

## MEMO

To: Douglas Downtown Development Authority

From: Lisa Nocerini/Sean Homyen

RE: Presentation of First Required 2025 Annual Report

Date: June 25<sup>th</sup>, 2025

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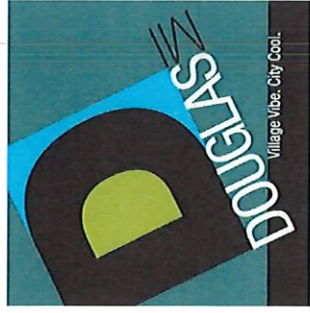
The Douglas Downtown Development Authority is required to present two (2) annual reports each year in compliance with statutory reporting obligations and transparency standards.

We are pleased to present the first 2025 Annual Report, which highlights the significant accomplishments and progress made in our downtown district over the past several months. This report includes:

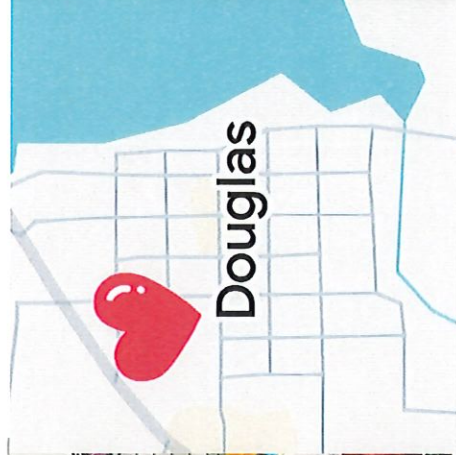
- A summary of the DDA's support for the business community
- Key investments made in the downtown area
- A list of new businesses that have opened within the DDA district in the past six months
- A review of the FY2025-2026 DDA budget, outlining strategic investments planned for the upcoming fiscal year

This report reflects the DDA's continued commitment to promoting a vibrant, thriving downtown and supporting the success of our local business community. We look forward to reviewing the report with you in more detail during the meeting.

# City of Douglas Downtown Development Authority



## 2025 Informational Meeting & Annual Report June 25<sup>th</sup>, 2025



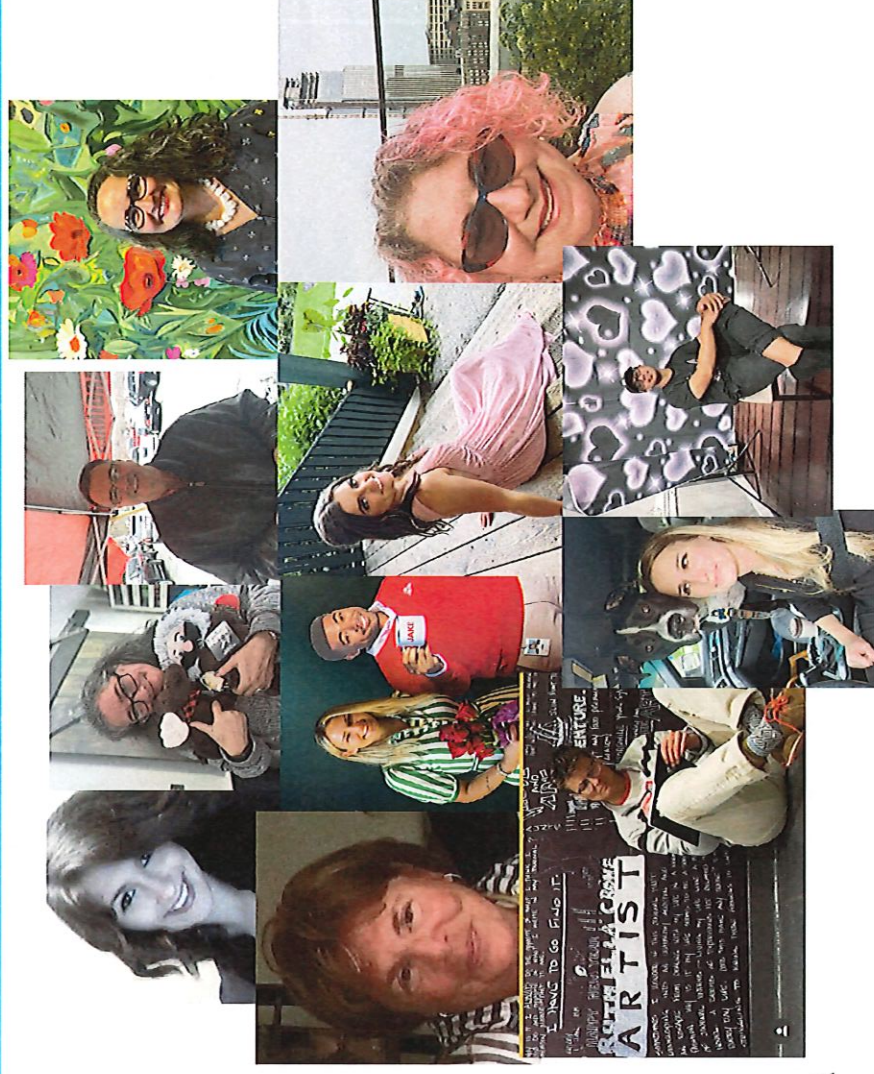


# Douglas Downtown Development Authority Board Members/Staff

- Aleshia Balmer-Chair
- Randy Walker- Vice Chair/Council Appointment
- Dave Laakso-Treasurer
- Maggie Bandstra-Secretary
- Cathy North-Mayor
- Kabri Martyniek-Member
- Lauren Vonk-Member
- Ruth Crowe-Member
- Alexia Dawson-Member

## Administration:

Lisa Nocerini-City Manager/DDA Assistant  
Sean Homyen, Planning & Zoning Administrator/DDA Assistant





# Purpose of a Downtown Development Authority

The purpose of the **Douglas Downtown Development Authority (DDA)** is to enhance and support the economic vitality and appeal of Downtown Douglas. This is achieved through various efforts aimed at revitalizing the downtown area, fostering business growth, and creating a welcoming and vibrant environment for residents, visitors, and entrepreneurs.

Key responsibilities of the DDA include:

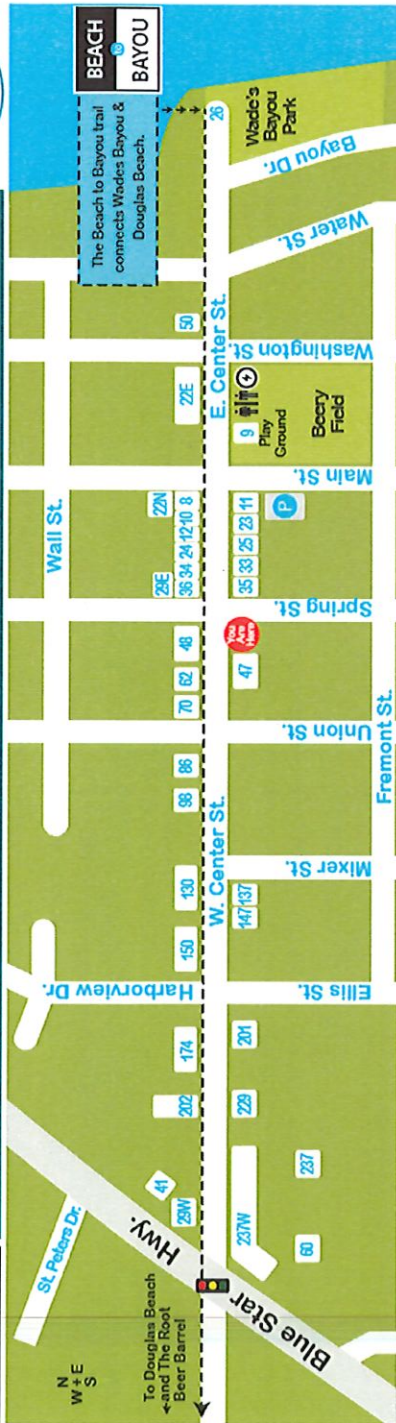
1. **Economic Development:** Supporting and attracting businesses to the downtown area, helping create a strong local economy.
2. **Public Improvements:** Facilitating improvements to infrastructure, public spaces, and aesthetics to ensure downtown remains attractive and accessible.
3. **Community Engagement:** Organizing events, promotions, and programs that engage the community and draw visitors to downtown businesses.
4. **Partnerships:** Collaborating with local organizations, business owners, and governmental entities to align efforts and resources.
5. **Historic Preservation:** Preserving the unique character and charm of Downtown Douglas while encouraging thoughtful growth and modernization.

Through these efforts, the DDA plays a vital role in strengthening the identity of Douglas as a destination and supporting the overall quality of life for its community.



# Village Vibe. City Cool.

Welcome to Douglas, Michigan. You'll find the friendliness and cozy feel of a village, combined with great shopping, award-winning art galleries, restaurants, and top-rated lodging.



## DRINKS AND DINING

- 8 happystance
- 11 Everyday People Café
- 22E Borrowed Time
- 22N Back Alley Pizza Joint
- 24 Wild Dog Grille
- 41 The Cove
- 48 Respite Cappuccino Court
- 229 Alley's Pizza

## RELAX

- 9 Beery Field Playground/Memorial Garden
- 26 Wade's Bayou Memorial Park
- 130 Saugatuck-Douglas History Center, The Old School House, Back-in-Time Garden
- 147 Pride Garden
- 229 Lakeview Lanes

## ART GALLERIES

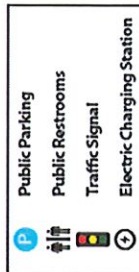
- 23 LebenArt
- 23 Now & Then
- 33 Button Gallery
- 36 Ruth Crowe Artists Studio
- 48 Mr. Miller's Art Emporium
- 137 Ox-Bow House

## SHOP

- 10 Lakeshore Pet Boutique
- 25 Endora
- 25 Kim Neuen Design & Interior
- 34 Bracklett & Company
- 35 Lost and Found Lakeshore
- 50 LSalon & Boutique
- 98 Adorn
- 150 Douglas Home Furnishings
- 237W Lake Vista Super Valu Grocery Store

## SERVICES

- 12 Center Stage Salon
- 23 Engel & Volkers Real Estate Company
- 26 Third Coast Surf Shop
- 29E Carlton Ashborne
- 29W Lighthouse Realty
- 29W Lighthouse Title Group
- 47 Police Station
- 50 LSalon & Boutique
- 50 The Alamar Integrative Medical Spa
- 60 Huntington Bank
- 62 Century 21 Affiliated Douglas
- 62 Indigo Design Build
- 70 Post Office
- 86 Douglas City Hall
- 150 Kevin & Sarah Coastal Living Advisors
- 150 KWest Design Studio
- 150 State Farm Insurance
- 174 Saugatuck-Douglas Library





# Key Investments for FY2025-2026

**Requested Budget: \$70,000**

**Budgeted for FY2025/2026:**

**Community Promotions:**

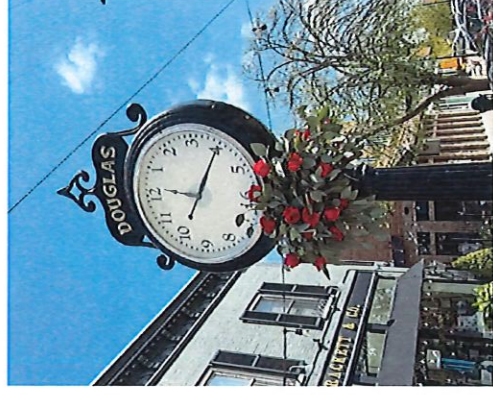
- Community Sponsorship Requests: \$25,000
- Passport Program, Farmer's Market Promotional material, and Derby Swag: \$3,500
- 2025 Light Night in Douglas Christmas Tree: \$400
- Ads/Promotions: \$1,000

**Downtown Marketing**

- Fall & Christmas Decorations: \$3,018.33
- Downtown Marketing: \$4500
- Seasonal Banners: \$11,827
- Main Street/Blue Star Highway Sign Replacement with a 50/50 Cost Share with the City: \$8,375.41 DDA Portion (\$16,750.82 total)

**Staffing/Training/DDA Support:**

- City Administration Staffing: \$9,000
- Training Funds: \$1,000
- POW Strategies: \$5,500



# DDA BUDGET ACTIVITY

## Downtown Development Authority

| DESCRIPTION                | 2024-25<br>ORIGINAL<br>BUDGET | 2024-25<br>AMENDED<br>BUDGET | 2024-25<br>YTD ACTIVITY<br>THRU 03/14/2025 | 2025-26<br>APPROVED<br>BUDGET |
|----------------------------|-------------------------------|------------------------------|--------------------------------------------|-------------------------------|
| DDA ADMINISTRATION         | 9,000                         | 9,000                        | 7,400                                      | 9,000                         |
| TRAINING FUNDS             | 1,000                         | 1,000                        | 1,185                                      | 6,500                         |
| BUSINESS INCENTIVE PROGRAM | 5,000                         | 5,000                        | 3,011                                      | 0                             |
| COMMUNITY PROMOTION        | 27,000                        | 29,050                       | 14,452                                     | 29,900                        |
| MARKETING                  | 0                             | 0                            | 0                                          | 4,500                         |
| CAPITAL OUTLAY             | 15,560                        | 13,510                       | 17,293                                     | 20,200                        |
| <b>TOTAL EXPENDITURE:</b>  | <b>57,560</b>                 | <b>57,560</b>                | <b>43,341</b>                              | <b>70,100</b>                 |



# 2025 Douglas DDA Accomplishments

- 

**Promotions & Visibility**

- DDA Gateway Sign Banner Program Supporting (through June 2025):

- 
- A white sign with a green background and white text. The text reads: "Farmers Market", "Downtown Douglas", "Beery Field", and "Tuesday 10am-2pm". The sign is mounted on a white post and is located on a sidewalk next to a street.





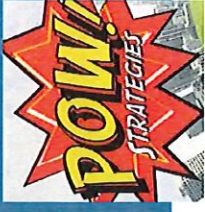
# 2025 Douglas DDA Accomplishments (cont.)

- **Community Engagement**
- Backing the launch of the second year of the downtown Farmer's Market in Douglas.
- **Financial Contributions (through June 2025)**
- Derby Day in Downtown Douglas
- Dutcher's Baseball Club
- Beats on Beery
- Art in Douglas events & Gallery Strolls
- Community Pride Week





# New Businesses in our Downtown!



**DDA Training:** In late May, the DDA partnered with POW Strategies for a strategy session aimed at boosting the marketing and visibility of the district. The session also focused on building stronger collaboration across the entire DDA business community to enhance the promotion and vibrancy of downtown. A report with guidance and feedback from POW Strategies is forthcoming in July 2025.





# New Businesses in the Downtown!



## *Congratulations!*

LebenArt (Art Gallery)

- ❖ Adorn Floral Boutique & Artisan Market
- ❖ Lost & Found Lakeshore
- ❖ The Ala'mar Integrative Medical Spa
- ❖ Ox-Bow House-House-Warming Event





# Short Term Goals of the Douglas DDA

## **Support for Local Businesses:**

Enhance the visibility of businesses through marketing campaigns, such as social media outreach and seasonal promotions.

Organize and expand successful programs like the Shop & Dine Passport Program.

## **Event Planning and Promotion:**

Create or support winter events to draw foot traffic during the off-season.

Partner with the Convention and Visitor's Bureau (CVB) to promote local events on a public calendar.

## **Downtown Beautification:**

Add holiday decorations and improved lighting for the winter months.

Address minor maintenance or cleanliness concerns in the downtown area.

## **Engage Stakeholders:**

Hold informational sessions to discuss DDA initiatives and gather input from the community.

## **Efficient Use of Funds:**

Identify short-term grant opportunities to fund smaller projects.





# Long Term Goals of the Douglas DDA

## Long-Term Financial Strategies

- Advance funding strategies to ensure the long-term sustainability of DDA initiatives.
- Explore Tax Increment Financing (TIF) adjustments and identify new revenue streams to support future projects.

## Economic Development

- Attract new businesses that align with the City's vision and address market gaps downtown.
- Partner with developers and stakeholders to encourage mixed-use projects that enhance downtown vibrancy and expand year-round activity.

## Comprehensive Branding

- Launch and implement a cohesive brand identity for Downtown Douglas to strengthen its reputation as a premier destination.
- Integrate consistent branding across marketing materials, signage, and online platforms.

## Public Infrastructure Improvements

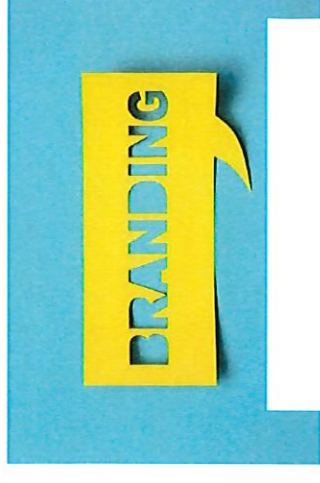
- Advocate for enhanced walkability through improved sidewalks, bike lanes, and pedestrian amenities.
- Prioritize investments in public spaces that support community gatherings, events, and overall downtown activation.

## Sustainable Growth Initiatives

- Promote sustainable design and development practices that preserve and enhance the downtown environment.
- Support projects that contribute to a resilient, thriving downtown core.

## Expanded Partnerships

- Strengthen collaboration with regional and state agencies to secure larger grants and funding opportunities.
- Expand partnerships with the arts and cultural community to support creative placemaking efforts.



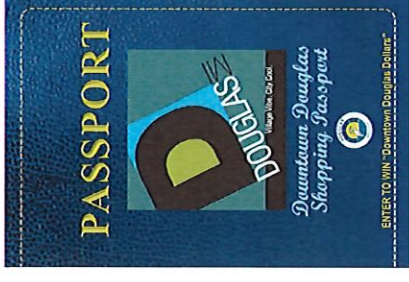
SMALL BUSINESSES ARE THE  
HEARTBEAT OF YOUR  
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# Douglas DDA 2025 Planning: Highlights and Updates

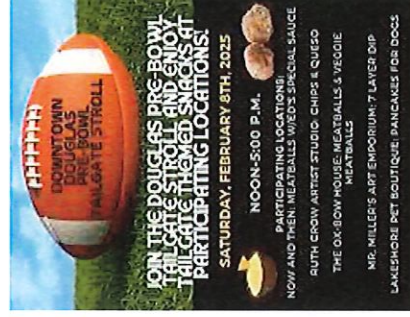
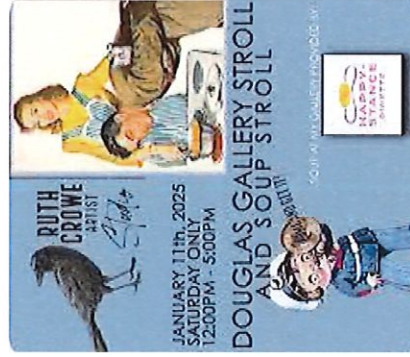
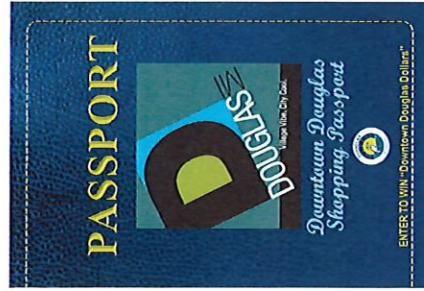
- **Community Promotions:**
  - Support for Community Event Sponsorship Requests
  - Farmer's Market Promotion Table
  - Creation and purchase of ads and marketing materials
  - Passport Program
  - Light Night in Douglas Tree Lighting
- **Downtown Marketing**
  - Fall/Christmas Decorations
  - New Seasonal Banners
  - Replacement of the Main Street/Blue Star Highway Downtown Sign
  - DDA Website Investments
- **Staffing/Training/Support for DDA Board Requirements/Initiatives:**
  - Funding to offset costs for City Administration Support.
  - DDA Trainings: Michigan Downtown Association
  - POW Strategies: DDA Board Training





# Douglas DDA 2025 Planning: Highlights and Updates (cont.)

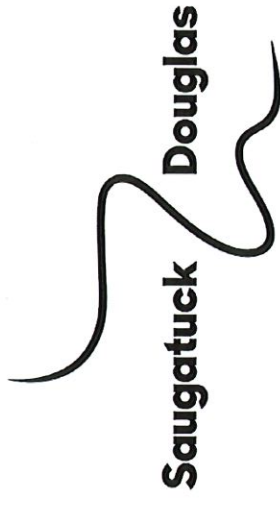
- Offer more trainings to businesses
- Identify new opportunities and events that will positively impact the businesses in the DDA year-round.
  - In 2025, the DDA promoted the following events and will work to expand the list for more events: Extended Passport Program; Soup Stroll Saturday for humans and pets; Pre-Bowl Tail Gate Stroll; Derby Day in Douglas)
- Continue to identify ways to support additional events in the Downtown through Community Promotions
- Expand and grow the Downtown Douglas Shop & Dine Passport Program





# Our Area Partners

- ✓ City of Douglas City Council
- ✓ City of Douglas Administration
- ✓ Michigan Downtown Association (MDA)
- ✓ Saugatuck Douglas Area Convention & Visitor's Bureau





# Questions & Contact Information

If you have any questions, please contact the City of Douglas  
at 269-857-1438

OR

Email:

[citymanager@douglasmi.gov](mailto:citymanager@douglasmi.gov)

[PZAdmin@douglasmi.gov](mailto:PZAdmin@douglasmi.gov)

<https://douglasmi.gov/dda/>