


# DDA Strategic Plan 2020-2023

| Mission and Vision  | Vision Elements  | Goals/Objectives   | Measures   |
|---|--|--|--|
| <p><b>MISSION</b></p> <p>To foster a dynamic downtown environment that promotes economic growth and social interaction</p>            | <p><b>Public Spaces</b></p> <p>Ensuring unique, quality public spaces used and valued by all</p>                 | <p><b>Goal 1:</b> Continue Riverfront Development initiatives</p> <p><b>Goal 2:</b> Continue to develop downtown Streetscape initiatives</p> <p><b>Goal 3:</b> Develop and integrate attractive linkages within district</p> <p><b>Goal 4:</b> Select a DDA signature project to fund; develop funding model and implementation plan</p> | <ol style="list-style-type: none"> <li>1. Improved connectivity</li> <li>2. Increase in # of bikers/walkers</li> <li>3. Completed streetscape</li> </ol>   |
| <p><b>VISION</b></p> <p>A progressive hub of diverse activities attracting and connecting businesses, the community, and visitors</p> | <p><b>Programming</b></p> <p>Vibrant programming opportunities connecting businesses and people</p>              | <p><b>Goal 5:</b> Develop programming that balances gathering, retail, and sidewalk spaces</p> <p><b>Goal 6:</b> Connect development goals with a programming component</p> <p><b>Goal 7:</b> Enhance opportunities for new business development (pop ups, farmers market connection, etc.)</p>  | <ol style="list-style-type: none"> <li>1. Increase in participation</li> <li>2. Increase in # of new businesses</li> </ol>   |
|  <p><b>DOWNTOWN MIDLAND</b></p>                     | <p><b>Commercial/ Investment</b></p> <p>Commercial investment that attracts residents and guests to downtown</p> | <p><b>Goal 8:</b> Recruit new businesses to fill commercial niches</p> <p><b>Goal 9:</b> Explore creative financing/purchasing to expand inventory of spaces available</p> <p><b>Goal 10:</b> Expand housing/residential development options</p>   | <ol style="list-style-type: none"> <li>1. Increase in number of new businesses</li> <li>2. Increase in inventory available for new businesses</li> <li>3. Increase in residential options</li> </ol> |

# ADOPTED 2022 Plan of Work

| <b>Vision Priority 1: Public Spaces</b><br>Ensuring unique, quality public spaces used and valued by all |   |  |           |
|--|---|--|-----------|
| Goals/Objectives   | Tasks/Activities  | Timeline   |           |
| 1  | 2022 Pedestrian Plaza Strategy  | Expand seating and shade amenities, develop programming, enhance retail opportunities, pursue/implement social districts | 2022      |
| 2  | Riverfront Development initiatives  | Charter a Public Spaces committee  | 2022      |
|  |   | Review past riverfront studies to prioritize plans/options for riverfront development                                    |           |
|  |   | Build a master plan moving forward   |           |
|  |   | Secure funding for approved projects   |           |
| 4  | Continue to develop downtown Streetscape initiatives                                  | Continue to implement streetscape initiatives  | Ongoing   |
|  |   | Research opportunities for Wi-Fi throughout downtown   | Completed |
|  |   | Explore opportunities for a downtown sound system  | Completed |
|  |   | Explore opportunities for improved surveillance throughout downtown  | HOLD      |
|  |   | Research side street development to better link downtown and integrate side streets within district                      | 2023      |
| 5  | Develop and integrate attractive linkages within district                             | Incorporate strategies to be more walkable and bike friendly in connecting downtown to center city and MCFTA/Dow gardens | 2023      |
|  |   | Lead / Support access to Dow Gardens, MCFTA from Main St (develop a main street entrance)                                |           |
| 3  | Select a DDA signature project to fund; develop funding model and implementation plan | Complete the parking study and develop plans to address recommendations  | ongoing   |
|  |   | Identify options for public restrooms  | 2022      |
|  |   | Dumpster Enclosures (composting, recycling added?)   | 2022      |
|  |   |  |           |

## Vision Priority 2: Programming

Vibrant programming opportunities connecting businesses and people

| Goals/Objectives |   | Tasks/Activities   | Timeline                                    |
|------------------|---|--|---|
| 1                | Develop programming that balances gathering, retail, and sidewalk spaces                      | Develop a process and policies for programming in the new main street plaza<br>-identify food truck policies and programming   | Ongoing                                     |
|                  |   | Develop a new process for utilizing the farmers market space (streamline approval process)<br>Collaborate with Midland Business Alliance for Farmers Market solutions and location; Rebrand name FM space if not just FM space | 2022<br>Integrate into Public Spaces Goal 2 |
|                  |   | Seek additional partners to host and manage programs<br>-communicate opportunities to potential partners   | Ongoing                                     |
| 2                | Connect development goals with a programming component  | Identify programming opportunities that align and highlight development initiatives in Vision Priority 1 (e.g. Main Street Plaza, S. Riverfront, MCFTA, East End)  | Ongoing                                     |
|                  |   | Brand and Use Main Street Plaza area. Rename space (e.g. The Underpass)  | 2022-23                                     |
|                  |   | Support S. Riverfront Park / Pedestrian Bridge project   | 2022-23                                     |
| 3                | Enhance opportunities for new business development (pop ups, farmers market connection, etc.) | Develop a framework for new popups<br>-identify space, policies and opportunities<br>- physical incubator program  |   |
|                  |   | Collaborative training and business opportunities with MEDC; engage Northwood, SVSU, Delta in assessing business needs   |   |

## Vision Priority 3: Commercial/Investment

Commercial investment that attracts residents and guests to downtown

| Goals/Objectives |   | Tasks/Activities   | Timeline |
|------------------|---|--|----------|
| 3                | Recruiting new businesses to fill commercial niches   | Charter a Commercial/Investment committee  | Ongoing  |
|                  |   | Collaborate with Midland Business Alliance on recruitment efforts for preferred Downtown Midland business mix (e.g. downtown market/grocery, entertainment options, bookstore, gift shops) | Ongoing  |
| 1                | Explore creative financing/purchasing to expand inventory of spaces available<br><br>Property Investments in DDA District | Identify land banking options available for downtown development   | 2022     |
|                  |   | Enhance the partnership with the MBA and other local initiatives to facilitate more opportunities  | 2022     |
|                  |   | Impact investment with exit strategy (MACF)  | 2022     |
|                  |   | Community Development Financial Institution (CDFI)   | 2022     |
|                  |   | Bonding for Projects   | 2022     |
| 5                | Expand housing/residential development options  | Continue to advance the goal of 250 new residential opportunities in downtown  | Ongoing  |
| 2                | Northern Entranceway Enhancements   | Encourage, Participate in conversations surrounding Ashman / Rodd two-way conversion   | 2022     |
|                  |   | Participate in, Support Buttles / Indian Corridor Improvements   | 2022     |
| 4                | Phase 2 Streetscape   | Larkin and north-south roadways (Townsend, McDonald, Gordon)<br>Pause Rodd and Ashman for community conversation.  | 2023-25  |