

DDA Vision, Mission and Organizational Values Proposal

Submitted by the DDA Marketing Committee

DDA VISION

The DDA strives to ensure Douglas is a collective hub where residents, visitors, and a diverse mix of businesses thrive through a blend of vibrancy, collaborative relationships and activities - a welcoming place with distinct hometown charm where people can connect, explore and belong.

DDA MISSION:

The DDA works collaboratively with each other and our business partners to enhance year-round economic vitality and appeal through community promotion and unique, innovative activities. We are dedicated to continuously improving the quality of life and culture through continuous investment benefiting downtown businesses and the Douglas community.

DDA ORGANIZATIONAL VALUES:

- **Community-Centered** – Putting the needs, voices and experiences of our local businesses, residents and visitors at the heart of every decision and initiative.
- **Creative** – Celebrating the unique mix of community talent, innovation and artistic expression that shapes our downtown character.
- **Distinct** – Honoring the unique attributes and experiences that complement and elevate our authentic hometown charm.
- **Diverse** – Supporting a wide variety of businesses, perspectives and activities that reflect and serve our diverse community.
- **Inclusive** – Creating and fostering events, initiatives and partnerships that benefit multiple businesses and welcome participation from the entire community.

DOWNTOWN DOUGLAS MARKETING TAGLINE:

Distinctly Douglas!