



MEMORANDUM

TO: Douglas Downtown Development Authority Board

FROM: Lisa Nocerini, City Manager

DATE: June 18, 2026

RE: Buy Nearby Weekend 2026 Participation Opportunity

DDA Chairperson Randy Walker recently brought to my attention the upcoming **Buy Nearby Weekend 2026**, a statewide initiative coordinated by Buy Nearby Michigan that encourages residents to support local businesses and strengthen Michigan's local economies through intentional shopping and dining experiences.

Scheduled for **October 2–4, 2026**, Buy Nearby Weekend promotes the importance of spending dollars locally and highlights the significant economic impact that independent businesses have on their communities. The campaign provides participating communities and businesses with marketing resources, promotional materials, and statewide exposure designed to encourage consumers to shop, dine, and explore locally.

The goals of the initiative closely align with the mission of the Douglas Downtown Development Authority, particularly as we continue efforts to support our local business community, increase downtown activity, and encourage residents and visitors to discover all that Douglas has to offer.

Participation could include:

- Promoting Buy Nearby Weekend through DDA and City communication channels.
- Encouraging downtown businesses to participate and promote special offers, events, or activities.
- Creating a Douglas-specific marketing campaign highlighting local retailers, restaurants, galleries, and service businesses.
- Coordinating with community partners to encourage residents and visitors to shop and dine locally during the weekend.