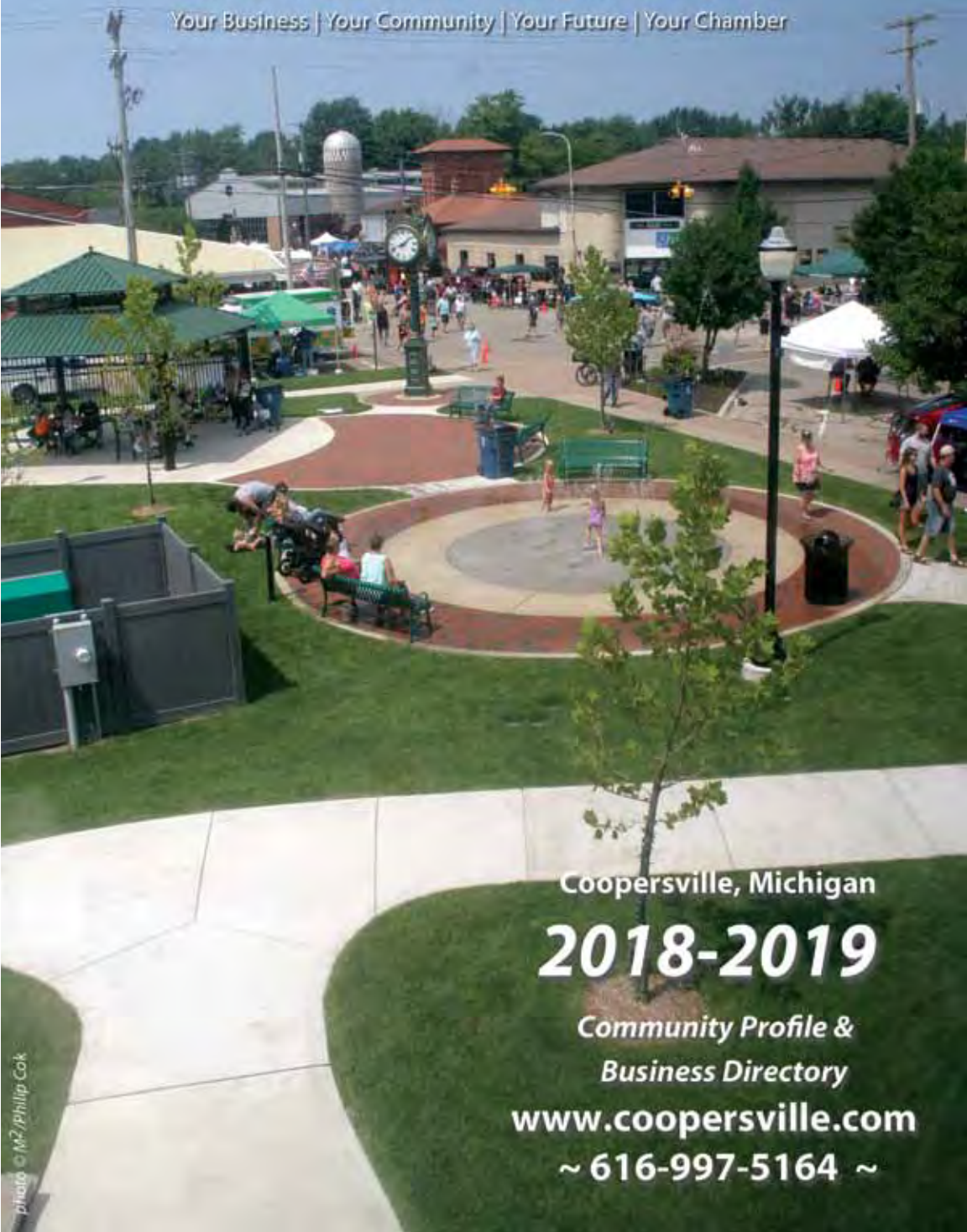


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cover: Pocket park and splash pad. The Coopersville Rotary Club donated a clock tower to the City of Coopersville in 2006 for the city's downtown beautification project. This was to be the cornerstone for a future park in the former Lemmon Chevrolet parking lot. The car dealership moved alongside the highway and buildings developed as individual stores. The end unit is being renovated for the future C&M train depot. The downtown pocket park was completed spring 2018 to finalize the transition and help make downtown Coopersville a destination place. As weather warmed, young and old alike began to enjoy the splash pad as early as May. Photo taken during Rotary Summer Car Show. Photo © M2/Philip Cok.

production: The Coopersville Area Chamber of Commerce Community Profile and Business Directory was created and produced using local Chamber members. Advertising, sales & production by **Marketing Management Services, Inc.**, PO Box 273, Coopersville, MI 49404 | 616-581-9340. Printing by **Holland Litho Printing Services, Inc.**, 10972 Chicago Drive, Zeeland, MI 49464 | 616-392-4644. ©2018/2019 Coopersville Area Chamber of Commerce. All rights reserved. No portion may be reproduced without written permission.

errors & omissions: Data for this directory is pulled from the Chamber membership list at www.coopersville.com. Every effort has been made to ensure the accuracy of the information contained in this directory; however, the Coopersville Area Chamber of Commerce, Marketing Management Services, Inc and Holland Litho Printing Services, Inc. cannot guarantee the accuracy of the information presented herein nor be liable for any omissions or errors. Please call to confirm the current hours of operation, the current location, charges and/or fees. Report errors & corrections to the Chamber office by call, email or at the Chamber website, www.coopersville.com.

Welcome to Coopersville, Michigan

The businesses of The Coopersville Area Chamber of Commerce are proud to bring you the current edition of the *Coopersville Area Community Profile and Business Directory*. Showcased within these pages are the 160+ chamber members who call this area home and are dedicated to *"Enhancing our Community by Building Better Businesses."*

We are an **agurban area**. The roots of the community lie in it's agricultural heritage. This is visible in the orchards and farms along I-96 and by the milk truck traffic at the Continental Dairy Facility and fairLife milk processing plant. In fact, a majority of the 50% undeveloped land inside the Coopersville City limits are still farmed.



Farming heritage is preserved at the **Coopersville Farm Museum**. Railroad, Interurban Electric Railway and Del Shannon memorabilia are found at the **Coopersville Area Historical Society** next door. Railroads connecting through Coopersville facilitated transport of farm products and materials between the urban areas of Grand Rapids/Muskegon and via connection of lake steamers at Muskegon & Grand Haven on to Wisconsin and Chicago. With the change to Interstate transport, the railroad remains as a destination tourist attraction with limited freight service.

Besides agriculture, Chamber members feature high-tech, fiber-optic and wireless communications, state-of-the-art medical & automotive-related manufacturing, trucking as well as service businesses that supply business and residential needs. This gives the region an unusual economic stability not found in many areas of the country.

The **Coopersville Area** encompasses a region of 40- to 50,000 residents in Northwest Ottawa and Southern

Muskegon Counties. These communities are centrally located in the heart of West Michigan's **1.4 million Combined Statistical Area (CSA)** anchored by the cities of Grand Rapids, Muskegon and Holland. Our residents enjoy an affordable, small town atmosphere with all the benefits of urban life as well as lakeshore recreation (see page 24) — all within a short 20 minute commute.



Coopersville's **award-winning public school system** offers an outstanding education, state-of-the-art facilities and a wide range of recreational and cultural activities, all on a single campus. All students, middle-school & up are issued individual computing devices to assure that our students are being equipped with the skills and knowledge they need to excel in a 21st century environment. Through generous support of local benefactors and the **Coopersville Community Foundation** the **Coopersville Promise Initiative** offers \$1,000 scholarships to any Coopersville graduate attending Grand Valley State University.



Thanks to a supportive community and bond approvals, all of Coopersville Public School buildings are new or newly remodeled and feature the latest learning technology.

Grand Valley State University, among the state's fastest growing higher education public schools and a Division II athletic powerhouse, is 15 minutes to the south. **Grand Rapids' "Medical Mile"** anchored by the **Van Andel Research Institute** and **Michigan State Medical School** are also a mere 15 minute commute to the east. **The Gerald R. Ford International Airport** is less than 45 minutes away, making travel for business and pleasure an attractive option. The Chamber of Commerce offers a wide range of services within the greater Coopersville area, while



Grand Valley's Allendale Campus in full, West Michigan fall splendor. Only 15 minutes south of Coopersville. Photo courtesy of GVSU. Used with permission.

the city's proximity to Grand Rapids and the lakeshore provides additional access to an even greater diversity of businesses and services, retail centers, hospitals and medical providers, as well as entertainment, sports and recreation, the arts and cultural events.

The City of Coopersville has room to expand and the infrastructure to support it. Local communications providers offer **fiber optic phone and data networks** throughout the city. **Wireless communications** all along I-96 are excellent.

The **city water and sewer system** has expanded to meet the increased demand generated by new housing development on the east end of the city as well as the **Continental Dairy Facility** and the adjacent **fairLife** bottling plant.

With our friendly, small-town atmosphere, award-winning school system, active community life and a strong, diversified business core, Coopersville is a **great place to grow a business and raise a family**.

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Museum Row: The **Coopersville Farm Museum** (L) features the standing exhibit "Farming Then and Now" as well as rotating exhibits. The Farm Museum hosts an annual quilt show in August. It also has space for special events, hosting weddings, business meetings and the annual Chili Blast in February.

Housed in the original Interurban substation next door, the **Coopersville Area Historical Society** (R) features local history from logging, one-room schoolhouse and railroading collections to rock-n-roll memorabilia from local celebrity Del Shannon. The Del Shannon Memorial stands in front next to the original Interurban railcar, "Merlin."

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July 12, 2013 Long-term Chamber Member, MPCU celebrate opening of new location in Randall Square with staff & Chamber Board Members — Chamber Photo

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Strategic Partners recognize the exceptional value a chamber brings to the community and support the Chamber's mission above and beyond dues with time and/or materials in value of \$500 or more. Current partner members include:



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Rotary of Coopersville

Community Partnerships

The distinguishing character and success of Coopersville, is due to a genuine **spirit of cooperation** as neighbors help neighbors and organizations band together to benefit the community at large.

Strong leadership and dynamic partnerships have been forged with local businesses, civic organizations, churches, the schools and community leaders. Throughout the year hundreds of volunteers come together to provide

entertainment and draw attention to Coopersville at the **Outhouse 500**, the **Rotary's Summer Car Cruise & Show** and the Chamber-sponsored night time **Santa Parade**.

The **Downtown Development Authority** captures tax funds to beautify the DDA District and aids businesses in upgrading buildings, help identify priorities, and attract customers and new businesses to the area business districts.

When special projects are identified, like the round about beautification pictured below, Chamber members help lead the way in donating funds that are outside of city resources.



Round About, 68th Ave. & Randall St.

>>>>> MEMBER LISTING CONTINUES ON PAGE 20 >>>>>

Coopersville Area

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Here at the Chamber we are committed to "Enhancing our Community by Building Better Businesses."

As a cohesive organization we are stronger together. As a group we are able to build prosperity for the benefit of our community and the businesses that employ our residents.

As a member of the Coopersville Area Chamber of Commerce, you become an integral part of a premier business leadership organization.

Won't you join us?

If you would like more information we welcome you to give us a call, visit us online and/or follow us on facebook.

The Coopersville Area Chamber of Commerce offers an increasing variety of products and services. We work to accurately identify and deliver relevant programming to meet changing needs. Attracting new members enables us to keep improving as our membership grows.

The Coopersville Area Chamber recognizes that the success of each community is linked to its neighbors. Therefore, it is imperative our business communities work together to compete in a new and evolving global economy.

The Chamber is a trusted resource for business solutions as we are able to access information, establish valuable relationships, and effectively advocate for our members. Through sharing our resources, creativity and tenacity, we can grow significant economic success — together!



Terri Veen (left) will be the new executive director of the Chamber replacing Rose Zainea-Wieten who is re-retiring in 2018. Terri comes to the Chamber from a previous post as the marketing director of the Cross-Lake Ferry in Ludington. Rose retired from the Coopersville Schools in 2013 to take on the Chamber position.

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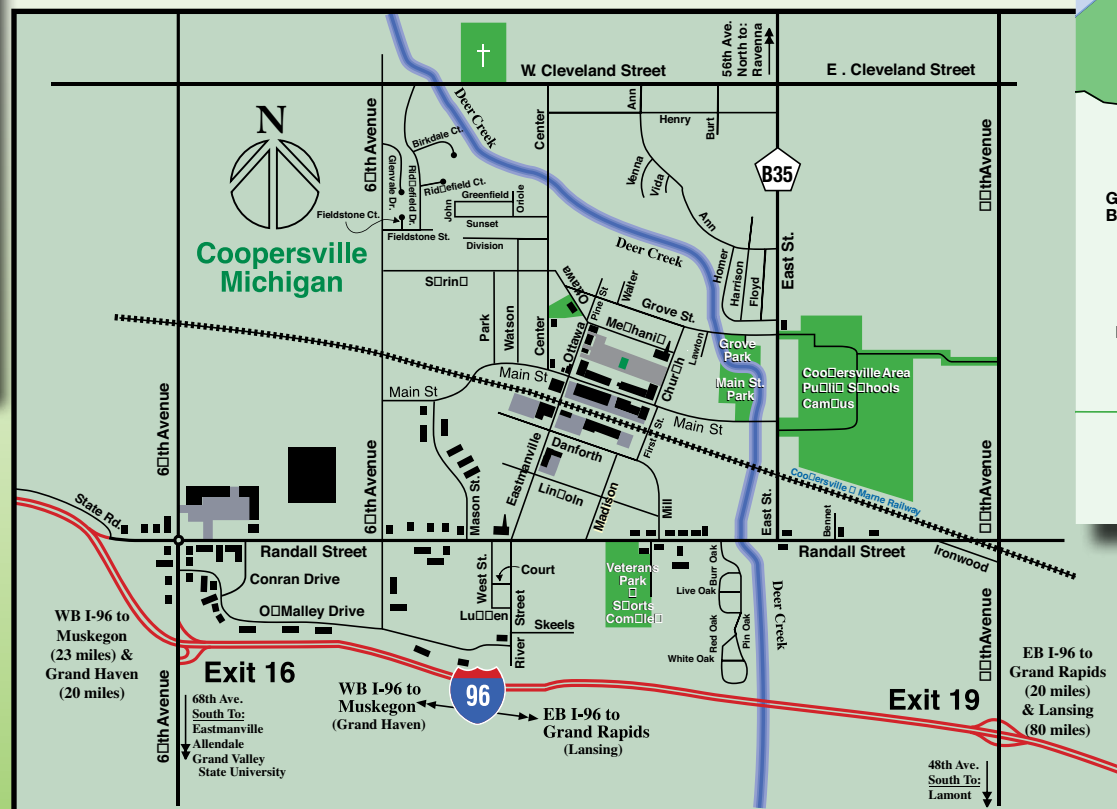
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HOUSING VALUES

Estimated median house or condo value in 2016: \$127,460 (it was \$104,800 in 2000)

Area Demographics

AREA (CITY)

Five square miles (50% developed - balance zoned agricultural)

PROPERTY TAX VALUE

\$123,090,925 | 50.82 residential | 25.1% commercial | 21.82% industrial | 1.19% agricultural | 1.16% utility

TRENDS

taxable value of the city has more than doubled in the last decade | growth has been and is projected to continue at 1.5%–2% annually | 2016 cost of living index 80.63 (U.S. = 100)

POPULATION

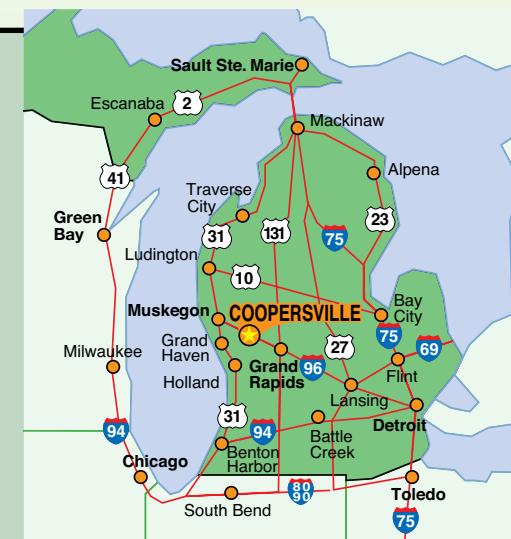
4,344 (92% urban, 8% rural) | 45,000 primary trade area (includes Allendale, Conklin, Coopersville, Marne, Nunica & Ravenna) | Growth 2000-2014: 11.1% (2014 City-Data.com)

HOUSEHOLDS

1,730 city | 2.5 persons per | 31.6 median age | 2016 median household income: \$49,512 (www.City-Data.com)

CHAMBER OF COMMERCE

182 East St. | 616-997-5164 | Current membership is 144 – a 120% increase in the last decade



Coopersville has a complete range of housing options - from historic homes to modern suburbs, townhomes, duplexes, apartments, manufactured homes and subsidized senior housing. Coopersville Reserves (above) is the newest planned unit development (PUD) off 48th Street.

Mean 2016 prices — All housing units: \$214,935; Detached houses: \$233,235; Townhouses or other attached units: \$177,503; In 2-unit structures: \$185,559; In 3-to-4-unit structures: \$136,193; In 5-or-more-unit structures: \$124,518; Mobile homes: \$59,783. Median gross rent in 2016: \$657. <http://www.city-data.com/city/Coopersville-Michigan.html>

Annual Events

Beautiful, Historic Downtown Coopersville

is where the community gathers for festivals and events. This provides a strong "sense of place" that develops strong community bonds. These downtown events draw attention to our community, bring patrons (both present and future) to local businesses and provide opportunities for fundraising and family-style celebration. Many communities are striving to build a "sense of place" where Coopersville has had it for quite some time.



Coopersville Rotary Car Cruise/Show

Coopersville was home to Charles Westover, who went on to become famous under the stage name of Del Shannon. This summer festival honors that connection and the Coopersville Rotary's car cruise & car show brings out residents,

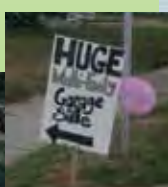


Westover family members, car fanatics and rock'n'roll fans from across the globe. This event is **held the first week-end in August** and features



a series of events from community-wide garage sales, kids festival, 5K/10K runs, tractor show, art show and a Friday evening Car Cruise that culminates in Saturday's Del Shannon Memorial Car Show. Over 600 cars and thousands of spectators jam the streets, parks and parking lots for this annual event. This week is also the biggest opportunity for our non-profits to raise much needed funds

to allow their organizations to continue serving the needs of the community.



Annual Events

Night Time Santa Parade

The first Friday night of every December, the Coopersville Chamber of Commerce lays claim to having the **longest-running, night-time Santa parade** in Michigan. There are those communities which will debate the fact, but there is no debate about the popularity of this annual event. Chamber Businesses show off our motto, **"Enhancing the Community by Building Better Businesses."** The



true Santa's come out this time of year as was shown a few seasons back when the parade was due to be cancelled because of rising costs and repairs needed to Santa's float. The community, led by Chamber businesses, rallied to provide more than the necessary funds and the event continues to be a big hit with the



Mike (Santa) Cary: 1931-2017



children of the community. The faces of the kids (young & old) tell you, it's all worth it.

Outhouse 500 & Chili Blast!

After Santa has come and gone, winters in Michigan drag on. So what do Michiganders do to break up

the monotony? They throw a light-hearted festival. The Coopersville/Polkton Firemen's Club, area businesses, organizations, and residents set out to have some wacky, winter, fun on the last Saturday of February. Racing 500 feet in front of the businesses in downtown Coopersville is a great way to warm people up, get them off their couches and into the local stores. But this is not just any kind of race - this is an OUTHOUSE race. Thereby dubbed, the **Outhouse 500**. Teams first parade their wacky contraptions down the street before racing the 500 feet for the best time



in three heats. Even kids can try their hand while the firefighters keep time and ensure everyone's safety.

After a few hours in the winter cold it's time to warm up with the annual **Chili Blast!** at the Farm Museum. And a blast is just what this festival is, a tongue-in-cheek winter festival.



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SEE: LABORATORY

Recreational Opportunities

The Coopersville Community has a number of **walking, biking and running trails**. A trail brochure is available in the literature rack just inside the front door of City Hall.

Coopersville Area parks and playgrounds are utilized year-round. In addition, the **City of Coopersville Recreation Department** has organized activities that include programs for all ages. Programs offered in the past have included archery, basketball for both adults and youth, bantam league baseball, football, soccer, softball for both adults and youth, and Tae Kwon Do. Check with the Coopersville Recreation Department for current offerings and schedules at 616-997-2123.



The library playground in down town Coopersville supplements school facilities on the east end of town.



Suspension bridge at Sheridan Park

The **Musketawa** (Muskegon & Ottawa) Trail stretches from Marne to Muskegon just north of Coopersville. It is enjoyed by bicyclists, snowmobilers, horseback riders, roller-bladers, cross country skiers, wheelchair travelers, hikers and nature lovers.



Main Street park hosts sleds in winter and cars early August.



From bikes to snowmobiles, Musketawa is an all-season trail.

Plans are to eventually connect to the North Bank Greenway Trail along the former Grand Trunk right-of-way that ran between Coopersville and Grand Haven.



The Coopersville Area is only a short 20 minute drive from the lakeshore state parks of Holland (left) or Grand Haven (right).



Farm Markets

Ottawa County ranks #3 in the state of Michigan for the highest agricultural crop and livestock value (\$534.4 million*).

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A printed **Country Market Guide** road map may be picked up from the literature rack at City Hall for a list of other markets..

* 2012 USDA Agricultural Census

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Coopersville Area Public Schools

Coopersville's schools are an integral part of the community, offering an outstanding education, state-of-the-art facilities and a wide range of recreational and cultural activities, all on a single campus.

Throughout the year, the district's 2,600 students pursue rigorous academic programs and enriching extracurricular activities in new or newly-renovated facilities. Advanced technologies in virtually every classroom and throughout the campus assure that our students are being equipped with the skills and knowledge they need to excel in a 21st century environment.



photo courtesy CAPS



Coopersville High School's designation as a **Michigan Blue Ribbon Exemplary School** reflects not only the quality of education in the early grades, but also the richness of the upper level programs that prepare students to succeed in college and at work. An array of state and national awards for both our programs and our teachers are further recognition of the quality of our school system. In addition to Advanced Placement (AP) courses, Coopersville has **Dual Enrollment** and **Early College** programs where students earn college credits before graduation. Our

unique, **Manufacturing Engineering Partnership Program** (MEPP) provides students real-world experience in skilled trades with the potential for college tuition assistance from area manufacturers.

Bond issues totaling more than \$80 million in the last 12 years show the community support for local education. In addition, a recently established endowment guarantees all Coopersville graduates enrolled as freshmen at Grand Valley State University will receive a minimum of \$1,000 from the **Coopersville Promise Scholarship**. In time, the endowment may grow to fully fund all undergraduate tuition costs, a truly remarkable testament to this community's commitment to the future.



photo courtesy CAPS

continued on next page...

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GVSU, Allendale Campus courtesy photo used with permission

Grand Valley State University has been listed 18 years in a row as one of America's "100 Best College Buys." Based less than 12 miles from Coopersville in the nearby community of Allendale, Grand Valley also maintains a significant presence in Grand Rapids, as well as Muskegon, Holland and Traverse City. Muskegon Community College is making use of our Educational Services building to hold satellite classes for high school students in Coopersville for college credit. Other nearby colleges include Michigan State's medical school, Aquinas College, Baker College, Calvin College, Hope College and Ferris State University's Kendall College of Art and Design.

Faith-based Education



photo courtesy St. Michael's

St. Michael's Preschool
17150 88th Avenue, Coopersville, MI 49404
616-384-4026

Lamont Christian School
5260 Leonard Road, Coopersville, MI 49404
616-677-1752

St. Joseph School
18678 8th Avenue, Conklin, MI 49403
616-899-5300

Trinity Lutheran School
1401 Harding Street, Conklin, MI 49403
616-899-2152

The Coopersville area is blessed with a variety of excellent **parochial schools** for those wishing to provide a faith-based education for their children. Strong parental societies support their school systems as well as integration with the public school system to accommodate special needs students and extra curricular activities like PE, computer classes, art, Spanish and music when not offered as part of their core offerings.

Schools are **accredited** through the Michigan Non-public Schools Accrediting Association and other faith-based accrediting bodies.

For more information, contact the school administrators directly.

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