MEMORANDUM

To: Douglas Downtown Development Authority Board

From: Lisa Nocerini, City Manager

Date: November 18, 2026

Subject: Planning for 2027 DDA Events and Events Calendar

Purpose

The purpose of this agenda item is to begin discussions regarding the Downtown Development Authority's proposed 2027 events calendar, including established annual events, potential new activities, and opportunities to coordinate with other community organizations and downtown businesses.

As the DDA looks ahead to 2027, it is important to establish an events calendar early to allow adequate time for planning, budgeting, sponsorship opportunities, marketing, and coordination with participating businesses.

This discussion will also provide an opportunity for Board members to evaluate the success of existing events, consider potential improvements, and identify new activities that could increase downtown visitation, support local businesses, and enhance the overall Douglas experience.

Proposed 2027 DDA Events Calendar
The following events are proposed for discussion and consideration:

Date	Event
May 1	Derby Day in Douglas
June–September	Douglas Farmers Market – Every Tuesday
September (TBD)	Street Performers Event
September 27	Michigan Downtown Day
October (TBD)	Pumpkin Carving Event
November (TBD)	Light Night in Douglas
November (TBD)	Shop & Dine Passport Program
November 27	Small Business Saturday

Art in Douglas / Second Saturdays – 2027

The DDA may also wish to consider opportunities to coordinate its marketing and promotional activities with the existing Art in Douglas / Second Saturdays schedule.

The following is a partial list of planned or potential activities:

Date	Event or Theme
January 9	Soup Stroll Saturday
February 13	Tailgate Stroll
March 13	Erin Go Bark
April 10	Second Saturday – Theme TBD
May 8	Wellness Day
June 12	Second Saturday – Theme TBD
July 10	Second Saturday – Theme TBD

August 14	Art in the Park Douglas
September 11	Second Saturday – Theme TBD
October 9	Potential Oktoberfest Event
November 13	Second Saturday – Theme TBD
December 11	Second Saturday – Theme TBD