



November 2025 Director's Report

"Morning Brew with the BDA" is another way for the community to connect with BDA staff in person to learn about us, access business resources, get updates on projects, share input and network. The program will begin in January, with time/day/frequency announced next month.

The BDA is now subscribed to Grantwatch.com, website that provides subscribers access to grants for non-profits and small business. This is another way to assist businesses and other organizations in the BDA district with funding opportunities. The cost is \$249 annually.

The BDA is now utilizing Constant Contact for newsletters, surveys, event notices, announcements, etc.

BDA staff are polling businesses in the BDA district about introducing social media training in 2026. To date, there is a 50/50 split between those who want a group setting and those who want one-on-one training.

BDA staff and board members are discussing goals for 2026. Items discussed include an enhancement to our Property Improvement Grant, more educational workshops, one-on-one training for merchants, a potentially large-scale advertising campaign, and some brick-and-mortar projects.

The Pure Michigan Byway project continues. The BDA submitted a letter of support for the designation project.

The Clio Area Chamber of Commerce will hold its monthly luncheon on Thursday, November 13th at the Clio Area Senior Center. Clio Center for the Arts is guiding a "make-and-take" art project for all attendees.