



Better Communities.
Better Michigan.

1675 Green Road
Ann Arbor, MI 48105

TEL 734.662.3246 · 800.653.2483
FAX 734.662.8083
WEB www.mml.org



Contact:
Matt Bach, Director of Communications
Michigan Municipal League
(734) 669-6317
mbach@mml.org
www.mml.org

FOR IMMEDIATE RELEASE: March 21, 2012

Baroda Wins Region 2 Award in Michigan Municipal League Community Excellence Award Competition

LANSING, Michigan – The village of Baroda’s placemaking campaign earned top honors as the Michigan Municipal League’s Region 2 Community Excellence Award winner at the Michigan Municipal League 2012 Capital Conference Lansing on March 20. The region includes all communities in the south-central and southwestern portions of the Lower Peninsula.

The village is actively working on reinventing the region into a true destination as the “Gateway to Wine Country” for its region in the south-central and southwestern Lower Peninsula.

“We’re a farming community that has faced the loss of its tool and die industry and is now focusing on agri-tourism to reinvent itself,” said Baroda Clerk Diane Mensinger. “With nine wineries within six miles of downtown and all our wonderful orchards and u-picks, this was the natural way to go.”

Mensinger also credited consultant Chuck Eckenstahler for helping them with the campaign.

Baroda competed for the regional title against three other projects: the village of Jonesville’s “America in Bloom” public and private partnership between the village and C. Raker and Sons, Inc.; the city of Allegan’s Safe Routes to School program in collaboration with the Hillside Development Center to improve walkability in the community; and the city of Battle Creek’s downtown transformation initiative to recreate downtown as a business and entertainment center.

Baroda will now go on to compete against the other six regional winners for the statewide CEA at the League’s Annual Convention Oct. 3-5 on Mackinac Island. The CEA program, affectionately called “[The Race for the Cup](#),” was started by the League in 2007 to recognize innovative solutions taking place in Michigan’s cities, villages and urban townships.

###

PHOTOS: <http://www.mml.org/flickr>. For more information contact, Matt Bach, communications director for the Michigan Municipal League at (734) 669-6317 or mbach@mml.org.

The Michigan Municipal League advocates on behalf of its member communities in Lansing, Washington D.C., and the courts; provides educational opportunities for elected and appointed municipal officials; and assists municipal leaders in administering services to their communities through League programs and services.