

*Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction*  
*Vision: Small City Charm with Big City Choices*

## 2015-2020 DDA Long Range Strategic Plan

### Economic Sustainability

- Goal 1: Expansion of housing opportunities
- Goal 2: Enhance revitalization of downtown properties

### Social Interaction

- Goal 1: Riverfront Development
- Goal 2: Develop and integrate attractive linkages within district
- Goal 3: Enhance program development efforts to support social interactions and further economic development
- Goal 4: Lead efforts to develop a branding strategy for Midland

### Infrastructure

- Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs



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## 2016 DDA Annual Plan of Work

DDA 2016 Plan of Work

### Economic Sustainability

- **Goal 1: Expansion of housing opportunities**  
**Action:** Complete Inventory of potential spaces  
**Action:** Enhance relationships with developers and owners
- **Goal 2: Enhance revitalization of downtown properties**  
**Action:** Develop Partnership w/ DDA and funders  
**Action:** Continue expansion of incubator program  
**Action:** Continue expansion of façade improvements  
**Action:** Enhance relationship with property owners

### Social Interaction

- **Goal 1: Riverfront Development**  
**Action:** Identify opportunities and roles for the DDA to be involved and supportive of riverfront development activities
- **Goal 2: Develop and integrate attractive linkages within district**  
**Action:** Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation, and aesthetics
- **Goal 3: Enhance program development efforts to support social interactions and further economic development**  
**Action:** Integrate program efforts already being done in the community to expand offerings in downtown venue; link with events
- **Goal 4: Lead efforts to develop a branding strategy for Midland**  
**Action:** Gather stakeholders in the community to develop a plan and concept

### Infrastructure

- **Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs**  
**Action:** Request presentation of recommendations by City Engineering Department  
**Action:** Upgrade electrical infrastructure to support events and special lighting needs  
**Action:** Integrate plans with developers and funders.

