



For Immediate Release

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Caro DDA Hires Facilitator and Forms Advisory Board for Downtown Blueprint Project

Caro, Michigan – August 7, 2008 – The Caro Downtown Development Authority (DDA) and the Village of Caro are pleased to announce the hiring of a local firm to facilitate the results of the Caro Downtown Blueprint (*Blueprint*) Project.

Starting August 1, 2008, Kris McArdle from Infinite Creative Services, Inc. in Caro will represent the DDA and Village as the Facilitator of the recommendations presented in the Caro Downtown Blueprint 2008 Report from HyettPalma, the consulting firm for the MSHDA Blueprints for Michigan Downtowns program.

“This is the first step toward the vision of ‘Caro 2013’ as shared by you at the Blueprint’s Community Vision Session in April,” said Don Beavers, Village Manager for Caro. “It’s a work in progress over the next several years to make Caro a vibrant community which attracts people and increases commercial activity.”

The Caro Downtown Blueprint was a comprehensive-market study done in early 2008 led by Caro business leaders, local officials, community supporters and more. The Blueprint studied the “traditional” downtown business district, the market area served by those businesses and the Caro community. The key objective for the Blueprint was to develop a five-year, community-focused, market-driven strategy for Caro which includes downtown revitalization, community collaboration, economic growth, job creation, promotion and tourism.

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“I believe we are all working toward the same goal ... to make our community a better place to live, work, shop and play ... it just takes a little collaboration and support on the community’s part,” said Kris McArdle, Blueprint Facilitator and President of Infinite Creative Services. “By working together we can share resources of time and knowledge, which will help all of us to achieve more in the long run.”

To initiate this collaboration of forces, the Blueprint Team is looking for volunteers to join the Blueprint Advisory Board. The Board will support the DDA, Village and Blueprint Facilitator with prioritizing the recommendations from the Blueprint Report and developing goals to be implemented in 1 to 5 year increments.

“The primary focus of this project is on the downtown businesses, those employed by these businesses, those who shop at these businesses and those who live in the area,” stated Mike Bauerschmidt, Chairman for the Caro DDA. “But it’s also about the Caro community ... what affects downtown also has a ripple effect on the entire area, which is why it is so important for members of the community to come together.”

Space on the Advisory Board is limited. Once formed, the Board will set a meeting time and schedule that is conducive to members’ schedules and the timeline of goal implementation. Board meetings will kick off in mid-September. Interested parties can direct their letter of interest to Kris McArdle, Blueprint Facilitator at 1111 W. Caro Road, Ste. B, Caro, 48723 or via e-mail at infinitecs@earthlink.net or by fax to (989) 672-0324. Letters are to include your intention of support, contact information and the best time to reach you. Deadline for submission is Friday, Aug. 29, 2008. Any questions can be directed to Kris McArdle at (989) 672-0323, Don Beavers at (989) 673-2226 or Mike Bauerschmidt at (989) 673-3020.

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