

**VILLAGE OF ALMONT
DOWNTOWN DEVELOPMENT AUTHORITY
DIRECTOR'S ANNUAL REPORT OF ACTIVITIES
2017-2018**

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.
- 2) Maintain an active DDA social networking site utilizing Facebook. Currently Downtown Almont has 2,505 “Fans” (up 550 from last year).The DDA actively promotes downtown business owners and events through the Facebook community.

SPECIAL EVENTS

- 1) Coordinated and co-sponsored several annual DDA and community events including:
Spooky Time Bash with the Almont Lions Club
Annual Scarecrow Decorating Contest
Holly Day Light Parade held 1st Saturday in December
Polar-Palooza Dependent on the Weather
Heritage Festival & Classic Car Show held in September

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.

SPECIAL PROJECTS/INFRASTRUCTURE IMPROVEMENTS (cont.)

- 4) Worked through and completed the Alleyway construction and lighting project, actually saving the DDA money through teamwork with ROWE Professionals.
- 5) Completed switching over all lights in the CBD to LED to reduce cost
- 6) Dumpster enclosure project to be started in the Spring in the SE parking lot
- 7) Replaced overgrown trees in the Pocket Park with new trees

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 6 properties within the downtown ("A Lil Bit of Sas, Dollar General, State Farm Insurance, Roots, Evolution Chiropractic & Wellness and Tempest Heating & Cooling.
- 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, 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.
- 7) Contracted out all CBD Maintenance, snow plowing of 6 parking lots, plowing & salting of sidewalks in front of businesses, maintain the landscaping in the CBD and also in the industrial park to reduce cost.
- 8) Contract out the maintenance of the Pocket Park Fountain to reduce cost.