

Michigan Street Corridor Improvement Authority

Calendar Year 2025 Project Overview



POUTINE WEEK

Event Strategy and Administration

Well Design Proposal - \$34,500

Printing/ Ad Expenses- \$41,512

MS CIA Total Investment: \$76, 012

Keep Your Eyes on the Fries! 🍟

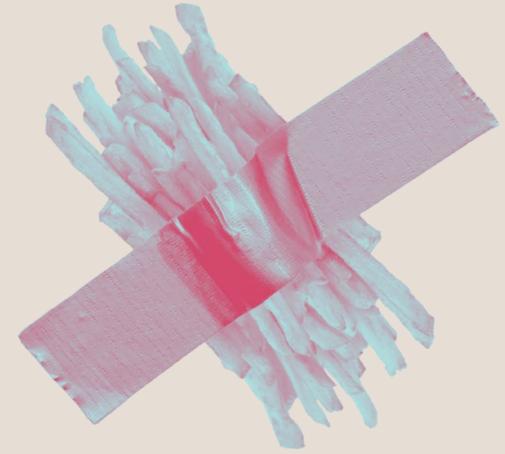
Michigan Street [Poutine Week](#) (Sept 18–Oct 4) brings 14 local restaurants serving creative poutines.

Collect 4 passport stamps to score a free shirt and vote to crown the ultimate champion!

[Facebook](#) #partnernews



PROJECT GOAL RESULTS



GOAL 1

Grow Poutine Week participation by **100%**

Results

Grew Passport Participation by **61.27%**

GOAL

Grow restaurant poutine sales by 25% (\$100,000 in sales)

Results

Increased total restaurant sales by **69.36%**

GOAL 3

Build something iconic beyond the competition

Results

Grew Economic Impact by **52.8%**



Façade Improvement Grant

Improvements Include:

- Outdoor Enclosure

Projects Approved in 2025

- 855 Michigan St

Total: \$7,704

Reimbursements processed in 2025

- 740 Michigan St.

Total: \$9,999.72

OTHER EVENT SPONSORSHIPS

Midtown Neighborhood Association
Playground Opening Community Celebration

MS CIA Total Investment: \$2000



Midtown Grooves

Event and Sponsorship Packet

Midtown Neighborhood Association & the Midtown Grooves Planning Committee



Welcome to Midtown

Adminitration

- **Corridor Management-**
 - Kelsey Liebenow- \$6000