

- Leveraging social media and digital marketing to increase awareness and engagement.

Given the timing in early October, the event could also complement existing fall activities and provide an additional opportunity to attract visitors during a traditionally strong tourism season in Douglas.

Participation in Buy Nearby Weekend would require relatively minimal investment while providing an opportunity to support local businesses, reinforce the importance of shopping locally, and further promote Douglas as a vibrant destination for residents and visitors alike.

I recommend that the DDA discuss whether participation in Buy Nearby Weekend 2026 would be beneficial and determine if there is interest in coordinating a local campaign to support the initiative.

Thank you to Chairperson Walker for bringing this opportunity forward for consideration by the Board.

