



City of Brighton

Press Release

Contact Information:

Name: Nate Geinzer, City Manager

Phone: 810-225-8022

Email: geinzern@brightoncity.org

Date: April 15, 2020

Small Town, Big Hearts initiative launching next week

City of Brighton DDA supports with marketing

The City of Brighton may be a small town, but it is supported by a broader community full of big hearts.

That is exactly the mantra of a new initiative – Small Town, Big Hearts -- that will allow individuals to have a direct and very personal impact on helping their favorite downtown Brighton business survive the economic impacts of this pandemic.

“The support generated by everyone through this initiative will preserve jobs, keep our businesses alive, shorten the local economic downturn, and allow us to return to the vibrant community we had before this emergency,” said Brighton City Councilmember Jon Emaus, part of a business-centric brainstorming effort that led to the recommendation presented to the City of Brighton DDA Board at a special online meeting April 14.

“During this crisis,” Emaus said, “it is critically important to take care of our personal health. But as we do so through social distancing, it is vitally important that we come together as a community to protect the health of our local economy.”

Highlights of the Small Town, Big Hearts initiative, endorsed and supported with marketing funds by the DDA, include:

- Access to the new DDA crowdfunding page hosted by [Patronicity](#), which will be available to for-profit businesses within the DDA.
- Patronicity is waiving all administrative and processing fees for campaigns created prior to May 15 (patrons will have the option to help cover credit card processing fees to support Patronicity’s costs).
- Participating businesses will have access to one-on-one coaching support from the staff at Patronicity as well as local volunteers.
- Lake Trust Credit Union will provide 50% matching contributions up to \$750 for a total of \$20,000 across all campaigns through May 15 or until funds are depleted.
- Lake Trust Credit Union will provide five \$1,000 contributions to the campaigns that best embody the fundamentals of Lake Trust’s organizational culture and espouse a strong sense of community.
- The DDA will market the initiative with a banner over Main Street, advertising via social media, etc.

“It is a true privilege to support our local businesses in the City of Brighton,” said Pam McConeghy, President/CEO of the Greater Brighton Area Chamber of Commerce and DDA board member. “These businesses continually support the community from sponsoring PTOs to sports teams, and it is imperative that we return that support through this initiative. Our small businesses are the foundation of our downtown. They need us now, and we are there for them!”



City of Brighton

Press Release

According to Brighton City Management Assistant Henry Outlaw, last-minute details still need to be finalized, but the DDA will be ready to kick things off by the end of this week with a webinar that will be accessible to DDA businesses.

“We will be joined by staff at Patronicity and Lake Trust Credit Union who will help launch this new initiative and walk interested businesses through the fundamentals of crowdfunding,” said Outlaw. “Crowdfunding is not new, but this will be the first time the City of Brighton has harnessed this tool to engage our community around a common cause – the survival of the local businesses we know and love. Crowdfunding offers a very individualized and personal connection between patrons and businesses.”

In a joint statement, DDA Board Chairman Tim Corrigan and Mayor Shawn Pipoly affirmed: “The Small Town, Big Hearts initiative may be a first for the City of Brighton and its Downtown Development Authority, but it will not likely be the last. Over the years the collaboration between our two entities has grown and strengthened from investing in city streets to creating great places where our community can come together as one. We are stronger together and will get through this latest challenge together.”

Details will be made available to local businesses regarding the informational webinar as soon as they are finalized. The greater Brighton community can expect an official launch announcement with links to the City of Brighton Downtown Development Authority crowdfunding page next week.