



To: Douglas DDA Board

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

Date: December 18th, 2024,

Subject: DDA Shop & Dine Passport Program Extension

We are excited to announce that the first annual Douglas DDA Shop & Dine Passport Program was a success. Using the data from the passports, there were 835 visits collectively to the participating locations. I have provided a breakdown with this memo.

We still have about 450 or so passports left, and there was discussion about extending the program through the month of January with a drawing in the first week of February. We unfortunately do not have all of the businesses participating, and a few are closing for the season. However, we are collecting \$25.00 gift cards from the businesses who did participate in the first program and will only require a minimum of five stamps on each passport to qualify for prizes. We are requesting guidance from the DDA on the following:

1. Run the program from December 20th, 2024-January 31st, 2025.
2. Have one prize which would be 13 gift cards to one winner. Have 13 prizes where there are 13, \$25.00 winners, or divide them up another way.
3. Approve the purchase of gift cards from the participating businesses in the amount of \$25.00 each.

We are seeking guidance from you on how to proceed.

Suggested Motion: Motion to approve an extension of the DDA Passport Program through January 31st, 2025, and the purchase of \$25.00 gift cards to be given out as prizes.

DDA November 2024 Passport Program Overview:

Passports Purchased: 750

Passports turned in for the drawing: 110

Leftover Passports Approximately: 300 (give or take)

Visits to stores based on the passports turned in: 835 total

Total Business Stamps from November 1-30th, 2024:

Borrowed Time -39

Brackett & Company -93

Button Gallery-87

EPC-34

Happystance-49

L Salon-8

Lakeshore Pet Boutique-80

Mr. Millers Emporium-97

Now and Then-85

Ox Bow House-49

Ruth Crowe Art Gallery-106

Water Street Gallery-62

Wild Dog Grille-49