



Village Clerk Mensinger
welcomes the County Planning Commission
highlighting Baroda's downtown reinvention
success

***Berrien County
Planning Commission***

***December 13, 2011
Baroda Tap & Grille***

Baroda

The Center of Southwest Michigan's Wine Country

“We have seven wineries within three-miles and two more in the planning stages” according to Bob Getz, the Baroda Village President.

It wasn't always this way states Getz.

In 1980 Baroda was noted as the tool and die capital of southwest Michigan with eight businesses employing over 220 workers. Of the four remaining today they employ 61 people, a loss of 70% of the tool and die workforce over the past 30-years.

Reinventing Baroda also began in the 1980's with the Village buying land and trying to develop an industrial park. After nearly 20-years, we finally have an offer to purchase the first lot by a retail/service business.

We really got serious about reinventing in 2004, recognizing that Baroda's future needed to cater to Southwestern Michigan's wine country tourists and visitors.

We accomplished quite a bit since 2004, says Getz:

1. We updated our DDA plan in 2005 and enlarged our DDA District.
2. We improved roads into our downtown using 2 MDOT grants totaling \$360,000 for the \$560,000 costs.
3. We applied for and completed an \$800,000 streetscape improvement, using a \$640,000 MEDC grant and local funds.
4. We formed a \$60,000 revolving loan program and made loans to Baroda Tap & Grille and Founders Winery using a \$50,000 USDA Rural Development – Rural Business Enterprise Grant and DDA TIF funds.
5. We helped Baroda Tap & Grille and our first artesian business, Tabula Rasa, open by issuing 5-year Commercial Renovation Tax Abatements.

6. We added local artesian prepared public art to the downtown landscape using a \$3,000 MEDC Arts Build Communities (ABC) grant and local donations creating two murals showcasing the agriculture and viticulture history and future of the area.
7. We documented our reinvention with a 4 minute webisode hosted on You Tube accessed from the Village website funded, in part, by the ABC grant.

We now are putting other incentive programs together to further our economic development efforts:

1. We will begin a second round of our Revolving Loan Program offering up to \$25,000 to the next business wishing locate in downtown Baroda.
2. We have a vacant square block of land adjacent to the downtown in our DDA and Commercial Renovation Tax Abatement District ready for development and we are looking at development of a public parking area for tour busses and RV's hoping to encourage more tourist visitation.

We are also looking for someone to locate our first Bed & Breakfast Inn catering to "wine country" visitors.

Baroda wants to be the center of Southwest Michigan's Wine Country and our reinvention strategy is designed to achieve this.

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***You are cordially invited to attend the premiere of the video
"Baroda...Home of Casual Country Charm"
On Sunday, January 15, 2012
2:00 p.m. at the
Baroda Tap & Grille***



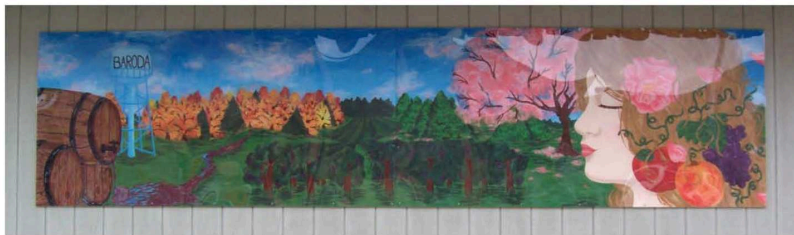
Streetscape completed in 2011
with CDBG funds.



The Revolving
Loan Fund and
Commercial Tax
Abatements
helped to make the
Baroda Tap &
Grille, Founders
Wine Cellar and
Tabula Rasa
Gallery a reality in
Baroda.



Murals were made possible through
a MEDC Arts Build Community Grant.



The Pomona mural was
painted by 18 year-old
Amber Heaton
of Bridgman.

Pomona Mural



The Harvest Feast
mural was
painted by
students & faculty
from
Andrews University.

Harvest Feast Mural