



## MEMORANDUM

**TO:** Douglas Downtown Development Authority (DDA)

**FROM:** Lisa Nocerini

**DATE:** August 27, 2025

**SUBJECT:** POW Strategies Report Presentation

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The DDA engaged POW Strategies to provide professional support in developing a comprehensive strategy for downtown Douglas. The goal was to assess existing conditions, identify opportunities for growth, and create a roadmap for strengthening our downtown district.

POW Strategies has completed its review and developed a report outlining key findings and recommendations. This report includes proposed strategies to enhance economic vitality, strengthen partnerships, and promote downtown Douglas as a destination for both residents and visitors.

Cristina Sheppard-Decius of POW Strategies will present the findings and recommendations of the report at the August 27, 2025, DDA meeting. The presentation will highlight:

- Findings from their assessment of downtown Douglas.
- Opportunities to leverage community strengths and address identified challenges.
- Recommended short- and long-term strategies for implementation.
- Potential funding sources and partnership opportunities.

This presentation is an important step in refining the DDA's strategic direction.