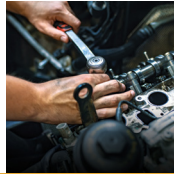




**ESKER SQUARE**  
Scheduled to restart construction this spring



**SNYDER'S AUTO REPAIR**  
A modern twist on old-fashioned customer service



**ARDHA MOON YOGA**  
Finding peace, restoration and connection

OURTOWN AT A GLANCE >>



## Record summer for Holt Farmers Market!

Despite the challenge of this pandemic-era summer, the Holt Farmers Market saw record attendance at their Saturday markets. Since their May 30 opening, the market has seen an estimated 9,700 customers, with an average of 607 visitors per week. While only about 50% of vendors were able to return to allow for social distancing, many vendors sell out of their stock each week due to the uptick in market traffic.

After a two month closure in the spring, the market reopened with social distancing measures and other health and safety guidelines. Like many businesses, it was a challenge to adapt their event-focused business to keep everyone healthy and safe. But for Chuck Grinnell, market manager, it was important to make sure the market was open to the community this summer.

"The market is such a vital place for the community," he said. "It was incredibly challenging to reimagine the setup to allow everyone to shop and support local

vendors in a safe manner. But we did it! We were excited to see the community still coming out to support our vendors during this challenging time."

In addition to face masks, hand sanitizer use, and social distancing, the market has a maximum building capacity and a new one-way customer flow. While market staff and vendors are excited to welcome customers and old friends back, all market visitors are asked to keep socialization inside the market building to a minimum.

"We're hoping these safety measures will keep everyone healthy and safe," Grinnell said. "We're anxious for a time when these guidelines aren't necessary anymore. But until then, we're grateful for the support of the community and want to encourage everyone to keep supporting local businesses."

**Holt Farmers Market is at 2150 Cedar Street in Holt, 517.268.0024, [holtfarmersmarket.org](http://holtfarmersmarket.org).**



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# Esquer Square scheduled to restart construction this spring

*"We are looking forward to getting everything going again"*



Construction on Esquer Square — the \$12 million mixed-use development that will house apartments, retail, and office space — is set to begin construction this coming spring.

"We are looking forward to getting everything going again," said Scott Gillespie, owner of The Gillespie Company, the company constructing Esquer Square.

Progress was halted this past spring when the pandemic caused disruptions in key supply chains and shook confidence in the commercial real estate market. But as the construction industry rebounds and interest in commercial real estate has increased, The Gillespie Company is excited to make progress on the project.

"The shutdown in the spring was frustrating for many of us, but we all need to stay focused on the future," Gillespie said.

Though the company cannot yet announce the business tenants who will fill the commercial space of Esquer Square, they are hoping to share the exciting news with the community in the months ahead.

When completed, Esquer Square will provide residential and commercial space on Cedar Street in downtown Holt. The project is the first private development to come to Holt as a result of the Realize Cedar initiative. The Gillespie Company worked alongside the Delhi Township Downtown Development Authority (DDA) and the Department of Environmental Quality, now the Department of Environment, Great Lakes & Energy (EGLE), to devise a plan to mitigate the environmental damage on the property, making it safe for public use.

**To learn more about the Esquer Square project, visit [thegillespiecompany.com/properties/esquer-square/](https://thegillespiecompany.com/properties/esquer-square/).**



## DDA “BACK TO BUSINESS” DIGITAL MARKETING PROGRAM

# Local Success Stories

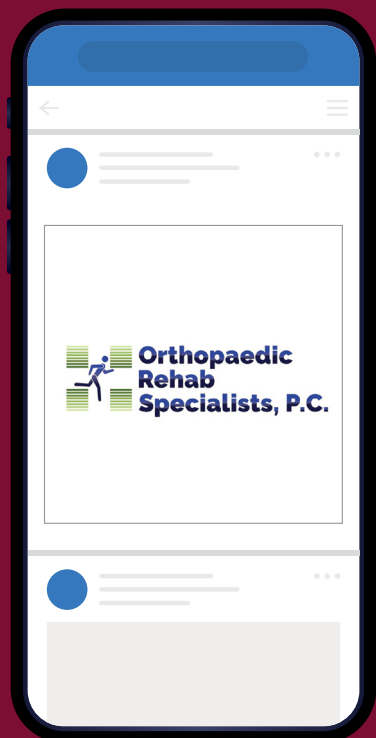
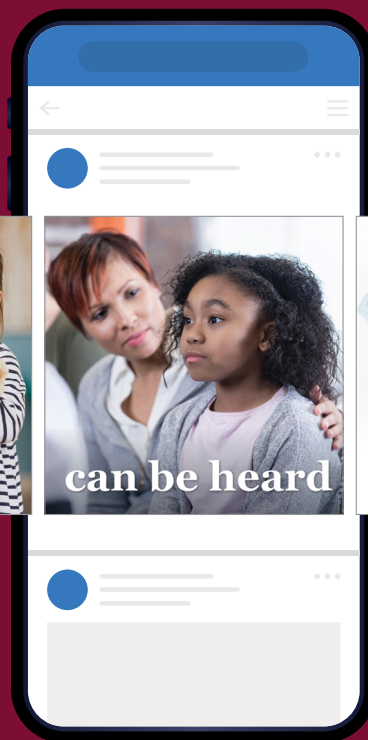
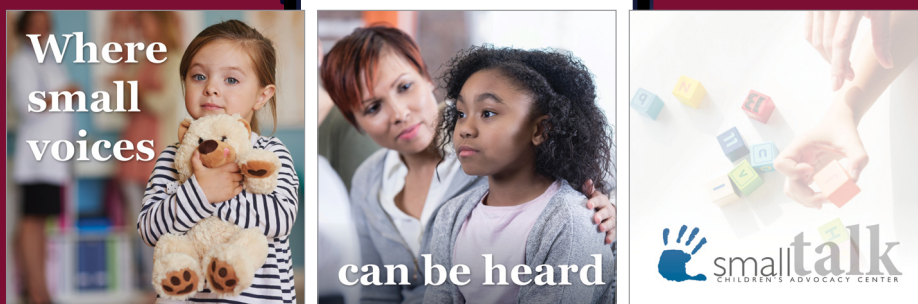
Last spring, the DDA launched the “Back to Business” digital marketing support program, allowing all businesses in Delhi Township the opportunity to take advantage of digital marketing support services completely funded by the DDA. Digital marketing provides an opportunity for businesses of virtually any size or industry to speak directly to a captive digital audience.

So far, 82 Delhi businesses have opted in to the program. Every organization is unique and every digital marketing approach is tailored to a business’ individual situation and marketing goals. Here are two examples of organizations who received great results from the DDA digital marketing program.

### Small Talk Children’s Advocacy Center

This Delhi Township organization provides trauma-informed services to children in the Greater Lansing area who have faced physical or sexual abuse. In order to fund this essential work, Small Talk holds an annual fundraising event. Like many organizations, this year’s event was held virtually, presenting both new opportunities and new challenges.

Small Talk utilized the DDA’s digital marketing program to help publicize the event through Facebook advertising. The organization received a professional ad design that was broken out into three distinct social ads. One targeted a general Holt audience that fell outside of Small Talk’s usual donors, while another was targeted at existing donors with unique messaging. After the event, another ad ran, retargeting digital users who had previously interacted with the ad, prompting them to make a donation to help Small Talk reach their goal.



This strategic and integrated digital approach helped Small Talk reach new audiences, boosted brand awareness and community engagement, and contributed to donations.

### Orthopaedic Rehabilitation Specialists

A Delhi area business for over 10 years, Orthopaedic Rehabilitation Specialists offers everything from classic physical therapy services to specialized services for elite athletes. They opted in to the program early on and took advantage of the opportunity to promote their Fit Factor Survey, a tool that helps people understand their unique fitness level and helped them become eligible for a free fitness assessment.

Orthopaedic Rehab worked with the DDA program to run a Facebook ad with engaging creative that showcased real athlete clients of the center. The headline “How Fit Are You?” prompted the audience to click through to find the assessment information, and advanced targeting helped ensure that the ad landed in front of the right audience.

At the end of the six-week campaign, Orthopaedic Rehab received over 4,000 clicks on their ad and more than 30 leads for their fitness assessment program.

To learn more about the DDA “Back to Business” Digital Marketing Program, visit [delhidda.com/delhi-dda-digital-marketing-support](http://delhidda.com/delhi-dda-digital-marketing-support).

*"We at the shop would not be here today if it wasn't for Bill. He brought bikes into so many people's lives."*

— Mark Dunn

# Scooters Pro Cycle says goodbye to founder and friend



*Holt lost a community fixture this past summer. Bill Barrows, former owner and founder of Holt Pro Cycle passed away in July.*

Seeing a need for a community bike shop, Bill opened up Holt Pro Cycle in 1979 in Holt. Current owner Mark Dunn was just a kid when the shop first opened and recalled Bill's dedication to sharing his love of bikes with local children. Mark grew up racing for Bill's BMX teams, hanging around the shop and even worked at the shop as an adult. Bill was always a close family friend.

"He was such an important part of this community," Mark said. "He did so much for all of us kids that hung out around the shop."

Bill decided to retire and close Holt Pro Cycle back in 2009. But Mark remembered from growing up that Holt needed a community bike shop. He called Bill and asked him what it would take to get the shop up and running again.

Two years later, Mark opened up Scooters Pro Cycle, building upon the legacy of customer service that Bill created during his 30 years of ownership, including a big emphasis on next-day service — a feature that sets Scooters apart from the competition to this day.



Bill Barrows

"You're part of the family here," Mark said "That's what Bill showed us when we worked for him. The customers that come in here, they don't feel like just customers. They know us by name."

Bill worked side by side with Mark as he built up Scooters Pro Cycle, even stopping in to help Mark just weeks before he passed away.

"We had customers coming in just to see him," Mark said. "We at the shop would not be here today if it wasn't for Bill. He brought bikes into so many people's lives."

**Scooter Holt Pro Cycle is at 2169 Cedar Street in Holt, 517.694.6702, [facebook.com/ScooterHoltProCycle](https://www.facebook.com/ScooterHoltProCycle).**



# Snyder's Auto Repair

*A modern twist on old-fashioned customer service*

For couple Mattie Rickman and Rosco Snyder, a car is a lot more than just an engine and four wheels.

"A car is a personal thing," Mattie said. "It helps you get to work. It keeps your kids safe. We like our customers to be informed about their cars so they can make an informed decision. I think that's what sets us apart."

Since the couple opened Snyder's Auto Repair in Delhi Township in 2018, that's exactly what they've done. They're a full-service auto repair facility, serving all makes and models of vehicles.

"We've worked on everything from a 1936 Chevy Master Deluxe to a 2019 Dodge Ram," Mattie said.

But what sets them apart from the competition is their extensive knowledge of a vehicle's electrical components and computer diagnostics. Modern cars can have up to 100 individual computers called electronic control units, or ECUs, that control everything from the engine and transmission to the windows and doors. Small errors in the codes of these computers can lead to troublesome car problems.

"We've done a really good job of keeping up with the Jones'," Mattie said. "We can repair the PCMs [power-train control module] themselves."

But for Mattie and Rosco, Snyder's is about so much more than modern, high tech car repair. The couple pushes back against the sometimes less-than-honest reputation that used car service is often associated with.

"We want to help raise the feeling that this can be a place of honesty," she said. "This business doesn't have to be shady."

They offer pre-purchase vehicle inspections for their customers, sending them back to the dealership with a list of what needs to be fixed on the car so they can be sure they're getting a good deal. They have also hosted women's car clinics, events that provide local women the opportunity to learn how to change a tire, check their oil, and determine what to listen or look for in common car problems.

"As a woman, I feel like it's nerve-racking to take your car in to get fixed," Mattie said. "We want to empower women with knowledge about their cars."

As business owners, Rosco and Mattie pride themselves on going the extra mile for their customers, taking extra steps that many other car mechanics ignore.

The couple first met in Chicago and moved to Los Angeles, where they originally launched Snyder's Auto Repair. But after a few years, they decided to move to Michigan to pursue a slower-paced, more family-focused life. Even though they've only been in Michigan for two years, the couple has already fallen in love with Delhi Township.

"We just want to be a part of making a community better, as opposed to just making as much money as possible and then leaving," Mattie said. "When we opened the shop and we got our sign up, we had people coming just to introduce themselves. People come in just to say hi."

Snyder's Auto Repair is at 6165 Bishop Road in Lansing, 517.657.5544, [snydersautocare.com](http://snydersautocare.com).





# Ardha Moon Yoga

## Finding peace, restoration and connection

*If there's one thing we could all use right now, it's a little bit of zen.*

*Restoration, peace and connection is exactly what Ellen Larson hopes people achieve when they attend a class at Ardha Moon Yoga.*

"Everyone is so busy and so overscheduled and they really forget about taking care of themselves," she said. "Take 60 minutes where you only think about yourself. No judgment. No expectations."

Ellen knows what it's like to always be on the go. She manages a full-time career during the day, runs the yoga studio during nights and weekends, and is also a wife and mom. A competitive dancer growing up, she maintained an active lifestyle as an adult. But when a friend brought her to a yoga class, she experienced something brand new.

"It was one of the first places where my brain turned off," she said. "I didn't worry about anything else. It was a gift I was giving to myself."

Ellen quickly fell in love with yoga for its physical and mental benefits. She grew so proficient and so passionate, that she toyed around with the idea of opening her own studio. Ellen's husband gifted her a studio space to launch Ardha Moon Yoga in 2013 and Ellen tapped into her yoga network to find teachers who would fit the unique culture of her studio — passionate yogis who could accommodate evening and weekend class schedules. As a longtime Holt resident, she was excited to bring her passion project to the community she loves.

"There's something personal about sharing something I love with the people who support me," she said. "That's my village. Being able to share it with my people makes it special for me too."

Ellen was able to reopen the studio in September after closing down in the spring for the pandemic. But Ellen and her instructors have taken innovative approaches to promote a safe and healthy experience for their yogis.

Temperatures are taken at the door and masks are required everywhere in the studio, except when participants are on their mats. Mats are staggered to promote social distancing, meaning no one is directly next to, in front of, or behind you. Participants are separated by 5' X 6' transparent screens and the floors are washed and sanitized between every class.

Because Ardha Moon Yoga is a small studio, they have the ability to offer more customized class options. In addition to a variety of strength-focused and restorative styles of yoga, participants can choose a class time with an instructor and set up a class with five family members or friends.

"We know that sometimes it just comes down to wanting to know who is in the room with you," Ellen said.

For Holt-area residents who are looking for a way to relieve stress and care for their mental and physical health, the instructors at Ardha Moon Yoga offer a wide variety of class times to fit your schedule.

"You don't know what you're missing," Ellen said. "Maybe you hate it. But what if you love it? What if you're avoiding something that you're going to love?"



**Ardha Moon Yoga is at 2450 Delhi Commerce Drive, Suite 1B, in Holt, 517.290.8773, [ardhamoonyoga.com](http://ardhamoonyoga.com).**

# Building Twentyone reopens to Greater Lansing and Delhi teens



**A**s schools launch virtually this year, Building Twentyone Teen Center is working hard to establish ways to safely and effectively open their doors to Holt and Mason students grades 7-12. They officially reopened their doors on September 14.

“Now more than ever, families and students have the need for tutoring services, student-driven programs, and a safe environment to establish healthy habits,” said Benjamin Schartow, program director for Building Twentyone.

Building Twentyone has indoor and outdoor games, a state-of-the-art computer lab, podcasting programs, culinary classes with an MSU chef, art programs, and tutoring programs. Students will be able to get help in various subjects, along with much needed mental, emotional, and social support from other students, staff, and MSU interns.

Rather than the previous drop-in model, parents should pre-register their students

before dropping them off at the youth center for the first time. The team has implemented the newest and most effective safety procedures, including regular sanitation of the building, daily temperature checks, mask-wearing, social distancing, and individually packed snacks.

“Our Building Twentyone team sees and hears our community of parents,” Schartow said. “We know you are striving to make sure your children continue receiving an education during a time of deviation from traditional school settings. The need is great, and we’re up to the task!”

Building Twentyone Teen Center is open for all students grades 7-12 according to the following schedule:

- Mondays 12:30pm - 4:00pm
- Tuesdays 12:30pm - 4:00pm
- Wednesdays - CLOSED FOR SANITATION
- Thursdays - 12:30pm - 4:00pm
- Fridays - 12:30pm - 4:00pm



*“Now more than ever, families and students have the need for tutoring services, student-driven programs, and a safe environment to establish healthy habits.”*

**For more information on Building Twentyone Teen Center and to learn how to register a student, please visit [buildingtwentyone.org](http://buildingtwentyone.org). Building Twentyone is located at 1288 North Cedar Street in Mason, 517.889.5103.**

# Historical Holt — A Growing Community!

## A circa 1911 view of Holt Road just east of Cedar Street

Fascinating period details about our community can be gleaned from this image. In the foreground, the tracks for the interurban electric railway can be seen across a dirt Holt Road. Adjacent to the tracks is evidence of an infrastructure project.

These three homes belonged to prominent Delhi families. The third house was the home of Minor E. Park, a lifelong resident, and businessman. In the early 1920s, Mr. Park donated his garden adjacent to his home so that a road may connect the new Arlington Park subdivision development to Holt Road. That road was named in his honor, Park Lane. The fourth structure shown is the old Holt School, built in 1875 and burned in 1914. After the devastating school fire, a new school was built on the site, remnants of which still exist as part of Hope Middle School.

*Photo courtesy of the Holt-Delhi Historical Society. To learn more, check out the Holt, Michigan: A Slice of History Facebook page, or [www.holthistory.org/history](http://www.holthistory.org/history).*



### THE DDA — WHO WE ARE AND WHAT WE DO

The Downtown Development Authority (DDA) promotes economic development through business attraction/retention programs and works to foster investment within the DDA district. It strives to increase the township's tax base and strengthen the local economy while maintaining those qualities that make Delhi Township a desirable place to live and work. For more information, visit us at [www.DelhiDDA.com](http://www.DelhiDDA.com).

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