

# 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.

**DRINKS AND DINING**

- 8 Happstance
- 11 Everyday People Café
- 224 Borrowed Time
- 226 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 Wildes Bayou Memorial Park
- 130 Saugatuck-Douglas History Center/The Old School House/Back-In-Time Garden
- 147 Pride Garden
- 229 Lakeside Lanes

**ART GALLERIES**

- 231 Now & Then
- 33 Button Gallery
- 48 Mr. Miller's Art Emporium
- 98 Water Street Gallery
- 137 Ox-Bow House

**SHOP**

- 10 Lakeshore Pet Boutique
- 33 Kim Nevens Design & Interior
- 34 Brackett & Company
- 35 Coastal Society
- 36 Endora
- 51 Salon & Boutique
- 130 Douglas Home Furnishings
- 237W Lake Vista Supervalu Grocery Store

**SERVICES**

- 12 Center Stage Salon
- 23 Engel & Volkers Real Estate Company
- 26 Third Coast Surf Shop
- 236 Carlson's Ribbon
- 299W Lighthouse Realty
- 299W Lighthouse Title Group
- 47 Police Station
- 47 Public Restrooms
- 50 L'Salon & Boutique
- 50 Redefine Med Spa
- 60 Huntington Bank
- 62 Century 21 Affiliated Douglas
- 62 Indigo Design Build
- 78 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 Restrooms  
Public Restrooms  
Traffic Signal  
Electric Charging Station

For a digital map to take with you use 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



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### DRINKS AND DINING

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- 23 Now & Then
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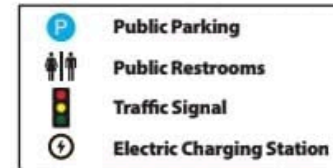
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- 10 Lakeshore Pet Boutique
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# Douglas DDA Financial Report as of December 2024:

## Fund Balance \$108,957.15

	2024-2025 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend
<b>REVENUES</b>				
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)
<b>TOTAL Revenues</b>	<b>\$ 62,807.00</b>	<b>\$ 4,740.27</b>	<b>\$ 58,108.01</b>	<b>\$ 4,698.99</b>
<b>EXPENSES</b>				
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
<b>TOTAL Expenditures</b>	<b>\$ 57,560.00</b>	<b>\$ 11,432.27</b>	<b>\$ 14,893.36</b>	<b>\$ 42,666.64</b>
<b>SUMMARY:</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>REVENUES:</b>	<b>\$ 62,807.00</b>	<b>\$ 4,740.27</b>	<b>\$ 58,108.01</b>	<b>\$ 4,698.99</b>
<b>EXPENDITURES</b>	<b>57,560.00</b>	<b>11,432.27</b>	<b>14,893.36</b>	<b>42,666.64</b>
<b>BUDGET NET INCOME (LOSS)</b>	<b>\$ 5,247.00</b>	<b>\$ (6,692.00)</b>	<b>\$ 43,214.65</b>	<b>\$ (37,967.65)</b>
<b>Capital Outlay Detail</b>				
	2023-2024 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Spend
Unallocated	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35
				\$ -
				\$ -
				\$ -
<b>Total Capital Budget</b>	<b>\$ 15,560.00</b>	<b>\$ 6,443.75</b>	<b>\$ 6,642.65</b>	<b>\$ 8,917.35</b>

# 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
- 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

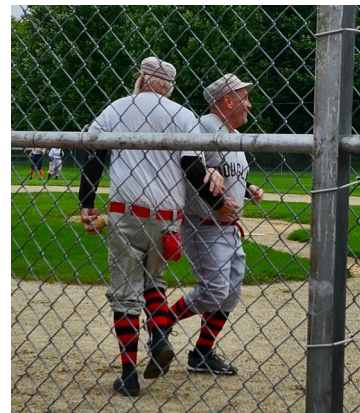
# 2024 Douglas DDA Accomplishments

- **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.

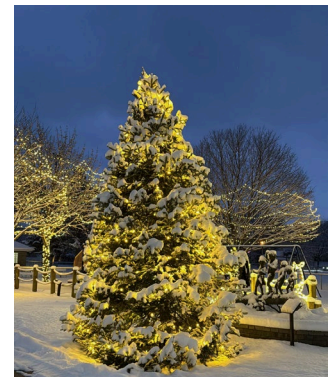
Address minor maintenance or cleanliness concerns in the downtown area.

## **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

### Christmascape:

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](mailto:citymanager@douglasmi.gov)

[PZAdmin@douglasmi.gov](mailto:PZAdmin@douglasmi.gov)

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