



## MEMORANDUM

**TO:** Douglas Downtown Development Authority Board

**FROM:** Lisa Nocerini, City Manager

**DATE:** June 24, 2026

**RE:** Michigan Downtown Association #MeetMeDowntown Summer Bucket List Campaign

DDA Chair Randy Walker recently shared information regarding the Michigan Downtown Association's statewide **#MeetMeDowntown Summer Bucket List Campaign** with the DDA officers for consideration. After reviewing the campaign materials, I believe it presents an excellent opportunity for the Douglas Downtown Development Authority to consider a local version tailored specifically to our community.

The Michigan Downtown Association launched the campaign to encourage residents and visitors to explore and support their downtown districts through a series of simple activities that highlight local businesses, public spaces, attractions, and events. The goal is to increase foot traffic, promote local spending, and create community engagement through social media and shared experiences.

Douglas is uniquely positioned to participate in such an initiative given our vibrant downtown, waterfront amenities, local businesses, restaurants, galleries, parks, and year-round events. A Douglas-specific Summer Bucket List could encourage both residents and visitors to experience all that our community has to offer while supporting local businesses.

Examples of activities could include:

- Visit a downtown art gallery.
- Shop at a locally owned business.
- Enjoy a meal at a downtown restaurant.
- Attend a community event at Beery Field.
- Explore Wade's Bayou.