



Take in Imlay City's Charm

We invite you to visit our exceptional Downtown area! The Downtown Imlay City District includes a beautifully manicured traditional downtown, easily accessible shopping along M-53, and a busy industrial park.

JULY 2025 EDITION

IMLAY CITY DDA 810-724-2135 ext 1307 icdda.com



State of DOWNTOWN

10	Blocks
302	Public parking spaces
66	First-floor storefronts
48	Service Businesses
8	Restaurants
10	Retail stores
25	Vacant Storefronts
2.9%	Increase in property values 2024-2025

Third Street & Almont Avenue are making a real difference.

The downtown area is able to fulfill your shopping needs with everything from exceptional gift and antique shop (coming soon) to one of kind services and distinctive local merchants. There are restaurants to tempt any palette including three authentic Mexican options, delicious pizza, Bomb bites, sweet treats and many more options. Come and discover Imlay City again... and again!

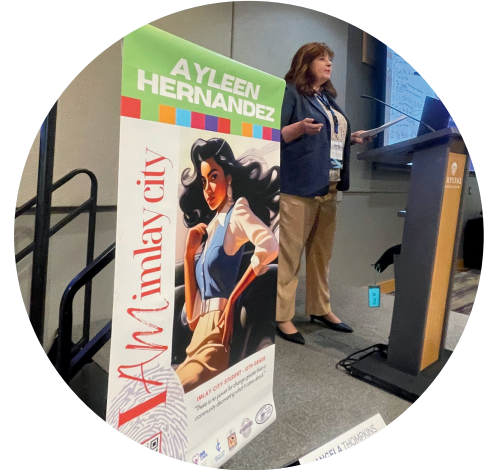
Downtown's Goals

- Revitalize blighted and under-used vacant storefronts.
- Rebranding with a purpose.
- Cultivate an environment that demonstrates a commitment to the development of businesses, housing and community organizations in downtown Imlay City.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of downtown Imlay City.
- Expand communication with downtown small business owners through regularly scheduled in-person meetings, newsletters and email campaigns.



Engaged Redevelopment Ready Community®

TRANSFORMING IMLAY CITY'S DOWNTOWN



Downtown Imlay City, affectionately known as the Historic Downtown Depot District, is a vibrant hub of commerce and community that offers a diverse array of businesses designed to meet the needs of both residents

and visitors alike. From unique retail shops and professional service providers to locally owned restaurants and a cozy ice cream shop, the district blends small-town charm with entrepreneurial spirit. Community-focused spaces and frequent events create a welcoming atmosphere that encourages engagement and connection.

What truly sets Downtown Imlay City apart is its support for new businesses. The community fosters a forward-thinking, positive attitude toward

growth and innovation, making it an ideal location for start-ups and expanding enterprises. The strong sense of collaboration among local leaders, business owners, and residents cultivates a culture where new ventures are not only welcomed but actively supported. In Imlay City, entrepreneurs are embraced as vital contributors to the city's evolving economic landscape, ensuring that the downtown district continues to thrive as a dynamic and inclusive destination for all.

REINVESTMENT STATS

7/1/2024-6/30/2025

\$91,134.55



1

New Pavilion +
3 Bike Racks



7

Façade &
Building Grants



6

New Businesses

Community Profile



Population
Imlay City

3,769

Hispanic or Latino

1,184



Households

1656



Median HH Income

55,061



Median Age

40.5 years

DDA is Helping Businesses Thrive

- Facade Grants
- Retail promotion events
- Storytelling Series
- Community Gathering Spaces
- Incubator Start-up Space
- Community Events
- Social District
- Promotional Billboard
- Social Media Spotlights
- Facade Corp. Revolving Loan Fund

"Investing in a community isn't exclusively about creating wealth. It's also about placemaking and a sense of belonging. Imlay City boasts a small-town atmosphere that is connected to big-time population centers. Our focus is in helping you achieve success while building strong community bonds, pride in our heritage and commitment to ensuring a positive future through collaboration."

- Christine Malzahn, DDA Executive Director

In-demand Businesses

Food & Drink

Brewery/ brewpub
Farm-to-table
Steakhouse
Ethnic restaurant

Shopping & Retail

Specialty foods
Grocery store
Arts/crafts/hobbies
Vintage /repurposed
Boutique ladies'/men's clothing

Building Connections through Community Storytelling

The “I AM Imlay Storytelling Project illuminated the unique narratives and perspectives behind our vibrant community, bringing to the forefront tales shared by downtown Imlay business owners, board members, residents and community partners. These compelling stories not only celebrated local heroes, but also highlighted the enduring influence of “being from Imlay City” — reaffirming our commitment to a thriving downtown and the people who helped create it.

Throughout this project, the focus was on giving viewers the chance to see our people, hear our people's stories and learn why they are important. The stories weren't meant to be complicated or didnt need to be profound. The goal was to have each storyteller speak from their heart about why they love what they do and why they love this place. To give facts —evidence of who we are, what we're doing, what we've accomplished, our identity, our culture, our value—because all of these things, through their storytelling, has now given us purpose.



I AM imlay city

COMMUNITY STORYTELLING PROJECT

"These are the stories that shape our lives and build our community. All of these people and many more of us all caring, striving, working, and fighting for this place, loving this place while showing us that if we look and listen to each other we will find our purpose ... WE are Imlay City, our story matters!"


Christine Malzahn, DDA Director



DOWNTOWN IMLAY CITY
@DOWNTOWNIMLAYCITY








MARILYN SWIHART

I AM imlay city




LOCAL RESIDENT, AUTHOR AND HISTORIAN

"History is life, the life of the past, and 'the past' includes the whole of time up to this very moment!"










CHARLES PALMER

I AM imlay city



IMLAY CITY'S FOUNDING FATHER

Charles Palmer was a purely self-made man and an extensive landowner; he was the largest taxpayer in Imlay City for many years and watched it develop from a wilderness into a thriving community.



ANAKIN MILLS

I AM imlay city



IMLAY CITY RESIDENT AND WESTON ELEMENTARY STUDENT

Imlay City is kind of a "Big Dill" I I relish the smell of pickles when I leave for school in the morning.



ROBERT CONRAD

I AM imlay city



IMLAY TOWNSHIP RESIDENT AND FORMER COMMANDER VFW POST 2492

"Better than honor and glory, and History's iron pen, Was the thought of duty done and the love of his fellow-men."

- Richard Watson Olden



Social Connection



5,627+

Downtown Imlay City
Facebook Followers



4,251+

Imlay City Farmers Market
Facebook Followers



51

YouTube Subscribers

Volunteer Connection



125

Volunteer hours

BOARD OF DIRECTORS

Walt Bargaen, Chair
wbargaen@icdda.com

Neil Docherty, Vice Chair
ndocherty@icdda.com

Kim Jorgensen, Secretary
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Executive DDA Director

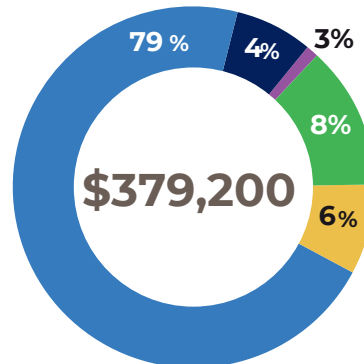
Christine Malzahn
ddadirector@imlaycity.org

In the Numbers



FY 2025-2026 Budget

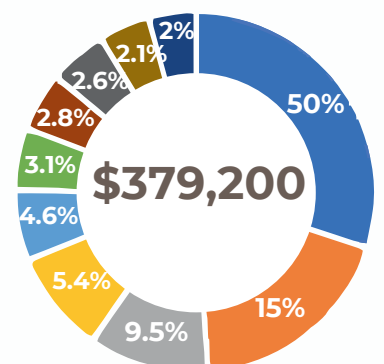
Income



\$379,200

- Tax Capture
- Local Community Stabilization
- Grant Revenue
- Community Promotions
- Miscellaneous Revenue

Expenses



\$379,200

- Employees (3)
- Streetscape & Decor
- Administrative Transfer
- Electricity
- Facade Grants
- Events & Farmers Market
- Capital Outlay
- Community Promotions
- Repairs & Maintenance
- Other

Tax Increment Financing (TIF) Plan

The goals and direction of the Imlay City DDA are defined by the TIF Plan first created in 1976 and amended in 2014.

The full document is available on our website, as required by law. Find it under the documents tab on our website www.icdda.com or scan this QR code.



PA 57 OF 2018 Informational Meetings Sec. 910 (4)

The State of Michigan requires that Downtown Development Authorities hold two "informational meetings" per calendar year. Informational meetings are held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

The Imlay City DDA by-laws mandate that our required meetings will be conducted in the months of July and December.