

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R				
1	MISSION: Enhancing Downtown Douglas’ economic vitality and appeal by proactively collaborating and stewarding to improve the quality of life and culture for small businesses and the community.																					
2	DOWNTOWN VISION: Downtown Douglas: A distinctly relaxed and beautiful year-round destination, open to all with a diverse array of creative businesses, engaging activities, and vibrant places.																					
3	ORGANIZATION VISION: To be the driving force behind A thriving & sustainable downtown by spurring economic investment through strong, collaborative relationships and activities.																					
4	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	WORK PLAN	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS	DISTINCT				DIVERSE		INCLUSIVE		CREATIVE	
5	Year-Round Destination																					
6		Increase Seasonal & Shoulder Season Tourism	1	Distinguish Douglas	September-October 2025		Establish Messaging						X	x	x	X						
7							Create Storyboards/Stories						x	x	x	x						
8																						
9			2	Communications & Marketing Plan	October 2025 - January 2026		Enhance Website	Create a Dedicated Website for Downtown Douglas	SDACVB				x		x							
10								Designate/Contract a Web Content Creator or Partner with SDACVB to Manage Site														
11								Encourage SDACVB to Create District Pages (see Destination AA Surrounding Destinations Example)														
12					October 2025 - March 2026		Increase Social Media, SEO & Online Presence	Claim Your Google Page & Create Content					x	x	x							
13								Enhance listings and searchability on Other Sites with Trip Ideas/Things to Do														
14								Encourage Businesses to Claim their Pages	Businesses													
15								Leverage Partnerships with other Tourism-based Organizations, Publications and Apps	Tourism Organizations & Publications													
16																						
17					October 2025 - March 2026		Improve Partnership & Leverage SDACVB Strategy	^^Enhance SDACVB website with district/community pages	SDACVB				x	x	x							
18								Add a URL for Visit Douglas and redirect to SDACVB district/community page														
19								Pursue funding opportunities for destination enhancements annually with SDACVB														
20								Get involved in the organization														
21								Provide Current Content, Messaging, Day Trip Ideas, Images, Event & Program Info Frequently														

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22	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	WORK PLAN	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS									
23	Year-Round Destination					2025-2030															
				Communications & Marketing Plan (CONTINUED)	September 2025 - April 2026		Champion & Encourage Shoulder Season Events & Promotions	Partner on Marketing & Advertising when Possible					X	X	X	X					
24								Support and Encourage Organizations/Businesses to Coordinate New Pop-Up Events & Promotions	Businesses												
25								Push Social District													
26								Weekly Social Media Post of Open Businesses													
27								Local Shopping Attraction/Incentives (Locals Passport)	Businesses												
28								Leverage Existing Signature Events	Businesses					X	X	X					
29					May - September 2026			Encourage Local Shops to Stay Open Later During the Season & during the 3-5pm Gap	Businesses												
30								Coordinate Retail Promotions During Events	Businesses												
31								Incentivize Visitors to Stay													
32								Hosting Social District Event Days													
33								Collaborate with In-Town & Out-of-Town Attractions (in-store brewery or wine tastings)	Key Assets												
34								Encourage Local Businesses to Collaborate on Promotions	Businesses												
35								Track Data Driven Results, ie: sales data/Placer.ai													
36					May-26		Social District Enhancements	Strengthen the Identifiable Brand					X		X	X					
								Clearly Demarcate the Boundary Area On-street with Signage, Connected Sidewalks and Gathering Spaces													
37								Provide Clear, Identifiable Cups													
38								Keep it Beautiful! Additional Garbage Cans may be Necessary													
39								Business Co-op Marketing													
40								Share on Social Media/Website													
41								Host Special Event Days Throughout Year													
42																					
43																					

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																		DISTINCT DIVERSE INCLUSIVE CREATIVE			
44	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS									
45	Year-Round Destination												2025-2030								
46		Grow Business Activation	1	Consistent Business Hours	September 2025 - May 2026		Track Who’s Open/When and Determine Trends		Businesses				x			x					
47							Meet with Businesses Where They Are At & Demonstrate the Need & Opportunity to Extend Hours & Build Consistency									x					
48							Fill the 3-5 p.m. Gap with Activities, Events & Retail Promotional Deals – BE OPEN for Happy Hour									x	x				
49							Publish Hours on Website, Social Media and Online Presence & Encourage Businesses to Update their Online Presence as well									x					
50																					
51			2	Champion Events & Promotions	November December 2025		Set An Annual Event & Promotions Schedule ONE-TIME PER YEAR	Share the Schedule with Businesses Early On	Local Organizations				x			x					
52							Prevent Burn-Out - Strategically Recruit Champions	Define the Role & Responsibilities of Champions						x		x					
53																					
54			3	Collaborations & Marketing	January - September 2026		Help Build Partnerships and Collaborations with and amongst Businesses	Leverage Complementary Businesses	Businesses				x	x		x	x				
55								Group By Category													
56								Seek Out Opposites													
57							Consider District-wide Loyalty Programs or Those Willing to Partner (locals passport)									x	x				
58							Develop Seasonal Co-Op Marketing Campaigns (reduces costs for all and spreads reach)								x	x					
59							Recruit Pop-up Shops Inside Shops (to extend retail hours and grow the “next” retailer)						x				x				
60																					
61																					
62																					

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																		DISTINCT	DIVERSE	INCLUSIVE	CREATIVE
63	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS									
64	Year-Round Destination				2025-2030																
65		Enhance Placemaking	1	Program & Enhance Wade’s Bayou & Beery Field	2027-30		Temporary & Seasonal Improvements	Utilize Beery Field for Field Games, ie: Cornhole, Bocce Ball	City / SDACVB				x				x				
66								Install Seasonal, Temporary Facilities at Wade’s Bayou for Programming of Music & Art Events													
67								Add Engaging Equipment													
68								Integrate Art													
69																					
70							Permanent Improvements	Visualize what’s needed with Conceptual Designs	City / SDACVB				x				x				
71								Event Facility Plan for Wade’s Bayou													
72								Soften and Brighten Space @ Beery Field													
73								Add Moveable Seating @Beery Field													
74			2	Gateway Beautification	2027-30		Enhance the Main Intersection at Blue Star Hwy	Soften the landscape and Create Eye-catching floral installations					x				x				
75								Large flower pots in the pedestrian medians, landscape beds around the gateway sign and street corners													
76								Install Colorful Crosswalks to Draw Attention & That You Have Arrived													
77			3	Comprehensive Accessibility	2028-30		Wayfinding Signage to and from the Boat Launches to Downtown and from Blue Star Hwy		City / SDACVB				x			x	x				
78							Enhance the Kayak/Paddleboard Rental – Include Fishing Rentals, Paddleboats, Biking, Art Easels/Tools	Set Yourself Apart and Incorporate ADA Access	City / SDACVB				x			x	x				
79																					
80																					

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														DISTINCT				DIVERSE		INCLUSIVE		CREATIVE	
81	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS											
82	Disrict Continuity				2025-2030																		
83		Build Continguous Design & Walkability	1	Infill Development	2026-2030		Map Out Infill Opportunities		Property Owners/ City						X	X	X						
84							Develop Relationships with Property Owners								X								
85							Determine Infill Vision & Evaluate/Set Design Standards						X	X	X	X							
86							Zoning Guide – Simplify and Highlight Important Aspects that Impact Form & Function Downtown						X	X	X	X							
87							Partner/Support Property Owners to Sell or Develop Properties with Resources									X							
88							Purchase Property Where Appropriate/Necessary									X							
89					2026-2027																		
90			2	Design Preservation	2026-2028		Establish Design Guidelines	Criteria for a Future Façade Program	City / Historic Commission-Society				X	X	X	X							
91							Zoning Guide	Include Historic Preservation Aesthetics and Requirements					X	X	X								
92							Pursue a CLG Designation to access National Park Service & SHPO Grants & Assistance						X		X								
93							Public Property Sales – Require Historic Preservation (At a Minimum Facades)						X										
94							Consider Façade Easements to Maintain Certain Buildings If In Danger or Poor Maintenance						X			X							
95							Explore a Main Street Designation with the Michigan Main Street Program						X	X	X	X							
96																							
97																							

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														DISTINCT				DIVERSE		INCLUSIVE		CREATIVE	
98	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS											
99	District Continuity																						
		Ensurance Long-Term Economic Vitality	1	Harness an Experiential Business Focus	2026-2028		Recruit Businesses that Fill Gaps, Strengthens Your Shoulder Season & Bolsters Your Brand		Realtors/ Property Owners				x	x		x							
100							Increase Retail-Focused Main Floors	Work with Property Owners to Move Office Businesses to Secondary Streets & Upper Floors															
101								Consider Zoning to Require a % of Retail Space															
102								Retail Location Incentives (For New & Help Existing Businesses Expand Operations/Locations)															
103							Business Retention	Business Assistance Visits								x	x						
104								Get to Know Their Needs															
105								Provide Information on Resources & Grants															
106								Business Start-up Packet															
107																							
108																							
109			2	Strengthen Board	2025-2026		Prepare/Train Board & Volunteers									x							
							Build Relationships and Foster Engagement in Community								x	x							
110							Brainstorm for Potential Board Members/Volunteers								x		x						
111							Recruit Based on Skill/Interest/Need								x	x	x						
112							Succession Plan - Consider Younger Talent								x	x	x						
113																							
114			3	Parking	2028-2030		Conduct a Parking Demand Analysis -	Evaluate True Parking Needs – Where & When it’s Lacking – How Much – What Needs to Change	City						x	x							
115							Integrate Temporary/Seasonal Solutions									x	x						
116							Plan for Long-term Solutions								x								
117							Add Bike Parking									x	x						
118							Pave Wade’s Bayou with Permeable Pavement (Sustainability Points for Grants!)								x		x						
119							Inter-Urban for Employees/Longer Hours								x	x	x						
120																							
121																							
122																							
123																							
124																							
125	Identify Project Champions, Resources Needed and Funds Needed.																						
126	Resources needed can include number of volunteers, other organizations, research/data, vendors, etc.																						

STRATEGY	OBJECTIVE	ACTION
Year-Round Destination		
	Increase Seasonal & Shoulder Season Tourism	Distinguish Douglas
		Communications & Marketing Plan
	Grow Business Activation	Consistent Business Hours Champion Events & Promotions Collaborations & Marketing
	Enhance Placemaking	Program & Enhance Wade’s Bayou & Beery Field Gateway Beautification  Comprehensive Accessibility
Disrict Continuity		
	Build Continguous Design & Walkability	Infill Development  Design Preservation
	Ensurance Long-Term Economic Vitality	Harness an Experiential Business Focus  Strengthen Board Parking

METRICS OF SUCCESS	BENCHMARK
Increase in Visitors Annually and Shoulder Season Brand Awareness TIF Fund Growth Business Growth Public Space Activation Online Presence Growth Parking Availability Business Participation	



STAT / ACHIEVEMENT