



MEMORANDUM

To: Douglas Downtown Development Authority
From: Lisa Nocerini, City Manager
Date: September 24th, 2025
Subject: Michigan Downtown Association Membership & Support for Michigan Downtown Day Activities

The Douglas Downtown Development Authority (DDA) is an active member of the Michigan Downtown Association (MDA), which provides resources, advocacy, and networking opportunities that support downtown vitality across the state. As part of our membership, the DDA is encouraged to participate in statewide initiatives that highlight the importance of thriving downtown districts.

On Saturday, September 27, 2025, communities across Michigan will celebrate *Michigan Downtown Day*, an initiative of the MDA. This event provides an opportunity for Douglas to showcase our downtown district, bring residents and visitors into our local businesses, and emphasize our commitment to supporting the small businesses and cultural offerings that make Douglas unique.

To mark the occasion, the DDA should consider holding activities that will help to draw people into the downtown. One idea is live music and light food refreshments. This celebration will encourage foot traffic throughout downtown, create a festive atmosphere, and highlight the businesses located within the DDA district.

The DDA should consider allocating \$1,500 from the Community Promotions budget line to cover event expenses, including proposed music entertainment and refreshments. Notably, Kabri Martyniek, a DDA member and owner of State Farm, has generously committed to covering 50% of the music costs. This sponsorship reduces the overall DDA expense and demonstrates the strong partnership between downtown businesses and the DDA in supporting community events.

Suggested Motion:

Motion to approve the Douglas Downtown Development Authority's request to allocate \$1,500 from the Community Promotions budget for Michigan Downtown Day activities on September 27, 2025, including live music and light refreshments.