



For Immediate Release

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Consumers Energy Teams Up With “Our Town” & The DDA To Energize Ortonville’s Rebound Through BOGO Bucks!

Ortonville, MI May 1, 2021 – Ortonville DDA is excited to partner with Consumers Energy’s to support the recovery of the local shops that make our downtown great! As part of the Ortonville Downtown Development Authority’s 2021 Recovery Plan, the Consumers Energy’s Our Town dollar-for-dollar match will create a Buy One Get One opportunity for our Downtown Dollars program. The Ortonville DDA has received a grant for \$4,000 to support, for a limited time, a BOGO Bucks version of the Downtown Dollars.

Out of their control, our local businesses have experienced significant interruptions in sales and revenue throughout the pandemic. The Ortonville Downtown Development Authority Board realizes they have an incredibly important role to play in the economic rebound of our downtown. “Our focus as an organization is to engage consumers, build a sense of community for our residents and visitors and generate commerce for our small businesses”, said Courtney McClerren, DDA President. “During the pandemic, it has been critical for us to double down on resources and initiatives to help our struggling small businesses, including expanding our Downtown Dollars program.”

The Downtown Dollars program launched during the 2017 holiday shopping season and in less than 4 years has generated over \$18,000 in commerce for Downtown Ortonville participating stores. Through BOGO Bucks, Downtown Ortonville shoppers can purchase Downtown Dollars and have them matched by the generous support from Consumers Energy. That means \$10 becomes \$20 and \$50 becomes \$100 while supplies last. Downtown Dollars can be purchased in person at the Village Office, 476 Mill Street or online at www.ortonvilledda.org.

Small shops and restaurants are vital to the health of our Downtown and our community culture. With the Our Town gift certificate matching program, Consumers Energy is giving the Ortonville DDA another tool we can use to help our local businesses continue to recover. “By providing a match to our Downtown Dollars program, Consumers Energy is helping to ignite our rebound”, said Matt Jenkins, DDA Executive Director. “This partnership will make sure that more money is spent locally giving the local small shops we all enjoy a boost as they continue to experience ups and downs in this recovery.”

About Ortonville Downtown Development Authority

The Ortonville DDA is dedicated to promoting economic revitalization, supporting local businesses, and preserving the natural and historic heritage of the Village of Ortonville. We advocate a return to community self-reliance, local empowerment, and development of Ortonville’s unique characteristics. The Ortonville

DDA advocates for businesses and the community by assessing current needs, customizing resources to meet those needs, collaborating with community groups, developing special promotions, and providing technical expertise. To learn more about the DDA, visit www.ortonvilledda.org and follow us on Facebook at: <https://www.facebook.com/ortonvillemi/>

About Consumers Energy's "Our Town" Promotion

To assist in this challenging time, Consumers Energy is helping our community members stretch their dollars while also supporting small businesses and their employees in Michigan. Consumers Energy is providing \$3,000 to \$40,000 to local organizations (a total of \$500,000) in the Lower Peninsula where we provide electric and natural gas service. The "Our Town" gift card promotion will double the amount shoppers can spend in downtowns across more than 50 communities. Example: Buy \$50 and get \$100 to spend. The Our Town effort joins other recent efforts by Consumers Energy to support Michigan businesses. Visit www.consumersenergy.com for more information.