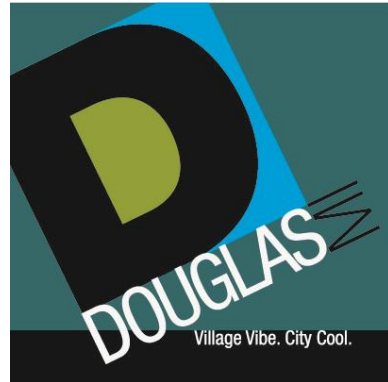


City of Douglas Downtown Development Authority



Informational Meeting & Annual Report June 2026



Douglas Downtown Development Authority Board Members/Staff

- Randy Walker-Chair/Council Appointment
- Alexia Dawson- Vice Chair
- Dave Laakso-Treasurer
- Kabri Martyniek-Secretary
- Cathy North-Mayor
- Lauren Vonk-Member
- Ruth Crowe-Member
- Cynthia Miller-Member
- Jim Babcock-Member

Administration:

Lisa Nocerini-City Manager/DDA Assistant



Purpose of a Downtown Development Authority

The purpose of the **Douglas Downtown Development Authority (DDA)** is to enhance and support the economic vitality and appeal of Downtown Douglas. This is achieved through various efforts aimed at revitalizing the downtown area, fostering business growth, and creating a welcoming and vibrant environment for residents, visitors, and entrepreneurs.

Key responsibilities of the DDA include:

- 1. Economic Development:** Supporting and attracting businesses to the downtown area, helping create a strong local economy.
- 2. Public Improvements:** Facilitating improvements to infrastructure, public spaces, and aesthetics to ensure downtown remains attractive and accessible.
- 3. Community Engagement:** Organizing events, promotions, and programs that engage the community and draw visitors to downtown businesses.
- 4. Partnerships:** Collaborating with local organizations, business owners, and governmental entities to align efforts and resources.
- 5. Historic Preservation:** Preserving the unique character and charm of Downtown Douglas while encouraging thoughtful growth and modernization.

Through these efforts, the DDA plays a vital role in strengthening the identity of Douglas as a destination and supporting the overall quality of life for its community.

Key Investments for FY2025-2026

Requested Budget: \$97,805

Budgeted for FY2025/2026 (Short List) **

Community Promotions:

- Community Sponsorships: \$25,000
- Passport Program: \$1,000
- DDA Event Support: \$3,213

Downtown Marketing

- Fall & Christmas Decorations: \$6,805
- Seasonal Decorations: \$1,500
- Downtown Marketing: \$2,600
- Memberships: \$500

Infrastructure/Capital Outlay:

- Electrical Upgrades to Wade's Bayou (50% cost split with the City): \$4,450 total
- Murals: \$15,000

Staffing/Training/DDA Support:

- City Administration Staffing: \$9,000
- Training Funds: \$2,000
- Marketing Staff Person: \$8,000



DDA BUDGET ACTIVITY

FY 2025-2026 Budget Performance (Through May 2026)

Category	Budget	YTD Actual	Variance
Revenues	\$67,512	\$81,588	+\$14,076
Expenditures	\$70,100	\$39,972	+\$30,128
Net Position	(\$2,588)	\$41,616	+\$44,204

Revenue Highlights

- Tax Increment Revenue: **\$76,216**
- EV Charging Revenue: **\$2,185**
- Interest Income: **\$1,477**
- Other Income: **\$1,710**

Key Takeaway

✓ Revenues exceeded budget projections by more than **\$14,000** while expenditures remained approximately **\$30,000 under budget**, resulting in a strong year-end financial position.

FY 2025-2026 Accomplishments & Investments

Major Investments

- Downtown Banner Program
- Main Street Gateway Signage
- Community Promotions & Events
- Business Support Initiatives



Budget Highlights

Community Promotions

- Budget: \$29,900
- Spent: \$17,816
- Remaining: \$12,084

Capital Improvements

- Budget: \$20,200
- Spent: \$13,866
- Remaining: \$6,334



 Save the Date! DDA SPONSORED OR SUPPORTED EVENTS DOUGLAS, MICHIGAN <i>There's Always Something Happening!</i>		
 FARMER'S MARKET	JUNE – THROUGH THE END OF SEPTEMBER	Douglas Farmer's Market every Tuesday from 10:00 a.m.-2:00 p.m. at Beery Field
 ART IN DOUGLAS		Second Saturday of each month from 12:00-5:00 p.m. Downtown Douglas
 COMMUNITY PRIDE IN THE PARK		June 6th 12:00-6:00 p.m. Beery Field
 DOUGLAS DUCK DASH		July 25th 1:00-4:00 p.m. Beery Field
 ART IN THE PARK DOUGLAS		August 8th 10:00 a.m.-5:00 p.m. Beery Field
 BUSKER'S EVENT		September 18th 4:30-7:00 p.m. downtown Douglas on Center Street
 DDA MICHIGAN DOWNTOWN DAY		September 26th 12:00 p.m.-5:00 p.m. Downtown Douglas
 OKTOBERFEST		October 10th 12:00-5:00 p.m. Beery Field
 NOVEMBER 2026 – DOWNTOWN DOUGLAS SHOP & DINE PASSPORT PROGRAM		November 1st – November 28th Support local. Shop local. Dine local.
 SMALL BUSINESS SATURDAY		November 28th ALL DAY Downtown Douglas
 LIGHT NIGHT IN DOUGLAS CHRISTMAS TREE LIGHTING EVENT		November 28th 6:00 p.m. Beery Field

Shop Local. Support Local. Love Douglas! 🇺🇸

2026 Douglas DDA Accomplishments

Promotions & Visibility

DDA Gateway Sign Banner Program Supporting (through June 2026):

- Derby Day in Douglas
- Douglas Wellness Day
- Art in Douglas
- Farmer's Market
- Events hosted by SDACVB
- Community Pride



DOUGLAS, MI
1ST ANNUAL WELLNESS DAY
Sponsored by the Douglas Downtown Development Authority



Saturday, May 9 from 9am - 3 pm

A day to slow down, explore, and reconnect—right in the heart of Downtown Douglas!

Join us for a city-wide celebration of wellness featuring movement classes, journaling sessions, and a variety of hands-on experiences designed to support both body and mind.

Enjoy complimentary mini services, interactive activities, and exclusive event-only offerings throughout the day.

Stroll through downtown and take in live music, creative experiences, and opportunities to relax, recharge, and connect with the community.

Local businesses will be opening their doors with unique offerings, giveaways, and welcoming spaces to explore at your own pace.

Whether you're looking to move, reflect, connect, or simply take a moment for yourself —there's something here for you!

Complimentary Movement Classes

All sessions are 45- 60 minutes long
Please bring your own Yoga Mat - additional supplies provided.
No sign up needed - come ready to move!

Beery Field

9:00 am - 10:00 am - A Good Morning Flow
with Ashley Battell

10:15 am - 11:15 am - The Groove Dance
Session with Heather Winia

11:50 am - 12:50 pm - Pilates-Yoga Fusion
with Ashley Battell

12:45 pm - 1:45 pm The Groove Dance Session
with Heather Winia

Wade's Bayou

9:00 am - 10:00 am - 60-Minute Bootcamp Circuit
Training with April Gundy

10:15 am - 11:00 am - 45-Minute Resistance Band +
Core (Pilates-Inspired) with April Gundy

11:50 am - 12:50 pm - Lift to the Beat: Strength +
Cardio Intervals with Claudina Johnston

12:45 pm - 1:45 pm - Surprise Movement Class
with Claudina Johnston

2026 Douglas DDA Accomplishments (cont.)

Community Engagement

- Backing the launch of the second year of the downtown Farmer's Market in Douglas.

Financial Contributions (through June 2026)

- Derby Day in Downtown Douglas
- Art in Douglas Events & Gallery Strolls
- Community Pride Week



New Businesses/Ownership in the Downtown!

Congratulations & Welcome to Downtown Douglas

- *The Long Weekend*
- *6.-VAIN Couture II*
- *Lake Vista Market*
- *Sans Souci Hospitality*
- *Five Point Interiors*
- *Lifeworks Advisors*



Short Term Goals of the Douglas DDA

Support for Local Businesses:

Enhance the visibility of businesses through marketing campaigns, such as social media outreach and seasonal promotions.

Organize and expand successful programs like the Shop & Dine Passport Program.

Event Planning and Promotion:

Create or support winter events to draw foot traffic during the off-season.

Partner with the Convention and Visitor's Bureau (CVB) to promote local events on a public calendar.

Downtown Beautification:

Add holiday decorations and improved lighting for the winter months.

Address minor maintenance or cleanliness concerns in the downtown area.

Engage Stakeholders:

Hold informational sessions to discuss DDA initiatives and gather input from the community.

Efficient Use of Funds:

Identify short-term grant opportunities to fund smaller projects.



**SUPPORT
LOCAL
BUSINESS**

Long Term Goals of the Douglas DDA

Long-Term Financial Strategies

- Advance funding strategies to ensure the long-term sustainability of DDA initiatives.
- Explore Tax Increment Financing (TIF) adjustments and identify new revenue streams to support future projects.

Economic Development

- Attract new businesses that align with the City's vision and address market gaps downtown.
- Partner with developers and stakeholders to encourage mixed-use projects that enhance downtown vibrancy and expand year-round activity.

Comprehensive Branding

- Launch and implement a cohesive brand identity for Downtown Douglas to strengthen its reputation as a premier destination.
- Integrate consistent branding across marketing materials, signage, and online platforms.

Public Infrastructure Improvements

- Advocate for enhanced walkability through improved sidewalks, bike lanes, and pedestrian amenities.
- Prioritize investments in public spaces that support community gatherings, events, and overall downtown activation.

Sustainable Growth Initiatives

- Promote sustainable design and development practices that preserve and enhance the downtown environment.
- Support projects that contribute to a resilient, thriving downtown core.

Expanded Partnerships

- Strengthen collaboration with regional and state agencies to secure larger grants and funding opportunities.
- Expand partnerships with the arts and cultural community to support creative placemaking efforts.



SMALL BUSINESSES ARE THE
HEARTBEAT OF YOUR
NEIGHBORHOOD, THE SPINE OF
YOUR LOCAL ECONOMY, AND THE
SPIRIT OF YOUR TOWN



Douglas DDA 2026 Planning: Highlights and Updates

Community Promotions:

- Support for Community Event Sponsorship Requests
- Farmer's Market Promotion Table
- Creation and purchase of ads and marketing materials

Downtown Marketing

- Fall/Christmas Decorations
- Replacement of the Main Street/Blue Star Highway Downtown Sign
- DDA Website Investments
- Hiring of a marketing expert

Staffing/Training/Support for DDA Board Requirements/Initiatives:

- DDA Trainings: Michigan Downtown Association



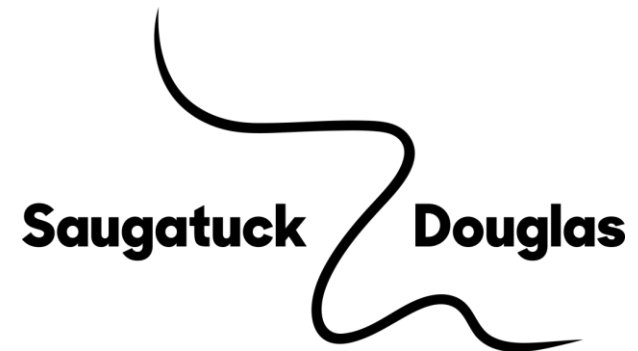
Douglas DDA 2026 Planning: Highlights and Updates (cont.)

- **Identify new opportunities and events that will positively impact the businesses in the DDA year-round.**
 - *In the first half of 2026, the DDA promoted the following events and will work to expand the list for more events: Soup Stroll Saturday for humans and pets; Pre-Bowl Tail Gate Stroll; Erin Go Bark; Derby Day in Douglas; Wellness Day; Art in Douglas; and Community Pride.)*
- **Continue to identify ways to support additional events in the Downtown through Community Promotions**
- **Continue the month of November Downtown Douglas Shop & Dine Passport Program**



Our Area Partners

- ✓ City of Douglas City Council
- ✓ City of Douglas Administration
- ✓ Michigan Downtown Association (MDA)
- ✓ Saugatuck Douglas Area Convention & Visitor's Bureau



Questions & Contact Information

If you have any questions, please contact the City of Douglas
at 269-857-1438

OR

Email:

citymanager@douglasmi.gov

<https://douglasmi.gov/dda/>