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UPDATE




5

DESIGN

- HOW DO WE DO CHRISTMAS LIGHTS WITH THE LARGE TREES?
- IS THE ALLEY FAÇADE GRANT FOR MESSY DESIGNS DONE? WHAT ABOUT THE AWNING FOR PRIME TIME?
- HOW ARE WE HANDLING THE SEASONAL TRANSFORMATION THIS FALL?
- ARE WE PURSUING THE POCKET PARK CONCEPT ON W FLINT ST?
- ADDING A DESIGN ELEMENT TO A NEW SANDWICH BOARD ORDINANCE?



6

ORGANIZATION

- CAN WE FINALLY RESOLVE HOW WE COMMUNICATE TO VOLUNTEERS?
- HOW MANY AWARDS CAN THE ILLUMINATORS WIN?
- BUILD A BASE OF VOLUNTEERS
- CREATE NEW LEADERSHIP GOALS AND OPPORTUNITIES
- HOST THE LIGHT OF LAKE ORION AWARDS NIGHT
- COORDINATE STAFFING DEMANDS



7

VITALITY

- RESEARCH THE BUSINESS DIVERSITY OF DOWNTOWN AND ASK WHATS NEEDED AND WANTS HERE
- BUILD A BETTER DOWNTOWN DOLLARS GIFT CARD PROGRAM
- IMPLEMENT DATA TOOLS ABOUT THE ECONOMIC REACH OF DOWNTOWN
- PLAN THE 75-25 OPTIONS
- GROW WITH ONLY ONE VACANCY
- RENT DISPARITY PROBLEMS



8

PROMOTION

- PLAN, HOST AND BRAG ABOUT EVENTS, BOTH DDA AND PARTNERED
- STRENGTHEN THE DOWNTOWN SOCIAL MEDIA AND MARKETING EFFORTS
- BUILD A STRONGER SPONSOR OPPORTUNITY GUIDE
- GAMSA AWARD STATUS
- IMAGE, IMAGE, IMAGE
- BUSINESS HOURS

