



FY 2026-2027 Budget Priority/Initiative Sheet

Recommended Budgeted Item:

or

Recommended Budget for Existing Line Item (ex: Community Promotions):

Brief Description:

Priority (High, Med, Low)	Estimated Cost	Alignment with DDA Goals 1 to 5 (1 low/5 high)	Timeline (if applicable)

This section is to be used during a full-board review of the project. It should remain blank until that time:

Approved/Not Approved:

Amount Approved for the FY 2026-2027 DDA Budget:

FY2025-2026 DDA PROPOSED BUDGET

Community Promotions:

Community Sponsorship Requests	\$25,000.00	Approved
Passport Program	\$1,500.00	Approved
Farmer's Market Promotion Swag	\$1,500.00	Approved
Derby Day Swag Support	\$500.00	Approved
Christmas Tree	\$400.00	Approved
Ads/Promotions Budget	\$1,000.00	Approved

Total: \$29,900.00

Downtown Marketing:

Chips Christmas Decorations	\$2,268.33	Approved
Fall Decorations	\$750.00	Approved
Seasonal Banners	\$11,827.00	Approved
Main/BSH Sign Replacement	\$16,750.82 (Total) \$8,375.41 (DDA Portion)	Approved/City is paying other 50%
DDA Website Investments	\$1,500.00	Approved

Total: \$24,720.74

Staffing/Training/Support for the DDA:

City Administrative Support	\$9,000.00	Approved
DDA Training	\$1000.00	Approved
POW Strategies	\$5,500.00	Approved

Total: \$15,500.00

2026-2027:

Michigan Downtown Day: \$1500 allotment (considerations: Banner for Gateway Sign; Music; Refreshments)

Pumpkin Carving: \$750

Tree Lighting Ceremony Activities: Luminaries; Smores; Gingerbread Houses/Douglas Downtown Dollars.

Holiday Preview

Coupon Book: TBD

Lawn Games: Beery Field \$TBD (POW Strategies Recommendation)

- **Cornhole (Bean Bag Toss)** – Always a crowd favorite; can be customized with DDA or city logos.
 - **Ladder Golf** – Tossing bolas onto rungs for points.
 - **Bocce Ball** – Works well on grass or gravel areas.
 - **Croquet** – Vintage, adds a nostalgic charm.
 - **Horseshoes (or Rubber Horseshoes)** – Classic, though space-dependent.
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Oversized Games

- **Giant Jenga** – Tall wooden blocks stacked on a table or crate.
- **Connect Four (Life-Size)** – Colorful and very visual, good for families.
- **Checkers/Chess with Giant Pieces** – Great for plazas or squares.
- **Yahtzee with Giant Dice** – Played in buckets or on picnic tables.
- **Dominoes (Yard Size)** – Easy to set up and play casually.