

**VILLAGE OF ALMONT
DOWNTOWN DEVELOPMENT AUTHORITY
DIRECTOR'S ANNUAL REPORT OF ACTIVITIES
2016-2017**

ORGANIZATION

- 1) Maintained a fully functional business office and DDA presence downtown.
- 2) Developed the annual DDA budget. Coordinated financial statements, tax collection, accounts payables, and DDA audit with the Lapeer Development Corporation and DDA Treasurer. Ensured compliance with all local and state reporting requirements.
- 3) Prepared all agendas, minutes and recordkeeping for the DDA Board of Directors.
- 4) Respond to all phone, mail and personal requests of the DDA.

MARKETING EFFORTS

- 1) Maintain an active DDA website. The Almont DDA currently has a presence on active on-line presence which integrates design elements complimenting the DDA graphics and logo. A business directory highlighting all DDA merchants is listed as well as available buildings for sale/lease. Updates to the design, organization, and content were coordinated and mobile friendly capabilities developed.
- 2) Maintain an active DDA social networking site utilizing Facebook. Currently Downtown Almont has 1,955“Fans” (441 from last year).The DDA actively promotes downtown business owners and events through the Facebook community.
- 3) Partnered with the Almont Chamber of Commerce to produce a full color business directory with listings for each DDA business. Directories were made available to each homeowner and business owner within Almont and Almont Twp. Additional copies are provided as needed to local business owners for distribution.

SPECIAL EVENTS

- 1) Coordinated and co-sponsored several annual DDA and community events including:
 - Spooky Time Bash
 - Annual Scarecrow Decorating Contest
 - Holly Day Light Parade
 - Polar-Palooza
 - Downtown Spring “Clean Up” Day
 - Downtown Fall “Clean Up” Day

- 2) Partnered with faculty and staff from the Almont High School to maintain the Youth on Main Street Program aimed at promoting civic leadership, community involvement, historic preservation and special event planning for our area youth. With only 7 local students participating. The YOMS group with DDA oversight organized the downtown Spring Clean Up day.

SPECIAL PROJECTS/INFRASTRUCTURE IMPROVEMENTS

- 1) Coordinated seasonal planting and maintenance of perennial and annual flowers downtown. Continued to evaluate the maintenance of the trees along Main Street.
- 2) Contracted for and managed holiday decorations.
- 3) Contracted and oversaw landscaping, snow plowing and downtown maintenance projects including street light repair and fountain maintenance.
- 4) Team member with the Village of Almont and Almont Building Department for the continued enforcement of the International Property Maintenance Code.
- 5) Worked through and completed the Alleyway construction and lighting project, actually saving the DDA money through teamwork with ROWE Professionals.

ECONOMIC DEVELOPMENT ACTIVITIES

- 1) Successfully worked with new and expanding business owners and entrepreneurs looking to open their businesses downtown. These efforts resulted in the purchase/lease of 3 properties within the downtown ("A Lil Bit of Sas, Dollar General, State Farm Insurance). Two ribbon cutting ceremonies will take place in the Spring.
- 2) Maintained working relations and a visible presence with DDA business and property owners. Made regular retention calls to offer DDA assistance in partnership with Lapeer Development Corporation.
- 3) Actively promoted the façade grant program. One new Façade Grant project was funded to Dr. Meek (106 S. Main St.) for a total of \$1,000).
- 4) Maintain working relationships with the Almont Area Chamber of Commerce, Almont Lion's Club, Almont Historical Society, Almont American Legion as well as various other churches and service organizations.
- 5) Participated with regional and state wide economic development organizations. Attend meetings of the Lapeer Economic Club, Michigan Downtown Association. Maintain contact with other DDA and economic development professionals.
- 6) Participated in the community training program for the Redevelopment Ready Community (RRC) program through the MEDC.