

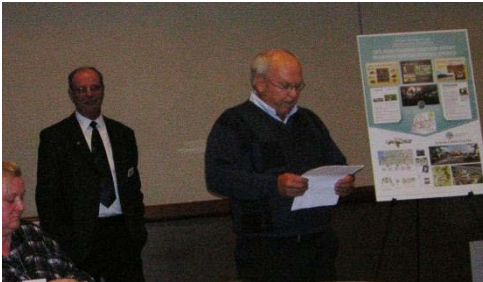
## NEWS RELEASE

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### **Bridgman, Baroda & Berrien Springs “pitch” agri-tourism development initiative at Michigan Municipal League Community of Excellence Award Program**



Faced with tough competition from St. Joseph, Albion, and South Haven, Bridgman Mayor Ron Birmingham and Baroda President Bob Getz, “pitched” April 9<sup>th</sup> the Lake Street/Shawnee Road corridor agri-tourism economic reinvention effort to southern Michigan attendees of the MML Capital Conference seeking recognition as a Community of Excellence Award winner.

“We had an opportunity to tell municipal leaders from over a dozen counties in lower Michigan about our effort to brand the corridor as Southwestern Michigan’s wine and brew country, our effort to create a Napa Valley type identity”, notes Birmingham.

“We were complemented by many attendees in bringing together municipal and township officials with the business community to implement an economic development strategy reinventing our economy on agri-tourism focusing on out-of-state visitors,”, notes Getz.

Birmingham said, “While unsuccessful this time, it gives us a year to make more progress and go after the MML Community of Excellence Award in 2014”.

The statewide MML Community of Excellence Award is given annually at the fall MML annual conference chosen from seven regional projects selected at the MML spring Capital Conference.