

Business Arts Award

Metro Toyota



Metro Toyota is receiving the Business Arts Award because of their deep commitment to making Kalamazoo a dynamic and diverse place to live. Jeff DeNooyer and Metro Toyota have been outstanding supporters to so many organizations in Kalamazoo, and the arts are no exception.

A generous supporter of Fontana, the Arts Council of Greater Kalamazoo, the Kalamazoo Valley Blues Association, the Kalamazoo Institute of Arts, and more, Jeff and Metro Toyota have always worked to ensure that children and families from the entire community have the ability to enjoy access to the arts. From advertising, to sponsorship dollars, to donating cars to be painted at Art Hop, sponsoring the entertainment stage at Art on the Mall, Metro Toyota has been creative, resourceful, and steadfast in their support of our entire creative community.

The arts are incorporated into the Metro Toyota company culture. Staff are encouraged to participate in Art Hop and encouraged to attend cultural events. Jeff always works on behalf of his employees to ensure that supported events are family friendly and are made easily accessible to his staff.

“To Metro Toyota support means more than sponsorship dollars. They recognize that by supporting the arts they are making Kalamazoo a more exciting, vibrant place to live and work. They believe in what the organizations they sponsor do in our community – whether it is introducing the youngest audiences to music, supporting local artists, both visual and music, or serving on arts boards and committees. Metro Toyota invests in our community and truly deserving of this recognition.” Says David Baldwin, Executive Director of Fontana Chamber Arts who nominated Metro Toyota.