

# Michigan Municipal League Community Excellence Award



CITY OF  
*St. Joseph*

# Community Excellence Award Criteria

- Creatively handle challenges
- Results
- Regional Impact
- Applicability to other Communities

Is your downtown  
struggling?



# Ours was in 2004.

- 33% vacancy in downtown retail buildings



# Ours was in 2004.

- Shoppers driving to big box stores and malls



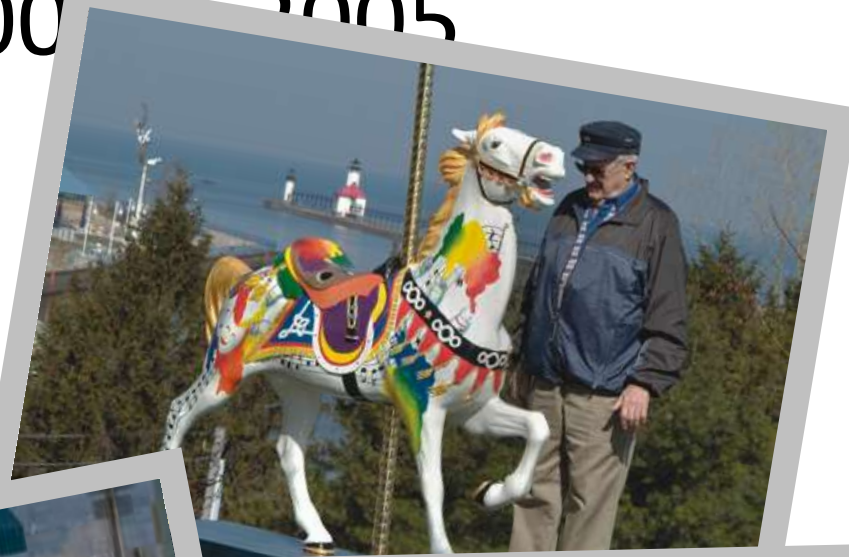
# Our solution: Capitalize on our strength in art

- Create outdoor art exhibits and special activities to bring people downtown



# Horses on the Beach

2000 - 2005



# Beach Bears

## 2006



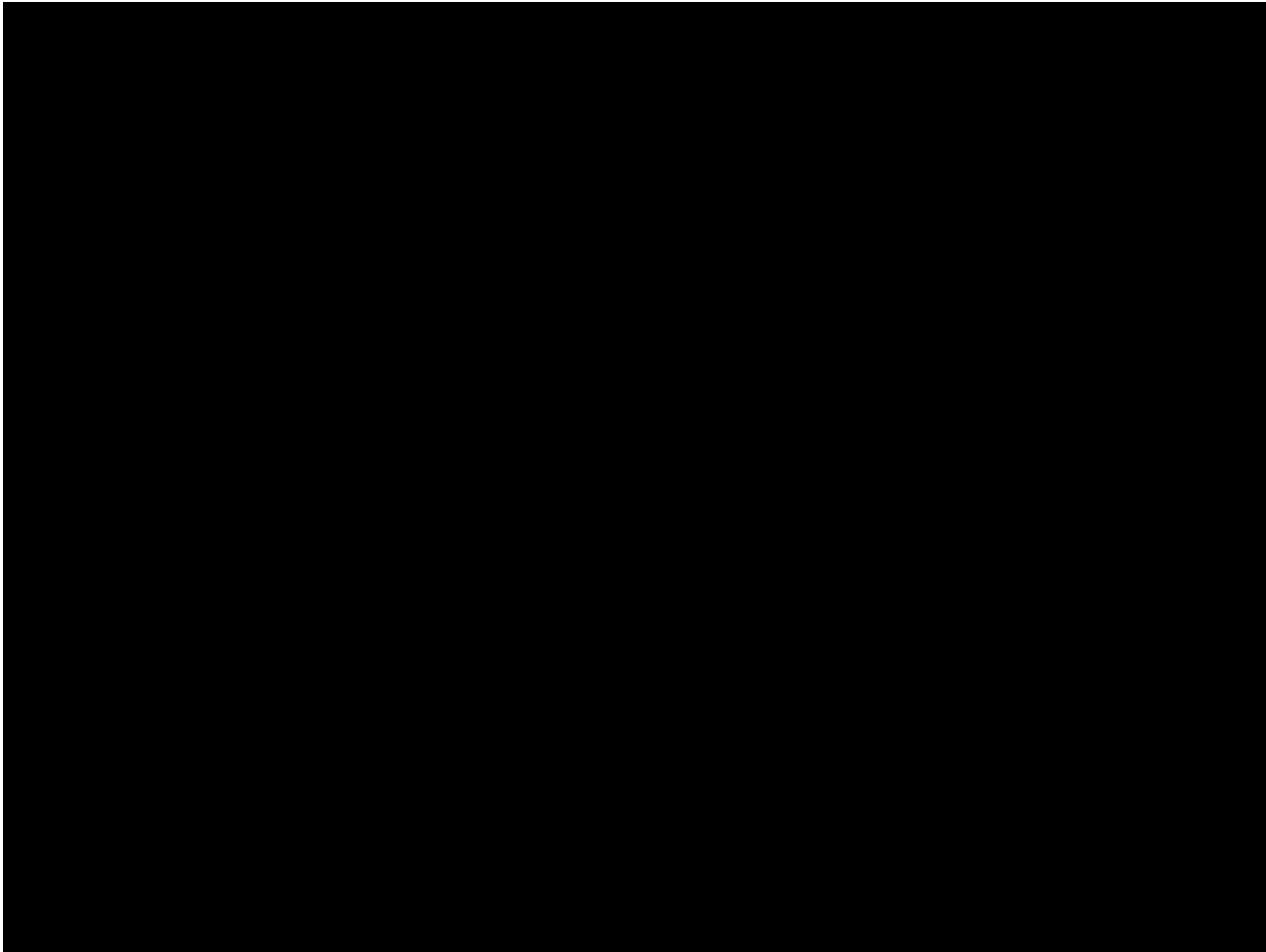
# Hot Cars Cool Beaches 2007



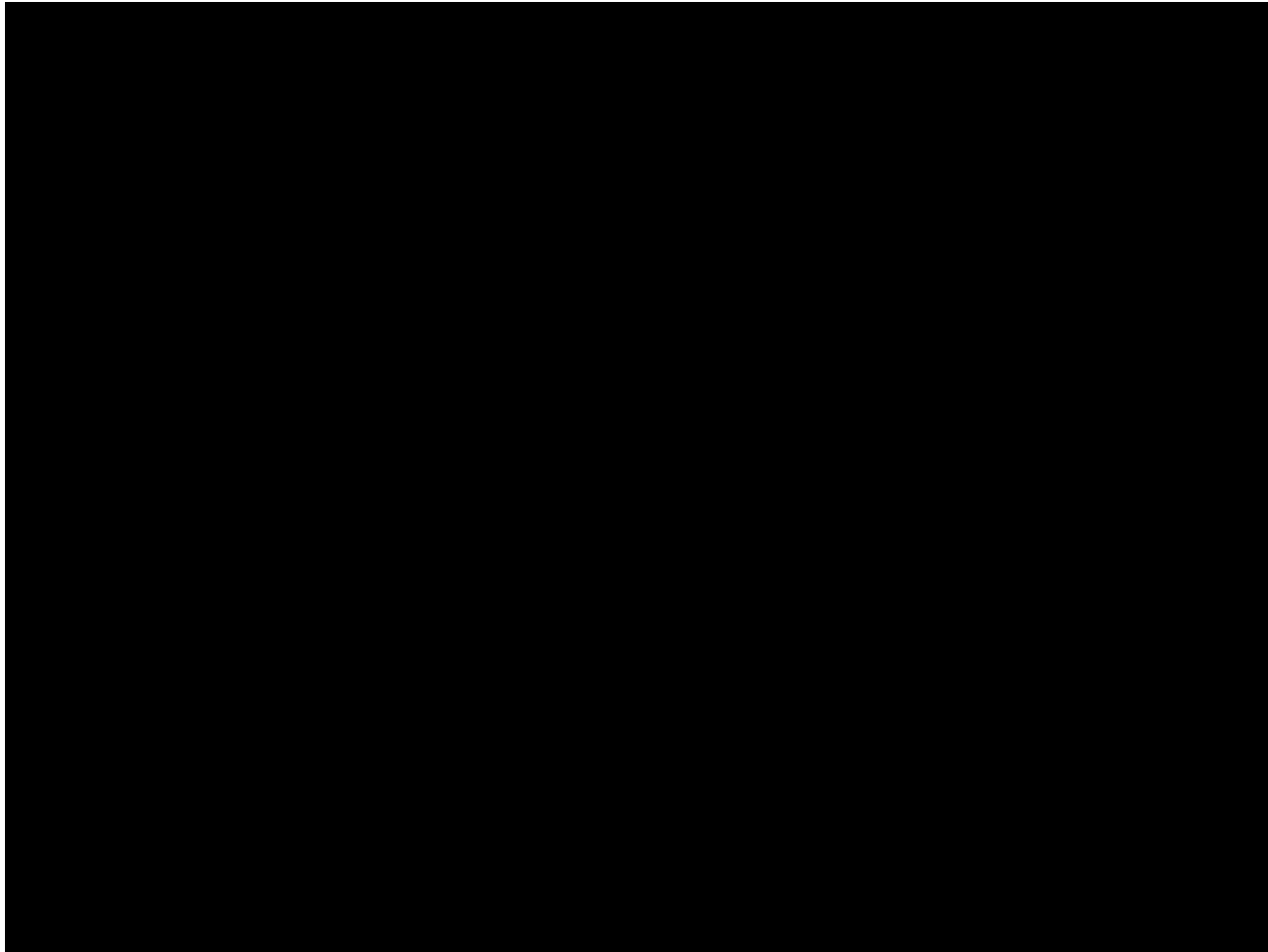
Merchants are marketing  
the exhibits



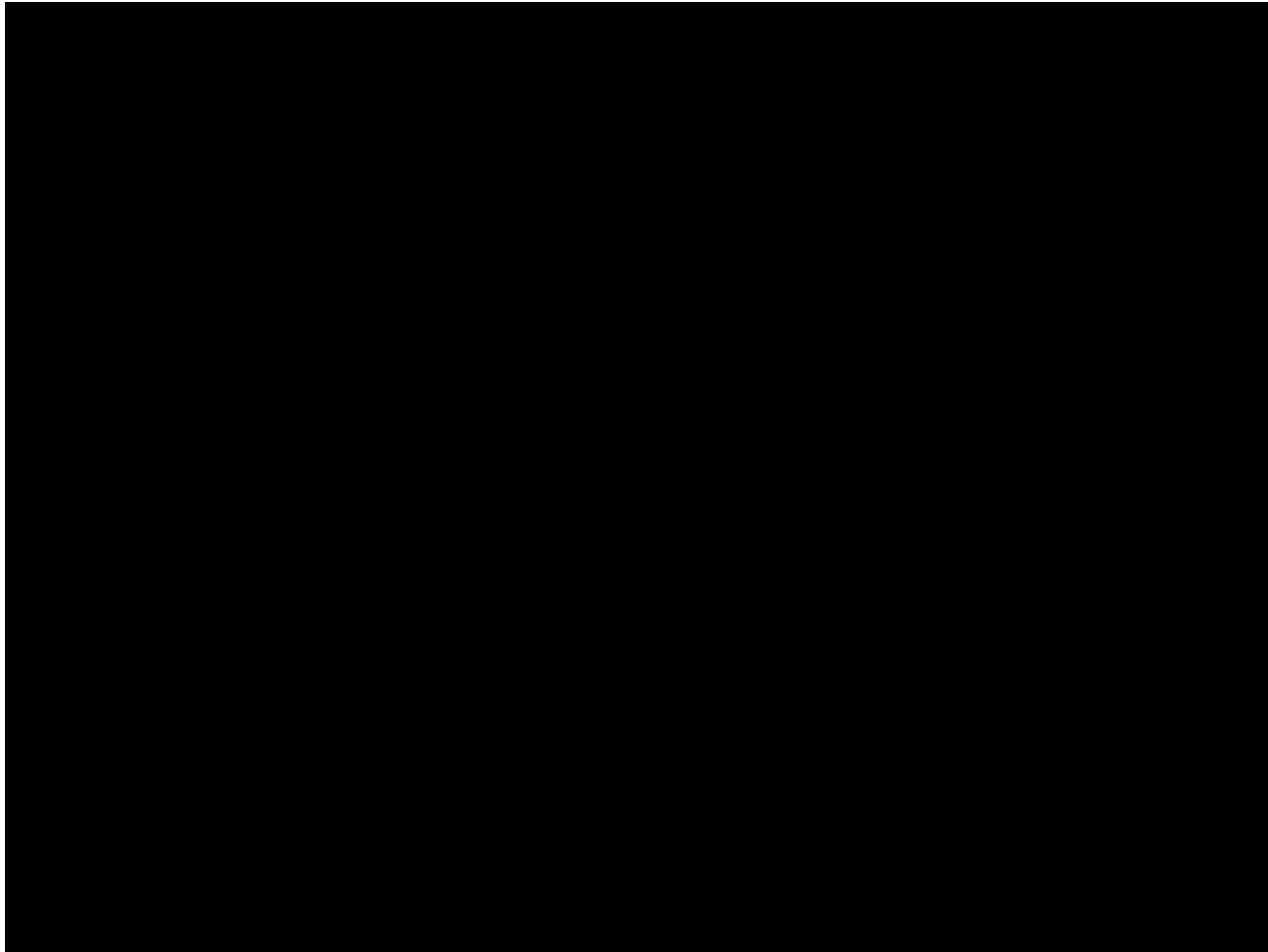
The art exhibits really  
have made a difference!



They're a great  
merchandising tool.



There is foot traffic  
all times of day!



# Results!

- Downtown St. Joseph is thriving again.
- 93% business occupancy downtown in 2007 (67% in 2004).



# People are talking up St. Joseph!

## ST. LOUIS POST-DISPATCH

### St. Louis Post-Dispatch (MO)

August 17, 2004

### Wouldn't mules be cool?

...All around this town (St. Joseph, Mich.) were 53 carousel horses, a clever tourist promotion that brought the town together... This concept of public art is not new, of course, having gained recent notoriety with the Cow Parade series that began in Switzerland and spread to numerous U.S. cities including Chicago and Kansas City . . . So, of course, my question is, why can't St. Louis play host to something cool like this?

# We made some mistakes



But we  
learned!



# Can it work in your community?



Mackinaw City



CITY OF IONIA

MADISON HEIGHTS

City of Buchanan

The City of Charlotte

ColdwaterMichigan

CITY OF HILLSDALE

East Lansing

BAD AXE

City of Eaton Rapids  
Michigan

ALBION



City of Sturgis

TECUMSEH



Can we go home now?





CITY OF  
*St. Joseph*