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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.