



**FOR IMMEDIATE RELEASE**

**FROM:** Jack Thompson 989 705 3701  
**DATE:** 8/6/14  
**RE:** SUCCESSFUL STREETScape FUND CAMPAIGN

**GAYLORD STREETScape FUND CAMPAIGN GROWS SUCCESS**

Gaylord, MI – Supporters of the Gaylord Downtown Renaissance Streetscape Project demonstrated their commitment by raising over \$350,000 in just 10 weeks, as part of grant match opportunities for the over two million dollar Phase One estimated cost of the project. Capital Campaign Chairman, Jack Thompson, remarked that the success of the campaign thus far is due to very generous businesses, organizations and individuals who believe that the Streetscape is important for economic growth, not only for Gaylord, but for the area. “What is most impressive is that the grant matches require cash raised, and not pledges promised, so it is truly remarkable that people are “digging deep” to help us meet our goal of \$450,000.” With contributions still coming in, the first grant was completed and filed on July 29 prior to its deadline of August 1.

The Gaylord Downtown Renaissance Project has been years in the planning, with coordinated effort on many fronts from townships, city, county and state authorities and other civic leaders. It is part of a national vision, also called Placemaking, to redesign cities to become more pedestrian-friendly, safe, and vibrant gathering places for citizens of all ages. Michigan Governor Rick Snyder supports this effort as an important strategy for economic growth by attracting business and entrepreneurs to locales that have thriving downtown areas.

The Streetscape Capital Campaign was based on estimates of the total cost of the project, the amount of funds available from grant funding programs and the match that may be required to maximize awards through these grant programs. The grant funding total was \$2,140,000, the match total was \$450,000 and the overall estimated budget for phase I was \$2,590,000. After developing these estimates, the next steps were to simultaneously start the fund raising campaign and refine available grant dollars with the granting sources.

Although the process of applying for grants, raising funds and orchestrating perfect timing is virtually impossible, the Downtown Development Authority (DDA) and Capital Campaign Committee are pleased with the progress of fundraising to date and are confident that the project can be brought to fruition within one to two years.

Thompson, on behalf of the DDA and Capital Campaign Committee, extended gratitude and appreciation to all those who have generously supported the project thus far. “Our work is not done yet, and we encourage any business, organization, and individuals to add their tax deductible donations as soon as possible. Checks can be made out to the Otsego County Economic Alliance/Streetscape where they will be allocated solely for this project. The more funds that we raise, the better the end result will be.”

For more information, visit [http://cityofgaylord.com/downtown\\_gaylord](http://cityofgaylord.com/downtown_gaylord) to view an online Streetscape brochure.