



**CHARLEVOIX**  
MAIN STREET DDA

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## Charlevoix Main Street DDA Wins Award

### *Hoop Skirt Alley Project gets statewide recognition*

**CHARLEVOIX, Mich.** — The Michigan Downtown Association (MDA) recently unveiled the recipients of their 4th Annual Downtown Awards. The Downtown Charlevoix Hoop Skirt Alley Project received the ‘People’s Choice Award’ based upon votes the project received on the MDA’s social media feeds. Over 950 people liked or shared Charlevoix’s project in the fall of 2020.

“We saw a tremendous positive response for the Hoop Skirt Alley Project,” Dana Walker, director of the MDA, said. “I think creating a beautiful and useable space really resonated with their community members and we are thrilled to award the Charlevoix Downtown Development Authority (DDA) the honor of People’s Choice,” she continued.

Each year, the MDA recognizes 7 communities across the state for outstanding marketing and promotional strategies, economic development projects, and placemaking initiatives. The organization is committed to drawing attention to the work downtown organizations do everyday to increase property values, promote community, and encourage small business growth. The Annual Awards are one way the organization fulfills its mission to strengthen downtowns through education, advocacy, and promotions.

“The Hoop Skirt Alley project is a perfect example of a downtown organization utilizing community partnerships and forward thinking to develop an underutilized space into an economic driver,” Dana Walker, director of the MDA said. “The space is now inviting and shows how a DDA can help fund and initiate significant projects to help retain residents and attract talent, private investment, and visitors,” she explained.

“I am ecstatic that the Hoop Skirt Alley Project has been recognized by the Michigan Downtown Association and thank everyone who helped by liking and sharing the post on Facebook,” states Lindsey Dotson, Executive Director of Charlevoix Main Street DDA. “What makes this project so special is that it was led by local high school students as part of our Junior Main Street initiative and funding for this project was donated by members of our community via the Patronicity fundraising website. Because of the broad community support we also received the Public Spaces Community Places matching grant from the Michigan Economic Development Corporation.”

Founded in 1980, the Michigan Downtown Association (MDA) is a state-wide, non-profit organization and a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns. Its members support economic development within the State of Michigan. For more information regarding the MDA, please contact Dana Walker, director, at 248-838-9711 or visit [www.michigandowntowns.com](http://www.michigandowntowns.com).

### **About Charlevoix Main Street DDA**

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership. For more information about Charlevoix Main Street DDA and our initiatives, visit [www.downtowncharlevoix.com](http://www.downtowncharlevoix.com). Join the conversation on [Facebook](#) and [Instagram](#).