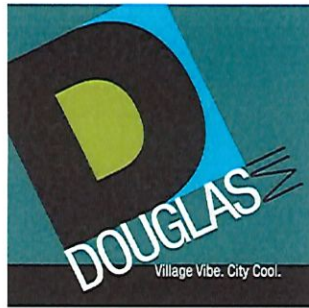


City of Douglas Downtown Development Authority



2024 Informational Meeting & Annual Report

12/18/2024

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.

DOUGLAS
MICHIGAN

DRINKS AND DINING

- 41 Nourishment
- 121 Nourishment Provisions Cafe
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ART GALLERIES

- 23 Arts & Thyme
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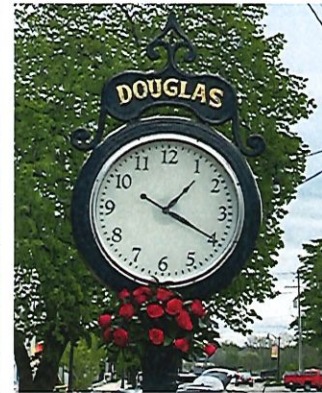
Public Parking

Public Restrooms

Traffic Signal

Electric Charging Station

For a detailed map, see the QR code on the QR code.



Douglas Downtown Development Authority Board Members

- Aleshia Balmer-Chair
- Randy Walker- Vice Chair/Council Appointment
- Dave Laakso-Treasurer
- Maggie Bandstra-Secretary
- Cathy North-Mayor
- Kabri Martyniek-Member
- Mark Postilion-Member
- Beth Stefanchik-Member
- Lauren Vonk-Member

Administration:

Lisa Nocerini-City Manager/DDA Assistant

Sean Homyen, Planning & Zoning Administrator/DDA Assistant



Purpose of a Downtown Development Authority

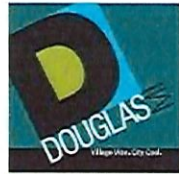
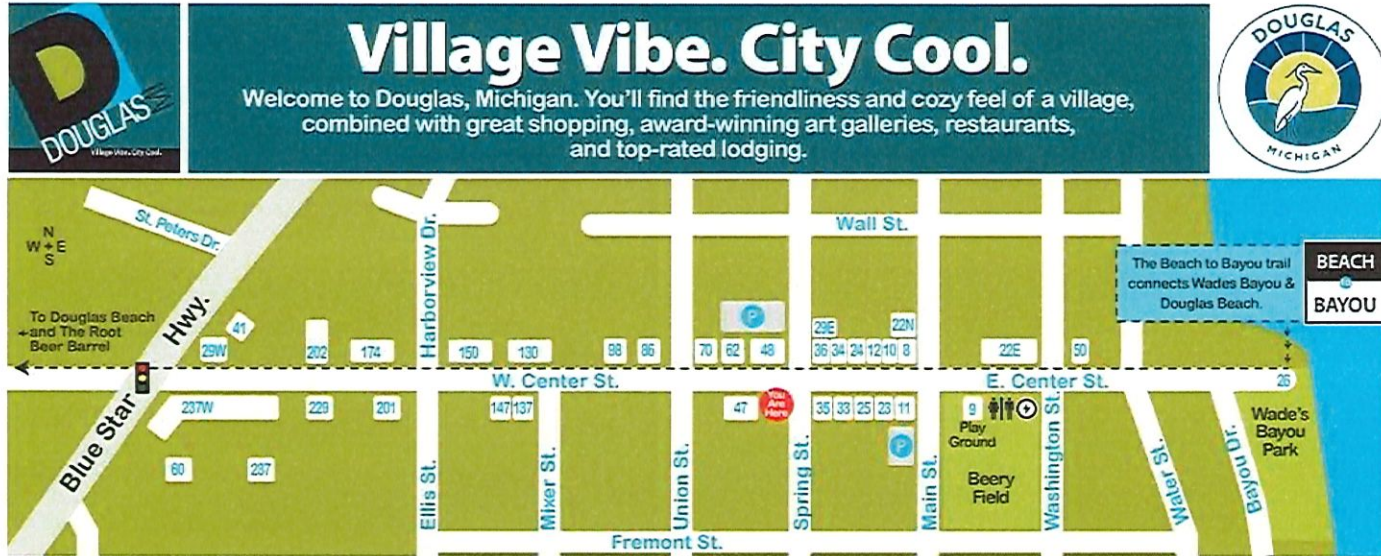
The purpose of the **Douglas Downtown Development Authority (DDA)** is to enhance and support the economic vitality and appeal of Downtown Douglas. This is achieved through various efforts aimed at revitalizing the downtown area, fostering business growth, and creating a welcoming and vibrant environment 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.

Downtown Douglas DDA Map



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
- 35 Coastal Society
- 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 Now & Then
- 33 Button Gallery
- 46 Mr. Miller's Art Emporium
- 98 Water Street Gallery
- 137 Ox-Bow House

SHOP

- 10 Lakeshore Pet Boutique
- 25 Kim Neuens Design & Interior
- 34 Brackett & Company
- 35 Coastal Society
- 36 Endora
- 50 LSalon & Boutique
- 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 Redefine Med Spa
- 60 Huntington Bank
- 62 Century 21 Affiliated Douglas
- 62 Indigo Design Build
- 70 Post Office
- 86 Douglas City Hall
- 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

	Public Parking
	Public Restrooms
	Traffic Signal
	Electric Charging Station

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



Douglas DDA Financial Report as of December 2024:

Fund Balance \$108,957.15

	2024-2025 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend
REVENUES				
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 4,740.27	\$ 56,141.30	\$ 6,665.70
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)
INTEREST INCOME	-	-	1,162.22	(1,162.22)
TOTAL Revenues	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99
EXPENSES				
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00
TRAINING FUNDS	1,000.00	-	-	1,000.00
BUSINESS INCENTIVE PROGRAM	5,000.00	-	284.16	4,715.84
CONTRACTUAL ENGINEERING	-	-	-	-
COMMUNITY PROMOTIONS	27,000.00	4,988.52	7,966.55	19,033.45
DUES/FEES/PUBLICATIONS	-	-	-	-
CAPITAL OUTLAY (Detail Below)	15,560.00	6,443.75	6,642.65	8,917.35
TOTAL Expenditures	\$ 57,560.00	\$ 11,432.27	\$ 14,893.36	\$ 42,666.64
SUMMARY:				
	-	-	-	
REVENUES:	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99
EXPENDITURES	57,560.00	11,432.27	14,893.36	42,666.64
BUDGET NET INCOME (LOSS)	\$ 5,247.00	\$ (6,692.00)	\$ 43,214.65	\$ (37,967.65)
Capital Outlay Detail				
Unallocated	2023-2024 Approved Budget \$ 15,560.00	Activity for November 2024 \$ 6,443.75	2024-2025 YTD Activity \$ 6,642.65	Budget Remaining to Spend \$ 8,917.35
				\$ -
				\$ -
				\$ -
Total Capital Budget	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35

A closer look at the budget!

Tax Increment Recapture: \$62,807.00

- Year to date activity: \$56,141.30
- Budget Remaining to earn/spend: \$6,665.70

Expenses:

- City Administration Staffing: \$9000.00
- Training Funds: \$1000.00
- Business Incentive Program: \$5000.00 (Budget Remaining: \$284.16)
- Contractual Engineering: \$0.00
- Community Promotions: \$27,000.00
 - Year to date activity: \$7,966.55
 - Budget Remaining to spend: \$19,033.45
- Dues/Fees/Publications: \$0.00
- Capital Outlay: \$15,560.00
 - \$8,917.35
 - Budget Remaining to earn/spend: \$8,917.35

Revenues:

- \$62,807.00
 - Year to date activity: \$58,108.91
 - Budget Remaining to earn/spend: \$4,698.99

Expenditures:

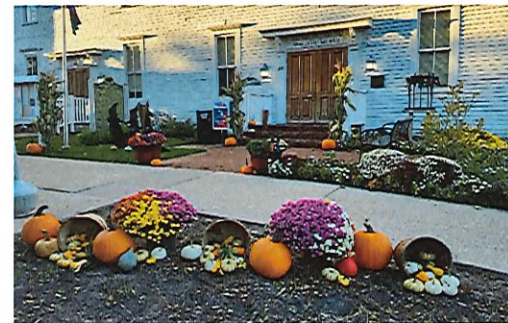
- \$57,560.00
 - Year to date activity: \$14,893.65
 - Budget Remaining to earn/spend: \$42,666.64

Total Capital Budget:

- \$15,560.00
 - Year to date activity: \$6642.65
 - Budget Remaining to earn/spend: \$8,917.35

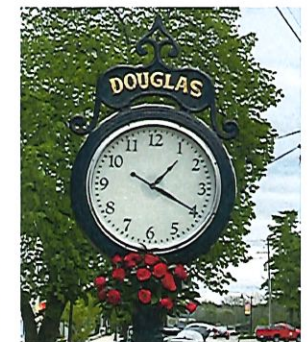
2024 Douglas DDA Accomplishments

- **New Gateway Signage Project**
- Installed at Center Street/Blue Star Hwy.
- 50% funding provided through a grant from the Convention & Visitor's Bureau (SDACVB).
- **Infrastructure Enhancements**
- Partnered with the City to upgrade Beery Field's electrical system to support larger events.
- **Promotions & Visibility**
- Created banner space on the DDA Gateway Sign to promote:
 - Art in Douglas
 - Farmer's Market
 - Beats on Beery
 - Events hosted by SDACVB
 - Community Pride
 - Oktoberfest



2024 Douglas DDA Accomplishments (cont.)

- **Community Engagement**
- Supported Earth Day clean-up efforts, jump-starting downtown beautification.
- Backed the launch of the first downtown Farmer's Market in Douglas.
- **Financial Contributions**
- Dutcher's Baseball Club
- Beats on Beery
- Art in Douglas events & Gallery Strolls
- Oktoberfest/Community Pride
- Douglas Light Night Tree Lighting Ceremony
- Shop & Dine Passport Program
- Local artists painting downtown bike racks
- Cavern Tavern Halloween event (Oxbow House)
- Seasonal downtown decorations
- Derby Day in Downtown Douglas



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.

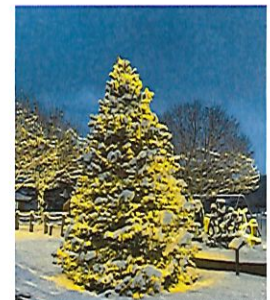
Address minor maintenance or cleanliness concerns in the downtown area.

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:

Continue to work on funding strategies to ensure long-term sustainability for DDA projects, such as Tax Increment Financing (TIF) adjustments or new revenue streams.

Economic Development:

Attract new businesses that align with the city's vision and fill gaps in the current market.

Partner with stakeholders to encourage mixed-use developments that enhance downtown vibrancy.

Comprehensive Branding:

Implement a cohesive brand identity for Downtown Douglas to strengthen its appeal as a destination.

Public Infrastructure Improvements:

Advocate for improved walkability, including better sidewalks and biking options.

Invest in public spaces for community gatherings.

Sustainable Growth Initiatives:

Support initiatives that enhance downtown.

Expanded Partnerships:

Work closely with regional and state organizations to secure larger grants and funding opportunities.

Support collaborations with the arts community.



Douglas DDA 2025 Planning: Highlights and Updates

Although the full 2025 plan is still in development, here are some key projects and highlights currently under consideration:

❖ Seasonal Decorations and Enhancements

Christmascap:

Renewed for a 3-year contract at \$6,805 annually.

Scope of work remains consistent with current standards.

❖ Infrastructure and Streetscape

Streetlights:

Options and costs under review.

Sidewalk Repairs/Upgrades:

Estimated at \$17.25 per square foot.

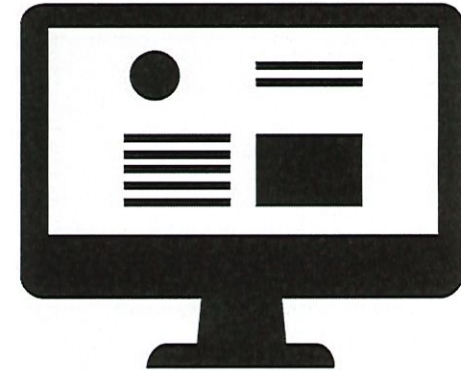
❖ Technology and Support

Website:

- Enhancements are being evaluated for better engagement and user experience.

Intern Program:

- Exploring opportunities to bring on additional support for project execution and administration.



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

- ❖ Add a new digital kiosk sign in the downtown that identifies business locations
- ❖ Replace the Vinyl Banners with new options
- ❖ New Main and Center Street Gateway Sign
- ❖ Offer more trainings to businesses
- ❖ Hold a DDA Workshop to discuss future priorities and the Tax Increment Finance (TIF) Plan
- ❖ Discuss and finalize a FY2025/2026 Budget
- ❖ Create marketing strategies for the downtown
- ❖ Identify new opportunities and events that will positively impact the businesses in the DDA year round
- ❖ 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



MICHIGAN
DOWNTOWN
ASSOCIATION



Saugatuck Douglas
Area Convention and Visitors Bureau

Questions & Contact Information

If you have any questions, please contact the City of Douglas
at 269-857-1438

OR

Email:

citymanager@douglasmi.gov

PZAdmin@douglasmi.gov

<https://douglasmi.gov/dda/>