A	В	c	D	E	E	G	H		1	К	L	м	N	0	Р	Q R
1 MISSION:	We are a community	of innova	tive economic stewards focu	Ised on pr	reserving and enh	ancing the Lake Orion DDA Distri	ct to drive pros	perity and a	strong sense	of connec	ction for a	u.				
2 DOWNTOWN VISION:						and unforgettable experiences in u							asures.			
			eaders, Innovative, and assur		-	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							
4 METRICS OF SUCCESS:						als, Projects & Deliver on Program Needs,	Target Market Gr	ows A Commun	nity for All Ages	Diversity &	Retention			<b>—</b>		
s STRATEGY	OBJECTIVE	PRIORITY			COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES	i	STATUS		www.pesser.co	NUTURE SETS N	COMME	s contri
6 Lakeshore Economy													/			
7	Enhance Downtown Connections	1														
8			Gateway Project – Lumberyard	2025-28	All Committees	Activation & Business Plan						х	х	x	х	
9						Fundraising Plan										
10						Communications & Storytelling										
11			Trail Access & Amenities	2026-27	Design Committee	Amenities Needs Assessment						х	х	x		
12						Installation of Amenities & Art										
13						Directional & Interpretive Signage										
14			Walkable Lake Access	2025-27	Design & Promotions Committee	Crosswalk Improvements						x	x	x	x	
15						Greens Park Activation								+ /		
16			New Community Gathering & Green Spaces for All Ages (Public & Private)	2027	Design & Organization Committee	Identify Locations						x		x		
17						Concept Designs & Budgets										
18						Grant Research & Applications										
19																
20	Grow Local Community & Tourism Business	2	Business Recruitment	2025	EV Committee	Business Mix Analysis						x	x	x		
21						Recruitment Strategy & Market Profile Summary										
22						Business Location Incentive								+ +		
23			Business Retention	2026	EV Committee	Assess & Provide Small Business Support Tools	t					x	x	x	x	
24						Business Assistance Team/Retention Visits										
25						Identify Business or Product Expansion Opportunities										

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26 STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES NEEDED	FUNDS NEEDED	STATUS	60	MMUNIT BALLEN PSETS	NELCOMP	46 MTY
	Grow Local Community & Tourism Business (cont.)		Lakeshore-centric and Trail-based Events & Promotions - Signature Events, Recreational Activities for		Promotions										
27 Lakeshore Economy (cont.)			Families & All Ages	2025-27	7 Committee	Annual Assessment of Events						x	x x	х	
28						Focus on Unique Signature Events									
29						Enhance promotions with cross- marketing									
30						Create Collaborations amongst Destinations									
31						Make it easy for businesses to promote									
						Support or Create Activity Events – ie:									
						bike rides, runs, swims (start & stop									
						downtown), boat parade tie-in;									
32						businesses open later, work with high school events									
33															
			Tourism Marketing – Co-op &												
			Coordinated Business		Promotions										
34			Opportunities	2025-26	5 Committee	Enhance Online Presence & Searchability	r					х	x	x	
						Leverage Partnerships with Local & Regional Tourism & Recreation-based									
35						Organizations & Businesses									
36															
37	Create Great First Impressions	3	Façade Improvements	2025	5 Design Committee	Target Priority Buildings							x	x	
38						Budget Accordingly									
			Dumpster Enclosures												
39				2026	Design & EV 6 Committee	Develop Plan for Consolidated Locations & Public Areas of Improvement							x	x	
40						Fund/Installation of Public Improvements & Consolidated Locations									
41						Update Code of Ordinance for Private Dumpsters (if needed)									

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42 STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES	FUNDS NEEDED	STATUS	OWN	UNITY BONE SERVER SERVER	nuet mitemit	
43 Community Building	OBICIIVE	PRIORITI		TIVILLINE	COMMITTEE	ACHONTIEMS	(1101910001(3))	FARMENS	NEEDED	NEEDED	JIAIUS		V. 4.		Т
- · ·	Strengthen Local			1	Board/Organization			1	1	1					
	Partnerships	1	Optimize Operations	2025	Committee	Reorganize/Assess Contracts & Accounts								~	
44	Partnersnips			2025	Board/Organization							x		X	<u> </u>
			Improve Village Partnership	2025	Committee										
45			Improve village Partnership	2025	Committee	Annual/Bi-annual Working Meetings						x		x x	<u> </u>
46						Define Roles & Responsibilities Communication Plan									<u> </u>
47			Expand Other Organizational												
					Organization										
			Partnerships for Volunteer	2025.20	Committee	Identify Partners & Goal Requests									
48			Resources & Project Alignment	2025-26	Committee	Determine Common						x		x x	
						Goals/Collaborations									
49					Organization	-									<u> </u>
			Fundraising Plan	2025-26	Organization Committee	Identify & Pursue Grants/Foundations/Resources									
50				2025-20	Committee	Grants/Foundations/Resources						x			
51					Organization &										
	Increase Community	2	Refreshed Communications &		Promotions	Identify Audiences, Key Issues/Needs,									
	Involvement &	-		2025		Messaging , Approach & Communication									
52	Understanding		Brand Messaging Plan	2023	Committee	Tools for each Revise/Refresh Content						x		K X	
53			Valuate en Outre est 8		Organization										<u> </u>
			Volunteer Outreach &	2025-26	Organization Committee	Identify Needs, Roles & Responsibilities									
54			Management Plan	2025-20	committee	Create Descuitment Ditch Joh						x		x X	+
						Create Recruitment Pitch, Job									
						Descriptions, Informational Resources									
55															+
56						Develop Reward/Recognition System									+
						Training for Volunteers & Board									
57						Members CRM									
58															+
59												+			+
60												+			+
ai Identify Project Champions, Resources Needed and Funds Needed. Resources needed can include number of volunteers, other organizations, research/data, vendors, etc.												+			
62 Resources needed can include	number of volunteers, other	organizatio	ons, research/data, vendors, etc.												