- iii. Goal 1–Improve Downtown Access & Functionality*
- iv. Goal 2–Strengthen the Downtown Business Environment*
- v. Goal 3–Elevate the Everyday Downtown Experience*
- vi. Goal 4–Invest in Purpose–Driven Placemaking*
- vii. Goal 5–Build DDA Clarity, Trust & Transparency*
- viii. Goal 6–Protect & Leverage Downtown’s Identity*

i. Resolution of the Hastings Downtown Development Authority

RESOLUTION NO. DDA-2026-_____

A RESOLUTION OF THE HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY ADOPTING THE 2026-2031 STRATEGIC PLAN

WHEREAS, the Hastings Downtown Development Authority (DDA) was established pursuant to the Downtown Development Authority Act, Act 57 of the Public Acts of 2018 of the State of Michigan, as amended, and is authorized to undertake planning, development, and financial activities within the designated downtown development district; and

WHEREAS, the DDA is committed to fulfilling its Mission to enhance and promote downtown Hastings by providing strategic infrastructure investments, business support and recruitment, developing and leveraging financial resources, and coordinating with arts and entertainment providers and others who share the desire to make downtown more vibrant, desirable, accessible, and sustainable; and

WHEREAS, the DDA engaged the Hastings community through three facilitated public workshops and a community survey, gathering meaningful input to inform the priorities of this Strategic Plan; and

WHEREAS, the Board of the Hastings DDA has reviewed, discussed, and refined a 2026–2031 Strategic Plan that establishes six SMART goals aligned with the DDA’s approved Mission and Vision, the findings of community engagement, and the authority granted by the DDA’s Development and Financial Plan; and

WHEREAS, the Board finds that adoption of this Strategic Plan serves the public interest and advances the goals of economic vitality, placemaking, access, transparency, and identity preservation in the downtown district;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Hastings Downtown Development Authority that:

- The 2026–2031 Strategic Plan of the Hastings Downtown Development Authority is hereby adopted as the official strategic guidance of the DDA for the plan period.
- The DDA Board directs staff and committees to align annual work plans, budget requests, and project priorities with the goals and tactics established in this Strategic Plan.
- The DDA Board commits to conducting an annual review of progress against the Strategic Plan’s defined metrics and to sharing results publicly through an annual community impact report.
- This Strategic Plan shall be transmitted to the Hastings City Council with a request for concurrent adoption by resolution.

ADOPTED by the Board of Directors of the Hastings Downtown Development Authority at a duly noticed public meeting held on the _____ day of _____, 2026.

Chairperson, Hastings DDA Board of Directors

Date

Secretary, Hastings DDA Board of Directors

ii. Resolution of the Hastings City Council

RESOLUTION NO. CC-2026-___

A RESOLUTION OF THE HASTINGS CITY COUNCIL CONCURRING IN THE ADOPTION OF THE HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY 2026–2031 STRATEGIC PLAN

WHEREAS, the City of Hastings established the Hastings Downtown Development Authority (DDA) by Ordinance No. 195 on December 9, 1985, pursuant to the Downtown Development Authority Act, Act 57 of the Public Acts of 2018 of the State of Michigan, as amended; and

WHEREAS, the DDA is authorized to develop and implement plans for the improvement of the downtown development district, including the use of Tax Increment Financing (TIF) as provided in the DDA’s Development and Financial Plan, most recently amended by the City Council on April 10, 2023; and

WHEREAS, the DDA has engaged the Hastings community through a transparent and inclusive planning process – including three public workshops and a community survey – to develop a strategic framework that reflects the values, priorities, and aspirations of the residents and businesses of Hastings; and

WHEREAS, the Hastings DDA Board of Directors has adopted Resolution No. DDA-2026-___ approving the 2026–2031 Strategic Plan and has transmitted it to the City Council for concurrent adoption; and

WHEREAS, the City Council finds that the 2026–2031 Strategic Plan is consistent with the DDA’s Development and Financial Plan, advances the public interest in a vibrant and economically healthy downtown, and appropriately directs the DDA’s priorities and resources for the plan period;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hastings that:

- The City Council hereby concurs in and endorses the adoption of the Hastings Downtown Development Authority 2026–2031 Strategic Plan.
- The City Council affirms that the goals, tactics, and priorities set forth in the Strategic Plan are consistent with the City’s interests in the development and vitality of the downtown district.
- The City Council encourages ongoing collaboration between the DDA and City departments – including Community Development, Public Works, and Administration – to advance the shared objectives described in the Strategic Plan.
- The City Clerk is directed to transmit a certified copy of this Resolution to the Hastings Downtown Development Authority.

ADOPTED by the City Council of the City of Hastings at a duly noticed public meeting held on the _____ day of _____, 2026.

Mayor, City of Hastings

Date

City Clerk, City of Hastings

iii. Goal 1: Improve Downtown Access & Functionality

iv. Goal 2: Strengthen the Downtown Business Environment

v. *Goal 3: Elevate the Everyday Downtown Experience*

vi. Goal 4: Invest in Purpose-Driven Placemaking

vii. Goal 5: Build DDA Clarity, Trust & Transparency

viii. Goal 6: Protect & Leverage Downtown's Identity



City of *Hastings* Michigan

(269) 945-2468
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201 E. State Street 49058

CITY OF HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY
ACCOMPLISHMENTS, PROJECTS, INVESTMENTS, AND AUTHORITY EVENTS
FOR FISCAL YEAR 2025-2026

July 2025— Approved expenditure of up to \$4,000 to hire Welton Media to create video and still content for the DDA website.

July 2025—Approved the expenditure of \$5,800 for a five-year cloud plan and maintenance agreement with Chargepoint.

July 2025—Approved \$5,000 per year payment to the Barry County Chamber of Commerce and Economic Development Alliance’s Level Up program for the next three years.

September 2025—Approved a faced grant application for 118 S. Jefferson Street totaling \$10,000.

September 2025—Approved the expenditure of \$5,500 to support the 2025 Jingle & Mingle event.

September 2025—Approved the expenditure of \$6,340 for the repair and reinstallation of a damaged wayfinding sign.

September 2025—Approved the expenditure of up to \$7,500 to replace street trees on S. Jefferson Street

October 2025—Approved a motion scheduling its second PA 57 Of 2018 Informational Meeting for Nov. 20, 2025.

October 2025—Approved a motion to replace two trees on the 100 block of S. Jefferson St.

October 2025—Approved the expenditure of up \$15,000 for winter/holiday fill for planters in the downtown business district.

November 2025—Approved the expenditure of \$2,000.00 to support the New Year’s Eve Ball Drop.

November 2025—Conducted its second PA 57 of 2018 Informational Meeting in 2025.

November 2025—Established its meeting schedule for 2026 as 8 a.m. on the third Thursday of each month.

November 2025—Approved the cancellation of its December 18, 2025, meeting.

January 2026 – Elected its slate of officers for 2026: Patti Woods, chair; Deb Hatfield, vice chair; Deb Button, secretary.

February 2026—Approved the Thornapple Arts Council’s annual request for support totaling \$5,925.

March 2026—Chose a DDA mission and vision statement as part of the process of developing a strategic plan.

March 2026—Approved the job description for and hiring of a part time maintenance person for the downtown business district.

March 2026—Approved the expenditure of \$1,500 for the annual support of the Farmers Market.

March 2026—Approved the façade grant application for 144 E. State St. totaling \$11,000.

March 2026—Approved a motion to pay half of the estimated \$40,000 to replace the deteriorating landscaping screen with approved off-street fencing.

April 2026—Approved the expenditure of up to \$40,000 for the replacement of fencing and landscaping screen at Tyden Park parking lot.

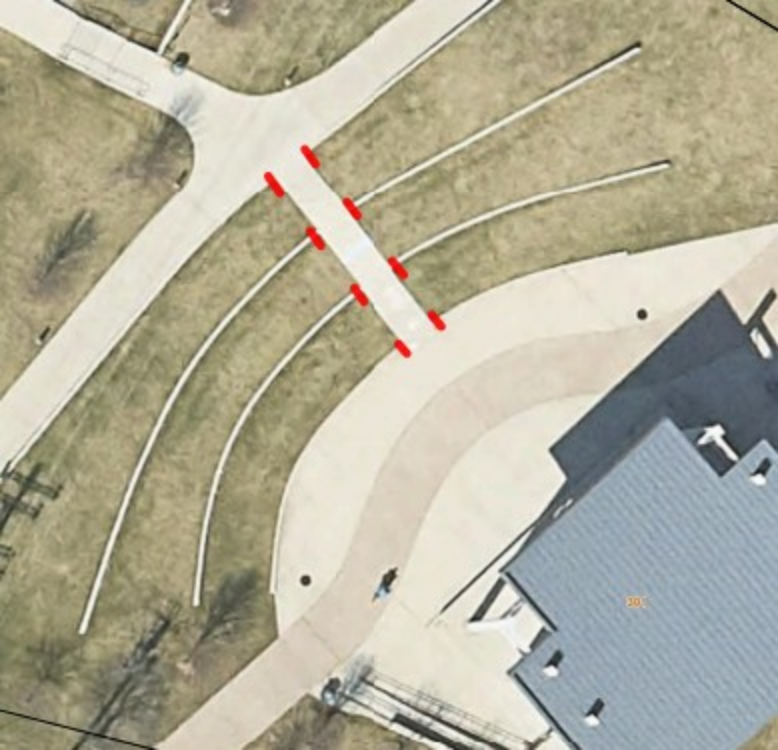
April 2026—Approved the façade grant application from Kevin Anderson for the rear façade of 148 E. State St. in the amount of \$7,350.

April 2026—Reviewed and approved recommendation from Assistant City Manager Hana Jaquays to accept the bid from Muscat Painting for street light pole painting totaling \$27,438.

April 2026—Approved a motion to renew its current billboard campaign for 2026 - 2027 for \$25,281.

May 2026—Approved the façade grant application from Tomy Cordova and Stephanie Fekkes for 139 E, Court St. totaling \$11,000.

May 2026—Approved the expenditure of up to an additional \$29,000 to cover the annual Parking Special Assessment District (SAD) tax bill for downtown property owners for a total expenditure of up to \$44,000.



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