

- Launch a kayak or paddleboard from Wade's Bayou.
- Visit the Douglas Farmers Market.
- Discover a new downtown business.
- Enjoy a waterfront sunset.
- Take a photo at a favorite Douglas landmark.

The campaign could be promoted through the City's and DDA's social media channels, website, newsletters, participating businesses, and printed materials available throughout the downtown district. In addition, participants could be encouraged to share their experiences using the #MeetMeDowntown hashtag or a Douglas-specific hashtag to help generate additional exposure for the community.

This initiative would require a relatively modest investment while providing an opportunity to showcase Douglas, increase visitor engagement, and encourage residents and tourists alike to explore the many amenities and businesses that contribute to our downtown's success.

I recommend that the DDA discuss this concept and consider whether there is interest in developing a Douglas-specific Summer Bucket List campaign, either as a pilot effort this summer or as part of future downtown promotional activities.

Thank you to Chairperson Walker for bringing this opportunity forward for discussion.