

FY2026-2027 DDA PROPOSED Projects/Events/Investments

Community Promotions:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Community Sponsorship Requests	\$25,000	High	Funding is allocated annually July 1-June 30th	Approved
Passport Program	\$1,000	High	November only-500 Passports/Gift Card Packages for the winners (Gift Cards: \$300 of the total, leaving \$700 for passport design/print/purchase)	Approved
Gift cards/Downtown Douglas Dollars	Currently: \$525	Undetermined	These usually go along with specific events and included in the expenditure, unless the DDA wants to allocate more for events that could come up. Previous expenditure has been: 3-Downtown Douglas Dollars Gift Packages: \$200/\$150/\$100 = \$450.00 3-\$25.00 Downtown Douglas Dollar Gift Packages for the Tailgate Stroll Giveaway = \$75.00	Approved
Farmer's Market Table Swag and Activities	\$1500	High	Marketing committee is coming up with ideas for how to participate at the market.	Approved
Derby Day Swag Support	\$500	High	Normally not all of this money is spent, but it is good to keep the amount at this level in case the DDA gets more participants who get swag bags.	Approved
Christmas Tree	\$400	High	Previously donated. Possibility of needing to purchase a tree.	Approved
Coupon Books		Undetermined	October-December offering	More info needed

Sandwich Boards for event participants	6 signs available for \$144 total on amazon (\$288 for 12)	\$300 (12 boards) \$200 (Printing if needed)	Discussed to help identify participating businesses in the DDA events. We could need 2 sets for a total of at least 12.	Approved (Added a Printing Cost)
Regional Promotion		High	Promote Douglas regionally-Detroit, Cleveland, Indiana, Cincinnati, St. Louis, Chicago, Milwaukee, Fort Wayne, Toledo, Columbus.	
Lawn Games at Beery Field	Ladder Ball: \$89.95 Giant Jenga: \$40.00 Bocce Ball: \$149.95 Cornhole Board: \$150 a set Total: \$450.00-\$500.00		This was a POW Strategies suggestion (cornhole; ladder golf; bocce ball; croquet; horseshoes)	Pricing has come out to \$450-\$500 for the events listed in column 2
Interurban Partnership	TBD	Medium	Summer of 2026	Waiting for a plan.
I-196 Billboard		Undetermined		Billboard for free from Todd but the DDA would pay for the wrap and advertising. (Dave will continue to work on this.)

Total: \$29,925.00 (only the amounts highlighted in green are included in the total at this time)

Downtown Marketing:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Chips Christmas Decorations	\$6,805	High	Already approved for this year and next year through a 3-year agreement with the company.	Approved-Meet with Chips in May
Social Meda Boosts/Ads	\$1000	Undetermined		Approved
Publication Ads	\$1000	Undetermined	Rack cards have been mentioned. (5000)	Approved
Seasonal Decorations	\$1500	High	Request to spend more funding on seasonal decorations.	Approved
DDA Website Investments /Dedicated Website for DDA	\$3000	High	\$1,500.00 was allocated last year.	Approved
Logo Design/Brand Refinement	\$7500.00	Undetermined	Marketing Committee Recommendation.	Approved
Social District Decals	\$600.00	Undetermined	Needed to replace the stickers that are fading/torn. Add maps.	Approved
Canva Membership	\$250	Undetermined	Marketing team request.	Approved @
Michigan Downtown Assn. Renewal	\$250.00	High	Just paid for 2026 will need to renew in February 2027.	Approval
Directional Signage for Events	\$250	High	The City has 2 signs and the DDA should have at least 3 more made.	Approved
New Kiosk Sign Downtown	TBD	High	The City has a quote for a digital sign of \$15,000-\$18,000 or an option would be not digital and more of what is downtown currently with upgrades.	Pricing

Total: \$22,155.00 (only the amounts highlighted in green are included in the total at this time)

Infrastructure/Capital Outlay Requests: New Category Based on Feedback

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Electrical Upgrades to Wade's Bayou	\$4450 total 50% Share with City DDA: \$2225 City: \$2225	High	This could be a DDA/City project to partner on. If approved the city can obtain quotes.	Approved
Repave Wade's Bayou		Undetermined	Focus on better parking /access	Williams & Works
Upgrade Wade's Parking Lot Lights	\$36,540	Low		Williams & Works
Replace the lamp posts in the DDA		Undetermined	This was discussed in the past, but the cost was determined far too high to replace this infrastructure.	Williams & Works
Reclaim lost parking downtown		High	The DDA could consider purchasing the lots from the owner. A maintenance plan would also need to be considered in the funding.	Williams & Works
Murals	\$15,0000	Undetermined	Requested funding through the CVB which was denied. This is in the T-Mobile Grant, but it is competitive, so the chances are slim of an award.	Approved
Gateway Signs Beautification		Undetermined		Need cost

Total: \$17,225.00 (only the amounts highlighted in green are included in the total at this time)

Staffing/Training/Support/ for the DDA:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
City Administrative Support	Currently \$9000	High	City Staff Time	Approved
Marketing/Promotional/Event Planning Staff (Part-Time or Intern)	20 hours a week @ \$25,000-\$30,000	High	Could be a cost share with the City. DDA 60%/City 40%.	
Marketing Staff Person Only	\$8000	High	Would report to the Marketing Committee only.	Approved
Conferences/Training	\$2000	Undetermined	Currently budgeted for \$1,000	Approved
POW Strategies Annual Review	TBD	Undetermined		More information needed on pricing.

Total: \$19,000.00 (only the amounts highlighted in green are included in the total at this time)

Events: DDA Sponsored: Require Expenditure

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Soup Stroll Saturday (add commemorative spoons and donate disposable bowls/spoons to each participating business (January 2027))	\$500	High	The DDA has not had any expenses incurred for this event in the past. A dollar amount is needed.	Approve
Derby Day in Douglas (May 2027)	\$500 in Community Promotions (not in final total below)	High	The funding covers flowers and giveaways.	Approved –(Already approved above)
Wellness Day (May) 2026	\$1500	High	New event.	Approved
Michigan Downtown Day (September) 2026	\$1500	High	This was allocated last year for a band and finger food.	Approved
Pumpkin Carving Event/Fall Events -Witches on Paddle Boards -Pumpkin Painting for Kids/Families	\$5000	Undetermined	This was something that was added to the budget.	Approved
Light Night in Douglas (2026)	\$500	High	The DDA spent funding in the existing budget for Downtown Douglas Dollars; Gingerbread Houses; Luminaries.	

Total: \$9,500.00

Events without cost or cost not yet determined:

Downtown Tailgate Stroll (February 2027)		High	The DDA has not had any expenses incurred for this event in the past but may want to consider more promotional materials or giveaways.	No funds required.
Erin Go Bark People & Pets Parade/March Shop & Dine Saturday		High	The DDA has not had any expenses incurred for this event in the past.	No funds required.
Small Business Saturday (November 2026)		High	The DDA has not had any expenses incurred for this event.	No funds required.
Ice Gurus (Live Ice Carving) November 2026		Undetermined	Recommendation.	No funds designated.
Pink Friday		Undetermined	Recommendation. Friday before black Friday.	No funds required.
New: Blues on the Bayou		Undetermined	Still in conceptual form.	No funds designated.
New: Busker's Event (September 2026)		High	Still in conceptual form. The DDA is asking the CVB to organize and sponsor.	CVB Funded.
250 th Celebration & Veteran's Day		Undetermined	Recommendation.	No funds required.
Food Truck Calendar & Promotion		Undetermined	Recommendation.	No funds required.
Soccer/Softball Tournaments		Undetermined	Recommendation.	No funds required.
Winter Market		Undetermined	Recommendation.	No funds required.
World Cup Fan Zone		Undetermined	Recommendation.	No funds required.
Douglas History Tour		Undetermined	Recommendation.	No funds designated.
				No funds required.

