

**To:** Douglas DDA Board

**From:** Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

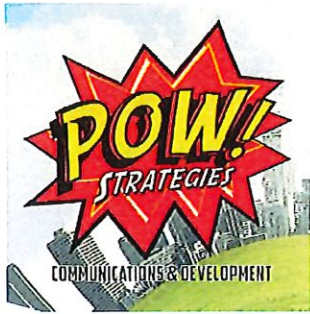
**RE:** POW Strategies Proposal to Conduct DDA Training

**Date:** January 22<sup>nd</sup>, 2025

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POW Strategies has provided the DDA with a proposal for Strategic Planning Services. The goal is to work with the DDA to develop a plan that will provide a clear vision, path and implementable strategies based on market analytics that will continue strengthening Downtown Douglas for the next 3-5 years.

They have provided a scope of work in the attached document and are offering to perform this service for \$6,000 with an option to add additional subjects for \$2500. At this time, and in order to secure their services, POW Strategies is requesting a 50% downpayment of \$3,000 which will be take from the existing FY2024-2025 budget with the remaining funds coming from the FY2025-2026 budget since the training will occur after this current fiscal year.



# DOUGLAS DDA PROPOSAL FOR STRATEGIC PLANNING SERVICES

## DOWNTOWN ECONOMIC STRATEGIC PLAN

A Downtown Economic Strategic Plan will provide the Douglas DDA with a clear vision, path and implementable strategies based on market analytics that will continue strengthening Downtown Douglas for the next 3-5 years.

A downtown economic strategic plan will analyze the market potential of the downtown by identifying the target audience utilizing demographic, psychographic, and real-time mobile data. POW! Strategies will also survey stakeholders, gather input and evaluate the strengths, weaknesses, opportunities, threats, existing work plans and TIF plans, and four forces of value, including economic, physical, social and organizational to define the potential goals, objectives and tasks. Through the planning process, we will then prioritize the goals, objectives, actions, metrics and timeline needed of the Douglas DDA so that the team of volunteers and staff can deliver the most impact.

The most successful strategic plans involve community engagement. The following scope of work and optional items would provide the most robust strategic plan.

### SCOPE OF WORK

- Pre-Planning Session Survey – An online survey of the Board, committees and key stakeholders will be conducted ahead of time to gather individual thoughts and ideas so that the planning session can move efficiently, and individuals may fully express their ideas in an anonymous environment.
- Baseline Market Data – utilizing mobile data, POW! Strategies will provide a baseline of the DDA's target market, visitor habits and trends, and business gap/opportunity analysis to help inform the economic market potential and strategy.
- Plan Review – Review of key documents (ie: TIF Plan) will be conducted to align previous planning documents with the Strategic Plan.
- On-site Community Assessment – While on-site, POW! Strategies will tour the downtown, meet with key DDA leaders, personnel and businesses over a 2-3-hour period to analyze the opportunities and needs first-hand to provide insights and inform the Strategic Plan.



POW! Strategies, Inc.  
835 Albany, Ferndale, MI 48220  
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[csdecus@powstrategiesinc.com](mailto:csdecus@powstrategiesinc.com)

- Strategic Planning Session – 3-hour in-person session with DDA Board of Directors, volunteers, staff and key stakeholders.
- Final Strategic Plan Report & Presentation – A presentation of the final report will be provided to the Board of Directors for review and adoption. The final report will be provided in a digital presentation format that can be used to help share with others, and in an action plan to help track and monitor future progress. A compilation of the notes from the survey and planning session will also be provided. (remote presentation included)
- \*Optional Items
  - DDA Refresher – Add a 1-hour training session to the strategic planning process to refresh Board and committee members about the basics of DDAs and Main Streets, and the role of the Board and committees. This will be held in conjunction with the Strategic Planning Session.
  - Business Survey – A pre-planning online assessment survey of the businesses and property owners in the district can be created and disseminated via email to help inform the strategy and ask pertinent questions the DDA Board is interested in.
  - Final Presentation In-person – The final presentation can be done via remote video conferencing or in-person.

## TERMS

- Fee
  - \$6,000 (50% deposit due one month prior to planning session. Remainder due upon completion of plan.)
  - \$2,500 – Optional Items (payment due upon completion of the plan)
- Materials – Any print materials will be provided by the DDA (ie: copies of presentation). The DDA to provide facility and AV equipment necessary for the planning session. One easel will be needed. Facility must allow for 3M flip charts to be hung on walls with ample space for up to 15-20 sheets.
- The following items are due to POW! Strategies, Inc., no later than 60 days prior to the planning session:
  - DDA to provide copies of any previous plans and documents to help inform the strategic plan, and the status of any projects/goals, ie: TIF Plans, community assessment reports, etc.
  - DDA to provide logo, DDA map and supporting images that help speak to the recent successes downtown.
- Timeline – Report will be completed within 45 days of the planning session.



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If acceptable, please sign below to accept the scope of work and terms.

Sincerely,



Cristina Sheppard-Decius, CMSM  
Founder/President  
POW! Strategies, Inc.

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Douglas DDA (print name and signature)

\_\_\_\_\_  
date



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