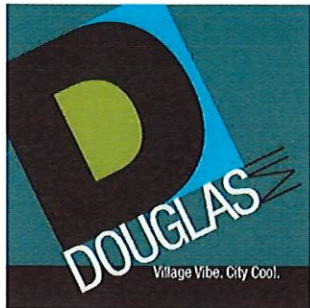
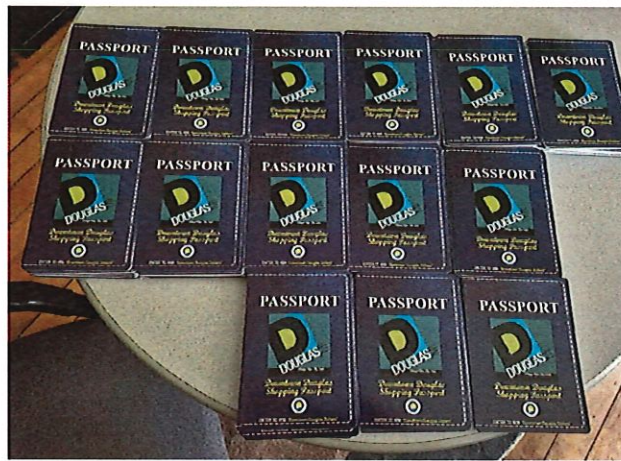
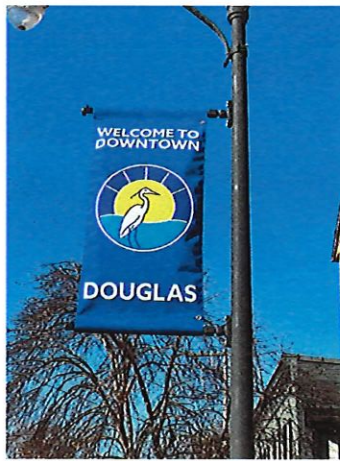
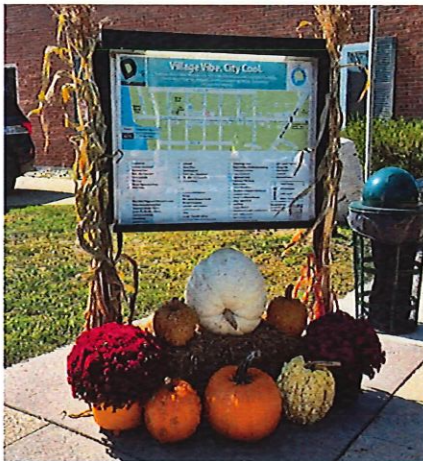


City of Douglas Downtown Development Authority



Informational Meeting & Annual Report December 2025

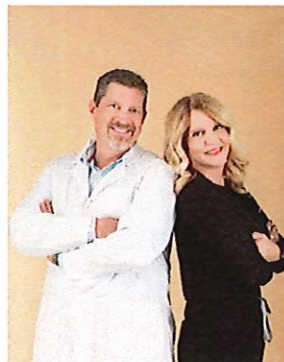
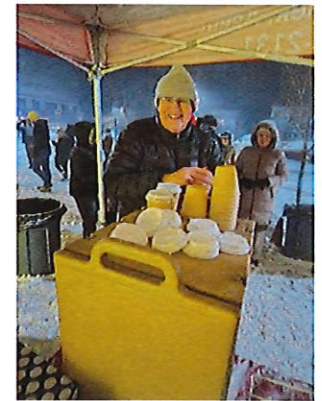


Douglas Downtown Development Authority Board Members/Staff

- 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



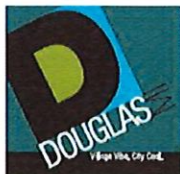
Purpose of a Downtown Development Authority

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.



Village Vibe. City Cool.

Welcome to Douglas, Michigan. You'll find the friendliness and cozy feel of a village, combined with great shopping, award-winning art galleries, restaurants, and top-rated lodging.



DRINKS AND DINING

- 8 happystance
- 11 Everyday People Café
- 22E Borrowed Time
- 22N Back Alley Pizza Joint
- 24 Wild Dog Grille
- 41 The Cove
- 48 Respite Cappuccino Court
- 229 Alley's Pizza

RELAX

- 9 Beery Field Playground/Memorial Garden
- 26 Wades Bayou Memorial Park
- 130 Saugatuck-Douglas History Center, The Old School House, Back-in-Time Garden
- 147 Pride Garden
- 229 Lakeview Lanes

ART GALLERIES

- 23 LebenArt
- 23 Now & Then
- 33 Button Gallery
- 36 Ruth Crowe Artists Studio
- 48 Mr. Miller's Art Emporium
- 137 Ox-Bow House

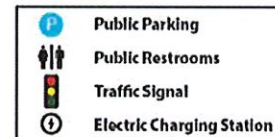
SHOP

- 10 Lakeshore Pet Boutique
- 25 Endora
- 25 Kim Neuens Design & Interior
- 34 Brackett & Company
- 35 Lost and Found Lakeshore
- 50 LSalon & Boutique
- 98 Adorn
- 150 Douglas Home Furnishings
- 237W Lake Vista Supervalu Grocery Store

SERVICES

- 12 Center Stage Salon
- 23 Engel & Völkers Real Estate Company
- 26 Third Coast Surf Shop
- 29E Carlton Ashborne
- 29W Lighthouse Realty
- 29W Lighthouse Title Group
- 47 Police Station
- 50 LSalon & Boutique
- 50 The Alámar Integrative Medical Spa
- 60 Huntington Bank
- 62 Century 21 Affiliated Douglas
- 62 Indigo Design Build
- 70 Post Office
- 86 Douglas City Hall
- 150 Kevin & Sarah Coastal Living Advisors
- 150 KWest Design Studio
- 150 State Farm Insurance
- 174 Saugatuck-Douglas Library

- 201 John Leonard Financial Planner
- 202 Chicago Title
- 202 Jaqua Realtors
- 237 Ladyhawk
- 237 Lakeshore Tanning



For a digital map to take with you use the QR code.



Key Investments for FY2025-2026

Requested Budget: \$70,000

Budgeted for FY2025/2026:

Community Promotions:

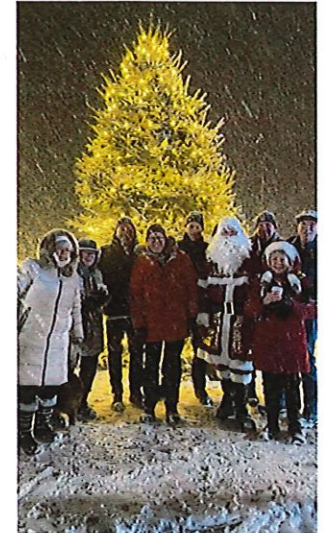
- Community Sponsorship Requests: \$25,000
- Passport Program, Farmer's Market Promotional material, and Derby Swag: \$3,500
- 2025 Light Night in Douglas Christmas Tree: \$400
- Ads/Promotions: \$1,000

Downtown Marketing

- Fall & Christmas Decorations: \$3,018.33
- Downtown Marketing: \$4500
- Seasonal Banners: \$11,827
- Main Street/Blue Star Highway Sign Replacement with a 50/50 Cost Share with the City: \$8,375.41
DDA Portion (\$16,750.82 total)

Staffing/Training/DDA Support:

- City Administration Staffing: \$9,000
- Training Funds: \$1,000
- POW Strategies: \$5,500



DDA BUDGET ACTIVITY

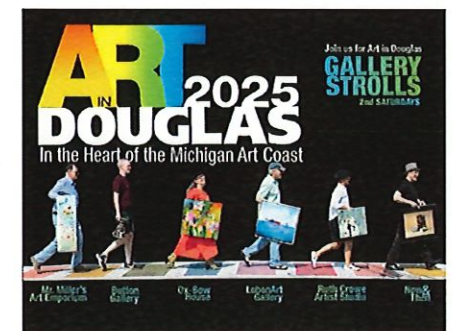
| | 2025-2026 Approved Budget | Activity for November 2025 | 2025-2026 YTD Activity | Full Year 2025/26 Better/(Worse) than Budget |
|-------------------------------|---------------------------------|-------------------------------|---------------------------|---|
| REVENUES | | | | |
| TAX INCREMENT RECAPTURE | \$ 64,512.00 | \$ - | \$ 47,833.60 | \$ (16,678.40) |
| OTHER INCOME | \$ 1,000.00 | \$ - | \$ 1,510.32 | \$ 510.32 |
| EV CHARGING INCOME | \$ - | \$ 142.00 | \$ 1,423.99 | \$ 1,423.99 |
| INTEREST INCOME | <u>2,000.00</u> | <u>-</u> | <u>571.68</u> | <u>(1,428.32)</u> |
| TOTAL Revenues | \$ 67,512.00 | \$ 142.00 | \$ 51,339.59 | \$ (16,172.41) |
| EXPENSES | | | | |
| DDA ADMINISTRATION | \$ 9,000.00 | \$ 750.00 | \$ 3,000.00 | \$ 6,000.00 |
| TRAINING FUNDS | 6,500.00 | - | - | 6,500.00 |
| BUSINESS INCENTIVE PROGRAM | - | - | - | - |
| LEGAL FEES | - | - | 390.00 | (390.00) |
| COMMUNITY PROMOTIONS | 29,900.00 | 1,439.00 | 5,635.03 | 24,264.97 |
| MARKETING | 4,500.00 | - | - | 4,500.00 |
| CAPITAL OUTLAY (Detail Below) | <u>20,200.00</u> | <u>-</u> | <u>13,865.90</u> | <u>6,334.10</u> |
| TOTAL Expenditures | \$ 70,100.00 | \$ 2,189.00 | \$ 22,890.93 | \$ 47,209.07 |
| SUMMARY: | - | - | - | - |
| REVENUES: | \$ 67,512.00 | \$ 142.00 | \$ 51,339.59 | \$ (16,172.41) |
| EXPENDITURES | <u>70,100.00</u> | <u>2,189.00</u> | <u>22,890.93</u> | <u>47,209.07</u> |
| BUDGET NET INCOME (LOSS) | <u>\$ (2,588.00)</u> | <u>\$ (2,047.00)</u> | <u>\$ 28,448.66</u> | <u>\$ (31,036.66)</u> |

2025 Douglas DDA Accomplishments

- Contracted with Apple Energy to upgrade the speed of the charging stations at Beery Field.
- Promoted a successful Michigan Downtown Day in September.
- Purchased new seasonal banners for the downtown.
- Added more highlights to the Light Night in Douglas Tree Lighting Ceremony.
- Promoted two successful Shop & Dine Passport Programs (November & December)

• Promotions & Visibility

- DDA Gateway Sign Banner Program Supporting (through June 2025):
 - Art in Douglas
 - Farmer's Market
 - Beats on Beery
 - Events hosted by SDACVB
 - Community Pride



2025 Douglas DDA Accomplishments (cont.)

Community Engagement

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

Financial Contributions (through December 2025)

- Derby Day in Downtown Douglas
- Michigan Downtown Day Music
- Dutcher's Baseball Club
- Beats on Beery
- Art in Douglas Events & Gallery Strolls
- Community Pride Week
- Douglas Duck Dash
- Oktoberfest



New Businesses in our Downtown!



DDA Training: In late May, the DDA partnered with POW Strategies for a strategy session aimed at boosting the marketing and visibility of the district. The session also focused on building stronger collaboration across the entire DDA business community to enhance the promotion and vibrancy of downtown.



New Businesses in the Downtown!

Congratulations!

LebenArt (Art Gallery)

- ❖ Adorn Floral Boutique & Artisan Market
- ❖ Lost & Found Lakeshore
- ❖ The Alámar Integrative Medical Spa
- ❖ Ox-Bow House-House-Warming Event
- ❖ LaFontSee Galleries



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.

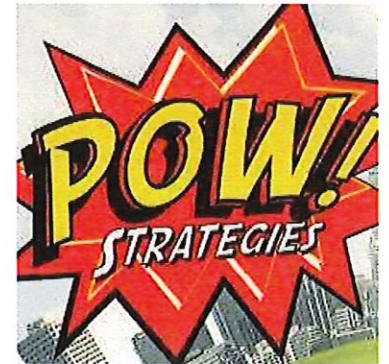
Address minor maintenance or cleanliness concerns in the downtown area.

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.



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.

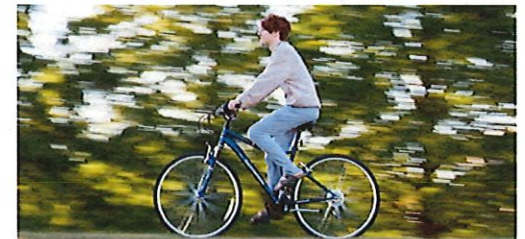
Expanded Partnerships

- 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.



BRANDING

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



Douglas DDA 2025 Planning: Highlights and Updates

- **Community Promotions:**

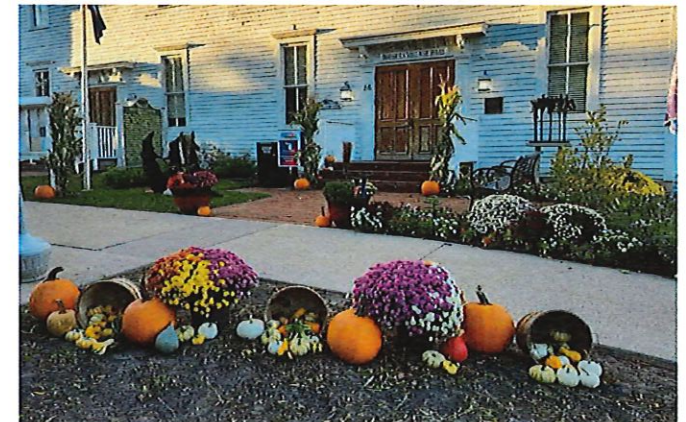
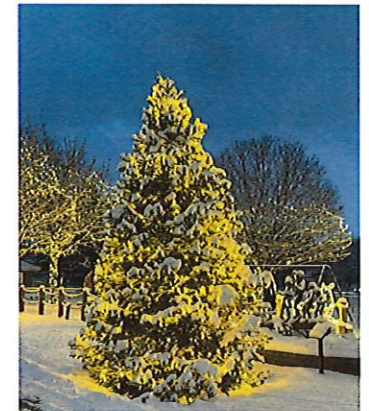
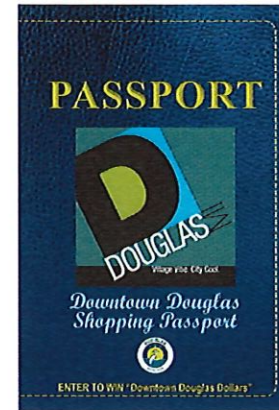
- Support for Community Event Sponsorship Requests
- Farmer's Market Promotion Table
- Creation and purchase of ads and marketing materials
- Passport Program
- Light Night in Douglas Tree Lighting

- **Downtown Marketing**

- Fall/Christmas Decorations
- New Seasonal Banners
- Replacement of the Main Street/Blue Star Highway Downtown Sign
- DDA Website Investments

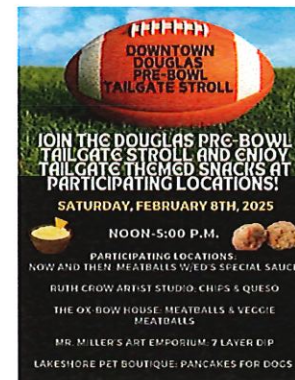
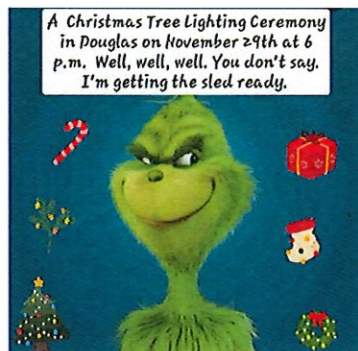
- **Staffing/Training/Support for DDA Board Requirements/Initiatives:**

- Funding to offset costs for City Administration Support.
- DDA Trainings: Michigan Downtown Association
- POW Strategies: DDA Board Training



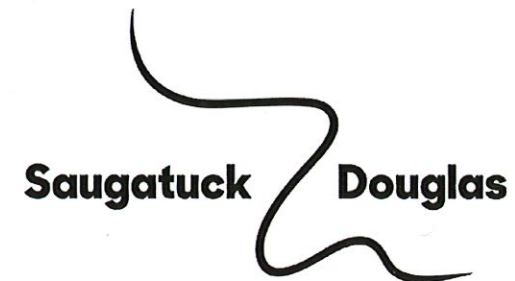
Douglas DDA 2025 Planning: Highlights and Updates (cont.)

- Offer more trainings to businesses
- Identify new opportunities and events that will positively impact the businesses in the DDA year-round.
 - In 2025, the DDA promoted the following events and will work to expand the list for more events: Michigan Downtown Day; Light Night in Douglas; Small Business Saturday; Extended Passport Program; Soup Stroll Saturday for humans and pets; Pre-Bowl Tail Gate Stroll; Derby Day in Douglas)
- Continue to identify ways to support additional events in the Downtown through Community Promotions
- Expand and grow the 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/>