



# Downtown Development Authority Work Plan 2011-2012

**Adopted July 2011**

The mission of the DDA is to preserve, beautify, and unify our downtown, enhance the quality of life and enable an economically prosperous future.



## Main Street Four Point Approach to Community Revitalization:

- Design –
- Promotions –
- Organization –
- Business Development –

## 2011 Work Plan Highlights:

- Beautification Projects
- Special Events
- Advertising Opportunities
- Enhanced Community Relations
- Business Retention and Recruitment
- Enhanced website and use of social media tools
- Volunteer Recruitment

This Work Plan has been prepared to help guide the activities, deliberations, expenditures and policy development of the Holly Downtown Development Authority by its Board of Directors and Executive Director. It is essentially a map for the coming year(s). This document outlines what projects will be undertaken and identifies the tasks, activities, timeline and budget associated with each project.

The Holly DDA utilizes the organizational committee structure based on the Main Street Four-Point approach to community revitalization. These working committees include Organization, Design, Economic Restructuring and Promotions.

Although a work plan guides the activities of the board of directors, staff and committees, unexpected opportunities and problems may cause a shifting of priorities and budget expenditures. An unexpected grant opportunity or major development may be determined to have a higher priority and demands immediate attention over planned activities. Changes and amendments may be necessary throughout, as determined by the Board of Directors and staff.

Each committee is responsible for identifying the tasks they feel are necessary to achieve the overall goals of the DDA. These work plans are approved by each committee, then the DDA Board of Directors, and are useful to help recruit volunteers, raise funds and share our progress with the community.

To help with the development of future work plans, and to improve communication the DDA's Organization Committee implemented monthly "Pizza Talk" meetings with business owners; Council members, committee members, and the DDA Board of Directors. This helps generate ideas and identify goals, projects and activities for the upcoming year which can be incorporated into the work plan. The work plans will be presented to the DDA Board for approval. This gives downtown stakeholders the opportunity to voice their opinions regarding future DDA projects and activities.



**Work Plan 2011-12 Design**  
 Total Approved Budget - \$4,000.

Design means enhancing the visual quality of the business district by giving attention to all physical elements including buildings, storefronts, signs, public improvements, landscaping, merchandising displays and promotional material. This committee deals with every element that conveys a visual message about the downtown. This committee also helps educate the community about good design and supports historic preservation.

**Goals for the Design Committee:**

1. Make downtown vibrant, decorative, attractive year-round
2. Beautify DDA District, enhance the appearance of park areas
3. Come up with a plan for “Depot Park” and step by step objectives

**Design Committee projects:**

1. Plan for “Depot Park”
2. Seasonal planting and other decorations
3. “Alley Street” Clean Up
4. Research installing Bike Racks, Info Kiosk & Distinct sign for Battle Alley & BA businesses

**Project:** Plan for “Depot Park” (CSX Railroad Property at 221 Broad Street )

**Objective:** Create Park and flow with Broad Street, Battle Alley, Main Street & Holly Mill areas

Task	Person(s) Responsible	Start / End Dates	Budget
Request Design Assistance from Oakland Co.	Hope	July / Aug 2 2011	-0-
Determine budget for proposed improvements- Look at sponsorships for particular project(s)	Committee	Nov / Feb 2011	-0-
Decide what type of landscaping and where	Committee	Nov 2011 / Ongoing as budget allows	-0-

\* This project began in FY 2008-2009 with the biggest success being the DDA executing the land lease with CSX. This project has been put into a 2-3 year phased plan of improvement, mostly due to financial constraints. It is necessary to revisit the goals of the project and the financial feasibility each year to determine what can be done. The DDA is tentatively seeing the project carried out as budget allows.

<b>Project:</b> Seasonal Plantings throughout Village			
<b>Objective:</b> Beautify Village – reflect the changing seasons			
Task	Person Responsible	Start / End Dates	Budget
Discuss possible recommendations for new beautification projects.	Committee	July 2011 / Ongoing	-0-
<b><i>Fall 2011</i></b>			
Work with local Farm / Greenhouses to secure Pumpkins and straw bales	Bobbie, Jeannie	Sept / Oct 2011	donation
Encourage downtown business owners to purchase, put up, and take down corn stalks on light poles and thank them for it as cost-saving measure	Bobbie, Jeannie	Sept 25 / Oct 2011	-0-
Establish date for installation of fall decorations	Committee	October 2011	-0-
Coordinate with DPW for installation	Hope & Jeannie	Oct / Nov 2011	-0-
<b><i>Winter 2011</i></b>			
Order garland / wreaths & lights for downtown poles and poles at Ganshaw Park.	Jeannie	Oct / Nov 2011	\$2200.
<b><i>Spring/ Summer 2012</i></b>			
Determine what type of flower to use in pots & hanging baskets	Committee	March 2012	-0-
Request quotes and place order	Jeannie & Bobbie	March 2012	\$1800.
Coordinate volunteers to water baskets and pots through summer	Committee	May 1 / ongoing thru Summer 2012	-0-
Work with local landscapers to “adopt a plot” as cost saving measure-good promo for them	Bobbie & Committee	April / May 2012	-0-
<b>Project:</b> Alley Street Maintenance			
<b>Objective:</b> Create a clean, safe walking space			

Task	Person(s) Responsible	Start / End Dates	Budget
Schedule Spring & Fall clean up	Hope, Jeannie & Volunteers	Nov 2011 May 2012	-0-
Request local landscapers help with plantings	Committee	May 2012	-0-
Work with downtown business owners to keep Alley Street clean and well-lit	Committee	ongoing	-0-

**Project:** Research Installing Bike Racks, Information Kiosk., & signage for Battle Alley Shops

**Objective:** Make downtown bike friendly and guide visitors to all the area stores—create distinction for Battle Alley!

Task	Person(s) Responsible	Start / End Dates	Budget
Research re-installation of bike racks—ordinance downtown?	Autumn	Oct / Nov 2011	-0-
Get quotes from vendors for bike racks and an Information kiosk.	Autumn	Nov / Dec 2011	-0-
Decide where to place bike racks and Information kiosk	Committee	Jan / Feb 2012	-0-
Investigate sign options for Battle Alley and creating a distinct look for it – sign to list all BA businesses.	Hope / HAORC Committee	Sept 2011 - Ongoing 2012	-0-



**Work Plan 2011-2012 Promotion**  
 Total approved Budget - \$7,000.

The Promotions Committee creates a positive image of the business district and encourages customers and investors to live, work, shop, play and invest in the DDA District. By marketing our district's unique characteristics to residents, investors, business owners and visitors, an effective promotional strategy forges a positive image and confidence in the area through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

**Goals for the Promotions Committee:**

1. Attract visitors to Downtown Holly through DDA Sponsored Special Events
2. Provide Support & Partnership for DDA Co-Sponsored Events and non-DDA Sponsored Events
3. Increase Awareness of Holly – Create “Buzz”
4. Promote our Business Community to Potential Businesses / Investors

**The Promotions Committee has identified the following projects:**

1. Ladies Night Out (Fall & Spring), Antiques Show (Fall & Spring), Halloween Kids Parade & Downtown Trick or Treating, Summer Movie Nights
2. Advertising Campaign – TV / Radio, web videos + overall marketing plan & positioning statement
3. Downtown Events (ex: DIA Inside / Out, Summer Movie Nights)
4. Walking Map
5. Social media marketing- Facebook & Twitter

**Project: Ladies Night Out – November, 2011 & May , 2012**

**Objective:** Bring ladies and their families into town to shop! Increase foot traffic and create a memorable event they'll want to come back for every year!

Task	Person(s) Responsible	Start / End Dates	Budget
Fill out Special Events Application & Banner	Hope	Sept 2011 March 2012	-0-
Discuss & select “look” for Ladies Night	Committee	Sept 2011 March 2012	-0-
Place order for bags, balloons, postcards and posters	Hope	Oct 2011 March 2012	\$530. bags \$86. balloons \$225. postcards \$125. posters
Discuss & choose advertising venues + “free” community calendars in various media	Committee	Oct / Nov 2011 Mar / April 2012	-0-

Place ads (Citizen, Clarkston News, Grand Blanc View, The Holly Express, Coupon Magazine)	Hope / Committee	Oct 2011 April 2012	\$900.
Discuss new “wow” to add to the event & Coordinate	Committee	Sept / Oct 2011 Mar / Apr 2012	-0-
Ask participating businesses to donate item for raffle, coordinate raffle the night of event	Hope / Committee	Oct 2011 April 2012	-0-
Arrange entertainment (bands / MC )	Hope / Committee	Oct 2011 April 2012	\$125.
Mail postcards to DDA mailing list (2 wks. prior)	Committee	Oct 2011 April 2012	
Distribute postcards & posters to Downtown and North End Businesses	Hope / Committee	Oct 2011 April 2012	-0-
Write Press Release and submit to media outlets	Hope / Committee	Oct 2011 April 2012	-0-
Distribute “what you need to know” info to businesses (1 week prior)	Hope / Committee	Oct 2011 April 2012	-0-
Decorate downtown for Ladies Night –lights—and Coordinate with DPW for assistance	Committee	Oct 2011 April 2012	-0-
Staff DDA table in front of Village Hall & coordinate raffle tickets & drawing	Committee, Chamber & volunteers	Nov 2011 May 2012	-0-
Add addresses from drawing to DDA mailing list	Hope & Jessica & Volunteer	Oct 2011 June 2012	-0-
Secure in-kind donations to off-set some costs re: printing	Committee	Sept 2011 March 2012	-0-
		<b>Fall 2011</b>	\$2000.
<b>November &amp; May events = approx. \$2,000 per event</b>			
		<b>May 2012</b>	\$2000.

**Project: Advertising Campaign (TV / Radio / Web )**

**Objective:** Promote Holly! Create awareness in the Metro Detroit market

Task	Person(s) Responsible	Start / End Dates	Budget
Develop Overall Marketing plan and positioning statement and determine month by month breakdown of what is promoted	Committee	January 2012	-0-
Graphic Design	Committee	January 2012	\$700.

Production	Committee	February 2012	\$1,000.
Present to DDA Board/ Council for Support	Committee	March 2012	-0-
<b>Total Project Costs</b>			<b>\$1700.</b>

**Project: Summer Movie Nights 2011 / 2012**

**Objective:** Fun, Family event to draw families downtown and create goodwill. This is an excellent PR tool.

<b>Task</b>	<b>Person(s) Responsible</b>	<b>Start / End Dates</b>	<b>Budget</b>
Work with Youth Coalition to choose movies / dates	Nicole & Committee	April 2012	\$1300. (Holly Area Youth Coalition pays for this)
Advertising Support Ad in 10,000 Holly Rec Area Maps	Hope / Committee	May 2012	\$265.
Produce rack cards and distribute (1 month out)	Holly / Committee	May 2012	200.
Fill out Special Events Application / Banner	Hope / Committee	April 2012	-0-
<b>Total Project Costs:</b>			<b>\$500.</b>

**Project: Halloween Kids Parade / DT Trick or Treating 2011**

**Objective:** Provide a safe, fun, family event in the downtown area to increase foot traffic and promote goodwill

<b>Task</b>	<b>Person Responsible</b>	<b>Start / End Dates</b>	<b>Budget</b>
Fill out Special Events Application / Banner	Nicole	August 2011	-0-
Work with Police on Parade Route	Nicole / Yvonne	August / Sept 2011	-0-
Secure sponsors for donuts / cider	Nicole / Yvonne	Sept / Oct 2011	-0-
Secure entertainment & activity for kids prior to	Nicole	Sept / Oct 2011	-0-

DT trick or treating			
		Budgeted Cost	\$300.00
<b>Total Project Costs:</b>			<b>300.00</b>

**Project: Walking Map**

**Objective:** Create business listing and make it easier for visitors to find businesses in the district

Task	Person(s) Responsible	Start / End Dates	Budget
Create Design of Map	Holly / Committee	January / Feb 2012	-0-
Secure vendor to create and print	Holly / Committee	Feb / March 2012	\$300.
<b>Total Project Costs:</b>			<b>\$300.</b>

**Project: Social media marketing –Facebook & Twitter**

**Objective:** To take advantage of the huge audience of Facebook and Twitter! To use these tools to their fullest potential in promoting Holly and its events.

Task	Person Responsible	Start / End Dates	Budget
Turn DDA Facebook page into “Business” page & use to help Market businesses – brainstorm – different platform to make others admin for updating ease.	Ryan, Nicole & Committee	Oct 2011 / Ongoing	-0-
Develop Twitter	Ryan	Oct 2011	-0-
Changes / updates to the DDA website	Ryan / Committee	Oct 2011/ Ongoing	-0-
List events on all web and Facebook pages	Ryan, Nicole & Committee	Oct 2011/ Ongoing	-0-
Pure Michigan Video – event updates	Hope / Committee	Nov 2011 / Ongoing	-0-
Keep email list updated	Hope / Committee	Nov / Ongoing	-0-
<b>Total Project Costs:</b>			<b>-0-</b>

In addition, the Main Street Holly DDA serves as a sponsor, co-sponsor, or provides administrative support to several events that take place during the year. These events are not created and implemented by the Promotions Committee but rather organized by a sub-committee of volunteers. They do however, fall under the auspices of the DDA.

Included is the procedure adopted by the Promotions Committee for promoting events within and outside of the Main Street Holly DDA district.



## **Promotions Committee Events Policy**

Overview: The role of the Main Street Holly Downtown Development Authority is to serve as the vehicle for economic development and historic preservation of a traditional downtown community area. One approach to achieve this is to undertake promotional programs and projects that enhance the entire DDA district and its members as a whole, as well as to provide resources and support for the efforts of individual businesses.

It is critical that individual DDA members and the formal DDA organization effectively collaborate and work together on promotional activities. The following definitions and policy is designed to provide guidelines and structure as to how the DDA, its promotions committee, and individual businesses can effectively undertake promotional activities.

### **Events and promotions sponsored by the Main Street Holly Downtown Development Authority**

Programs and projects sponsored by the Downtown Development Authority, as coordinated by the promotions committee, will be designed to promote the entire Main Street Holly DDA district, and by extension the member businesses and the overall Holly business community.

Member businesses are encouraged to help support and promote Main Street Holly DDA sponsored events and programs through distributing promotional materials and messages, contributing financial support through sponsorships or “buy-ins”, or lending volunteer or material resources.

- 1) Businesses that wish to host or sponsor events or other activities in conjunction with DDA sponsored events are welcome and encouraged to do so.
  - a. Businesses that are putting on individual events within the context of a DDA sponsored event are encouraged to collaborate and coordinate their activities with the DDA to achieve the greatest possible outcomes for the DDA and its member businesses. The DDA will promote these events in conjunction with the main program, given adequate notice and resources and in a manner appropriate to the objectives and goals of the event.
  - b. Promotional materials developed independently of a DDA sponsored event by businesses should maintain consistency with the graphic identity, messages, and brand established by the DDA for that particular event or program. The DDA will provide the resources necessary to businesses to uphold that consistency, and individual businesses are encouraged to collaborate and work with the DDA promotions committee on this aspect.

### **Events and promotions sponsored by individual businesses within the Main Street Holly Downtown Development Authority**

Businesses within the Main Street Holly Downtown Development Authority District that are hosting their own promotional events or programs for their businesses can receive support and utilize resources of the DDA.

- 1) The DDA will utilize regular promotion channels to assist in the publicity of the event. This may include listing on the Main Street Holly web site, e-newsletter blasts, cooperative advertising programs, or other communications programs. The DDA will not appropriate funds for advertising and promotion for independent events not sponsored by the DDA, except with the approval of the DDA board of directors.
- 2) The DDA will provide promotional support for “special events” defined as programs and promotions that would not be commonly considered activities within a normal business cycle. Such events must be open to the public. E.g. the DDA would not provide promotional support for a “summer clearance sale,” or a “private shopping event,” but could promote a themed open-house, a fashion show, farmer’s market, or grand opening/anniversary event. Ideally, events of this nature should offer the

opportunity to benefit the entire DDA district, even with the purpose and focus on the individual sponsoring business.

- 3) It is the responsibility of the individual business owner to provide the DDA with the necessary information or resources to adequately promote the event through DDA channels.
- 4) Promotion of individual business events or promotions do not imply endorsement or sponsorship of the activity by the DDA, and any promotional materials or messages of the event should refrain from implicitly or explicitly denoting a formal relationship.
- 5) In cases where the DDA is providing financial or resource support for an event, but not explicitly sponsoring, hosting or coordinating the event, event promotional materials and messages should identify the DDA as “sponsored by,” “supported by,” or other manner that appropriately communicates the DDA’s role in the event.



**Work Plan 2011-12 Organization**  
 Total Approved Budget - \$500.

Organization involves coordinating community efforts toward the same goal. The organization committee assembles the appropriate human and financial resources to implement a revitalization program. The Organization Committee works towards establishing consensus and cooperation by building partnerships that will allow the development of a consistent program.

**Goals for the Organization Committee:**

1. Better communication with DDA District Business Owners
2. Establish Volunteer Development Program
3. Build Community Partnerships
4. Fundraise for the DDA

**The Organization Committee has identified the following projects:**

1. Continue monthly “Pizza Talk” meetings with DDA District businesses
2. Use constant contact messages, Facebook, DDA website, and events to solicit volunteers.
3. Establish Speakers Bureau to forge relationships with Chamber, Kiwanis, Lions, Moose, and other ancillary community groups.

**Project:** Continue Monthly “Pizza Talk” meetings with DDA District businesses

**Objective:** Better communication, share ideas, plan events, solicit volunteers

Task	Person(s) Responsible	Start & End Dates	Budget
Choose dates, times, and locations for meetings	Committee	July 2011 / June 2012	-0-
Arrange meeting place	Hope / Committee	July 2011 / June 2012	-0-
Create invite to send to all businesses in DDA District - eblast	Hope / Committee	July 2011 / June 2012	-0-
Create agenda for meeting- speakers / guests	Hope & Dan / Committee	July 2011 / June 2012	-0-
Ask local pizza places to donate pizza	Hope / Committee	July 2011 / June 2012	-0-
<b>Total Project Costs:</b>			<b>-0-</b>

**Project: Develop Volunteer Recruitment Efforts****Objective:** Expand volunteer base and populate Main Street Committees!

Task	Person(s) Responsible	Start and End Dates	Budget
Update a “Hot Jobs” list and solicit volunteers at every Event!	Hope / Committee	Oct 2011 / ongoing	-0-
Educate volunteers on DDA / Main Street Program and specific opportunities	Committee	Oct 2011 / ongoing	-0-
Plan a volunteer appreciation event	Hope / Committee	Jan / Feb 2012	-0-
Research what other Main Street DDA’s do for Volunteer Recruitment, including print material, etc.	Hope, Autumn & Committee	Sept / Oct 2011	-0-
Develop Volunteer Handbook for Main Street Holly	Autumn	Nov 2011 / Jan 2012	-0-
<b>Total Project Costs</b>			<b>-0-</b>

**Project: Establish “Speakers Bureau” to forge relationships and partnerships with various community groups ie: Moose, Kiwanis, Chamber, and promote need for volunteer support.****Objective:** Educate community groups about Main Street and the DDA—get them involved with Events and Committees.

Task	Person(s) Responsible	Start / End Dates	Budget
Make a list of all community groups and contact information	Committee	Oct / Dec 2011	-0-
Get on mailing / email lists of groups for meeting and event information	Committee	Oct / Dec 2011	-0-
Offer to speak at functions / events on behalf of the DDA	Autumn & Hope	Oct 2011 / ongoing	-0-
Help create annual community calendar of events	Committee	Oct 2011 / ongoing	<b>-0-</b>
<b>Total Project Costs</b>			<b>-0-</b>



**Work Plan 2011-12**  
**Business Development Committee**  
 Total Approved Budget - \$12,000.

Business Development strengthens a community’s existing economic assets while expanding and diversifying its economic base. Activities include retaining and expanding existing businesses, recruiting new businesses to provide a balanced mix, converting disused space into productive property and sharpening the competitiveness of Main Street’s traditional merchants.

**Goals for the Business Development Committee:**

1. Retain DDA District Businesses
2. Recruit new businesses into the DDA District

**The Business Development Committee has identified the following projects:**

1. Support businesses with Outdoor Dining, Façade grants and BFF (Business Finder’s Fee)!
2. Develop Business Recruitment Package
3. Continue Ribbon Cuttings for new Businesses

**Project: Façade Grants, Outdoor Dining Grants and “BFF” incentive (Business Finders Fee!)**

**Objective:** Support new and existing businesses in the district with these special grants and incentive Programs. Create partnership with businesses—we all win when business expands and new business comes to town!

Task	Person(s) Responsible	Start / End Dates	Budget
Promote new grant program and BFF incentive through eblasts, websites, social media--establish criteria and application	Committee with Design Committee input for Outdoor Dining & Façade grants	July 2011 / June 2012	-0-
Approve and recommend 2 outdoor dining grants @ \$1000/each	Committee	July 2011 / June 2012	\$2,000.
Façade Grants 3 @ \$2,000/each	Committee	July 2011 / June 2012	\$6,000.
BFF (Business Finders Fee) Incentive—3 @ \$1,000	Committee	July 2011 / June 2012	\$3,000.
<b>Total Project Costs</b>			<b>\$11,000.</b>

**Project: Develop Business Recruitment Package**

**Objective:** A sales piece for Holly—hard copy and web-based to give prospective businesses a snapshot of the area, housing, education, business climate, etc.

Task	Person(s) Responsible	Start / End Dates	Budget
Create and maintain a business directory of the district	Committee	Aug 2011 / ongoing	-0-
Look at other Main Street Communities to get ideas about a hard-copy package	Hope	Aug 2011 / Nov 2011	-0-
Have George Robertson (volunteer) take pics of available commercial spaces for website and business recruitment packet	Hope	Oct 2011 / ongoing	-0-
Update “welcome” letter	Hope	July / Aug 2011	-0-
Research any downtown market analysis that has been done, solicit MSOC to help compile information	Hope & Committee	Sept / Nov 2011	-0-
Research and compile any demographic information that has been done	Committee	Sept / Nov 2011	-0-
Make any updates if necessary to grants and liquor license information	Hope	July 2011 / June 2012	-0-
Research costs and produce packet	Committee	Dec 2011 / Jan 2012	\$700.00
Discuss ways to market Business Recruitment Package	Committee	Nov 2011 / Jan 2012	-0-
Distribute package and have all information available on the DDA website	Committee	Dec 2011 / Jan 2012	-0-
<b>Total Project Costs</b>			<b>\$700.00</b>

**Project:** Continue Ribbon Cuttings for new Businesses

**Objective:** Recognize and celebrate new businesses! Use opportunity to market Holly as a great place to live and work!

Task	Person(s) Responsible	Start / End Dates	Budget
Note new & expanded businesses, set date for ceremony	Hope / Committee	July 2011 / ongoing	-0-
Write press release to local media – invite dignitaries	Hope	July 2011 / ongoing	-0-
Memo to Village staff, Council, DDA Board, Chamber	Hope / Committee	July 2011 / ongoing	-0-
Create New Business Certificate	Hope / Committee	July 2011 / ongoing	\$100.00 (frames)
Ribbon Cutting Ceremony Day- bring ribbon, scissors, give short welcome speech, give new business certificate	Hope, Committee, Chamber, Village Officials, Dignitaries	July 2011 / ongoing	-0-
<b>Total Project Costs</b>			<b>\$100.00</b>

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