



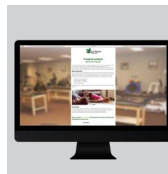
#### HOLT SCHOOLS

A look at the history of Holt's schools



#### HOLT LIONS

Helping Holt see a brighter future



#### BACK TO BUSINESS

Delhi Township is back to business — again!

OURTOWN AT A GLANCE >>



## Building friendships one customer at a time!

When you first meet Doug Daigle, owner of American Flooring in Holt, it doesn't take long to see the genuine passion he has for his job.

"My goal is always to add to my customers' lives," Doug said. "I'm helping them make a decision about something that's going to make their homes better and make them happy."

The business has been in Holt for more than 20 years, and is family- and veteran-owned. Doug served in the 82nd Airborne Division of the U.S. Army. Shortly after his military service ended, one of Doug's friends asked him if he wanted to join his flooring company. It didn't take long for Doug to fall in love with the business.

"I love the people," he said. "I like the atmosphere in the stores and the challenge that each remodeling job brings."

He opened American Flooring in Holt shortly thereafter. The store offers a wide variety of flooring options including carpet, hardwood, laminate, vinyl, tile, and stone. They also offer professional low-cost, in-home installation and free rip-up and haul away of your old flooring material.

Over the years, Doug and his team have witnessed a great evolution of the products available to customers in the flooring industry. As products become easier and more cost effective to create, those savings are passed down to the customer. Technology has also improved the flooring experience. As part of the Abbey Floor network, American Flooring in Holt offers a room visualizer that allows you to see how different flooring

options look in different rooms. There's even an option to upload a photo of your own room for added customization.

"It's always been a big priority of mine to give the customer the best vehicle to make their decisions," Doug said. "Staying on top of the latest technology in the industry provides me with more tools so I can help the customer make an informed decision."

The American Flooring Holt team prides themselves on their fast, friendly, and professional service, both in their showroom and during flooring installation. Doug's team always goes above and beyond makes sure each customer feels like family, not like a number.

"As a business owner, it's simple — do what you can to make the customer happy or lose your customer," Doug said. "You can do everything right technically, but if you don't treat them with kindness and respect, you've wasted everyone's time. I always encourage my entire team to do whatever they can to make the customer's experience great."

**American Flooring Holt is located at 4655 East Willoughby Road in Holt, 517.694.7415, [holt.abbeycarpet.com](http://holt.abbeycarpet.com).**



DEDICATED TO HELPING OUR COMMUNITY & ITS BUSINESSES GROW

A publication of the Delhi Charter Township Downtown Development Authority • [www.DelhiDDA.com](http://www.DelhiDDA.com)

# Delhi DDA launches new education materials



Over the past year, the Delhi Township Downtown Development Authority (DDA) has been hard at work preparing informational materials to help community members better understand how the DDA works and the impact it has on our businesses and community. Those materials are available to the public in a variety of digital and print formats for widespread and efficient distribution.

“While the work of the DDA touches the lives of many Delhi residents, we’ve found that many community members have questions about exactly how the DDA works,” said Howard Haas, executive director of the Delhi DDA. “We are excited to launch these educational materials to help answer common questions and equip community members to better understand how the DDA impacts their local community.”

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The materials break down the history of the DDA and include detailed descriptions of the DDA's public improvement initiatives: supporting businesses, community engagement and placemaking, redeveloping properties, and infrastructure investment. The document also dives into common questions about how the DDA works, including which areas of the township the DDA serves, how the DDA is funded, the revenue sharing agreements, and more. Lastly, these educational materials also highlight community projects and initiatives funded by the DDA, including the Holt Farmers' Market, Realize Cedar, the Sam Corey Senior Center, the Delhi Tech Park, and more.

Print editions of these educational materials are available in the DDA office building. All of the information is available on [ddavalue.org](http://ddavalue.org), including an explanatory video and a printable PDF of the booklet.





# “Back to Business”

## Program extended into 2021

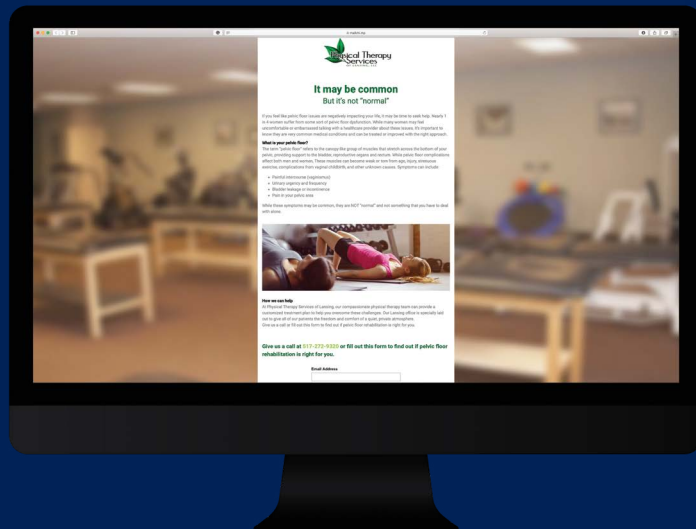
### Delhi Township is back to business — again!

Last May, the Delhi Downtown Development Authority (DDA) launched their “Back to Business” Digital Marketing Program to provide free digital marketing services to Delhi Township businesses. More than 60 businesses participated in the program, taking advantage of professional copywriting, design, and campaign management services that were customized to each business’ unique needs in this challenging economic climate. The program was so successful that the DDA decided to extend the program into the first quarter of 2021.

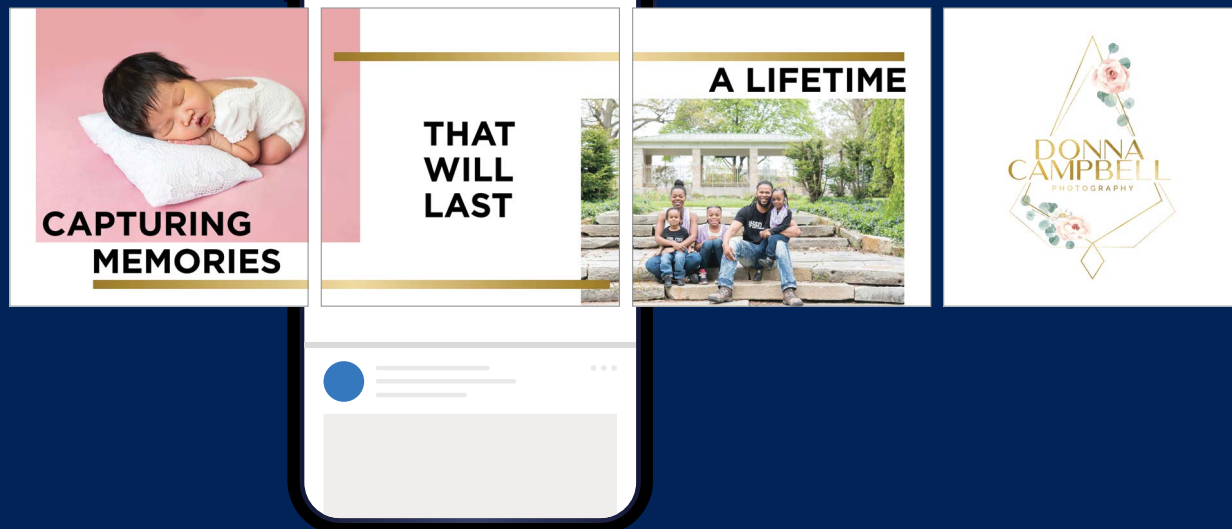
“Many Delhi Township businesses saw great results from their digital marketing campaigns sponsored by this program,” said Howard Haas, executive director of the Delhi DDA. “We know businesses will still need help into the early months of 2021, and we feel confident this approach will help draw attention to the great businesses we have here in Delhi Township.”

The program extension is open to businesses who participated in 2020 as well as businesses who have not yet participated. Digital marketing provides local businesses with a unique opportunity to reach both current and potential customers with individualized messaging and advanced targeting. The approach is cost-effective and versatile, meaning businesses in virtually any industry can benefit.

“We’re proud that this program is available to all Delhi Township businesses, not just a select few,” Haas said. “We encourage all local business owners to take advantage of this unique opportunity. As always, we are committed to helping our Delhi Township businesses succeed through these challenging times.”



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





# School's Back in Session!

## *A look at the history of Holt's schools*

**A**s a family-oriented community, schools have always been an important institution in Holt. The history of Holt education is filled with evidence of community investment and a shared mission of providing the best education for Holt's youth. From the early days of one-room schoolhouses to our thriving school district today, our community and school system has remained dedicated to celebrating the past and inspiring the future.

Check out these historical photos, including a bird's eye view from Holt's one room schoolhouse, taken in 1911, and a third-grade Holt elementary school class photo from 1936.

For more information on the history of Holt's schools, please visit <https://www.holthistory.org/holt-schools-history>.





# Holt Farmers Market — open all year!

While many other area farmers markets close up for the winter, the Holt Farmers Market still offers our community tasty treats and locally-made products. The team has remained vigilant about implementing measures to protect the health and safety of market-goers during the COVID-19 pandemic, including masks, social distancing, hand sanitizer and one-way customer flow. For more information on these measures, visit the Holt Farmers Market website.

Please continue to support local businesses and stop by the Holt Farmers Market, Saturdays from 9 a.m. to 2 p.m.



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





# Holt Lions

## Helping Holt see a brighter future

*This January, the Holt Lions will celebrate 52 years of service to our community.*

Throughout decades of community-focused events, fundraisers, and charity drives, what resonates most with members like Ray Robins is how the work of Lions impacts individuals in the community. He recalled how a woman approached the Lions during their annual White Cane Collection and made a generous donation, noting how she had received free eyeglasses from the organization as a young girl.

“You get a great feeling when you help someone like that,” Ray, the Holt Lions Membership Chairperson, said. “It’s very rewarding and we’re always happy to know that people recognize our value and turn around and are paying it back.”

The Holt Lions chapter first began in 1968, founded by Stuart Goodrich, a longtime Delhi Township resident and community servant. Alongside a dedicated team of volunteers, the organization has sponsored community-focused initiatives that support Holt residents of all ages. As a part of the world’s largest service organization, the Lions Club International, the Holt Lions have





several core goals and initiatives that align with their parent organization. The biggest of these is vision. For decades, the Holt Lions have sponsored eyeglass donation events, where used eyeglasses are collected, repaired, and shipped overseas. The Holt Lions have sponsored five eyeglass missions to Latvia, where a group of volunteers and eye care professionals provide free services to those in need in the former Soviet-occupied country.

Here at home, the Holt Lions have sponsored guide dogs for the blind as well as covered vision care services for Holt residents with no insurance.

The work of the Holt Lions isn't limited to just vision-focused services. They also sponsor Holt Community Kids Day, Halloween in the Park, Touch-a-Truck, and other family friendly events. One of their most beloved events is an annual sports night, where Holt High School coaches invite one senior student to a special dinner and brag about their accomplishments. These students — often the unsung heroes of their teams — are presented with a certificate and a small medal. Dr. David Hornak, Holt Public Schools Superintendent, has called the event “the greatest compliment a coach can pay their student.”

Though many of their usual activities have been impacted by the COVID-19 pandemic, the Holt Lions continue to meet via Zoom on the first and third Thursday evenings at 7 p.m. You can contact Ray if you're interested in receiving an invitation to these virtual gatherings. Once local health guidelines allow, the Holt Lions will resume these gatherings at their long-time meeting place — the Delhi Café.

Until then, the Holt Lions will continue to support initiatives that benefit the Holt community. In the words of Ray: “Everyone around working together to make Holt feel safe and comfortable.”



To learn more about the Holt Lions, contact **Ray Robins**, Membership Chairperson, at [rayrobins@sbcglobal.net](mailto:rayrobins@sbcglobal.net). You can also learn more about the organization by visiting [Holtlionsclub.org](http://Holtlionsclub.org).

# Keep an eye out for what's happening @HoltNow!

Follow us on Facebook, Twitter and Instagram to stay up-to-date on what's happening in Holt! Plus, sign up for our quarterly email newsletter to make sure you don't miss business profiles, community updates, DDA news, and more!

Facebook: [facebook.com/HOLTNow](https://facebook.com/HOLTNow)

Twitter: @holt\_now

Instagram: @holt\_now

Subscribe to our newsletter!



## 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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