

**VILLAGE OF ALMONT**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**DIRECTOR'S ANNUAL REPORT OF ACTIVITIES**  
**2019-2020**

**ORGANIZATION**

- 1) Prepared all agendas, minutes and recordkeeping for the DDA Board of Directors.
- 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) Maintained a fully functional business office and DDA presence downtown.
- 4) Respond to all phone, mail and personal requests of the DDA.
- 5) Review and prepare all bills for the Treasurer and for the Monthly Agenda
- 6) Maintain and update the website according Public Act 57 of 2018.

**MARKETING EFFORTS**

- 1) Maintain an active DDA website. The Almont DDA currently has an 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 2,642 “Fans”. The DDA actively promotes downtown business owners and events through the Facebook community.
- 3) Working with the Village of Almont to live broadcast all DDA Meetings. These will start in January 2021.

**SPECIAL EVENTS**

- 1) Coordinated and co-sponsored several annual DDA and community events including: Holly Day Light Parade held 1<sup>st</sup> Saturday in December (held December 7<sup>th</sup>, 2019) Heritage Festival & Classic Car Show held in September – Did not hold this year due to the Homecoming, but then also due to COVID-19
- 2) Ribbon Cuttings for 2 new local businesses in the CBD have been postponed due to COVID-19
- 3) Buy Near Buy MI

**SPECIAL PROJECTS/INFRASTRUCTURE IMPROVEMENTS**

- 1) Coordinated seasonal planting and maintenance of perennial and annual flowers downtown. Continue to evaluate the maintenance of the trees along Main Street, until June when the Streetscape Project began.
- 2) Contracted for and managed holiday decorations.

## **SPECIAL PROJECTS/INFRASTRUCTURE IMPROVEMENTS (cont.)**

- 3) Contracted and oversaw landscaping, snow plowing and downtown maintenance projects including street light repair and fountain maintenance.
- 4) Coordinated with the Almont School Football team to allow Football flowers on the Lamp post's during Football playoff season.
- 5) Coordinated with Almont School volunteers to allow for hats, gloves, scarves to be tied around the lamp posts for people in the community that may not be able to afford something warm. This has been successful in past years.
- 6) Streetscape project was put out to bid in early January and we received 4 bids and accepted Superior Contracting as the contractor for the Streetscape Project.
- 7) The Memorial Tree and the gardens around the tree were replaced and the beautiful new Memorial Tree was lit for the first time on December 7.

## **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 2 property – Edward Jones and The Shirt Hangar
- 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 Ms. Michelle Belesky – State Farm Insurance owner of 214 N. Main St. in the amount of \$3,634.00.
- 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 Michigan Downtown Association, MEDC and SBA. Maintain contact with other DDA and economic development professionals.
- 6) Working with the Village Manager and MEDC on the Redevelopment Ready Community (RRC) program.
- 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.
- 9) Worked with Accunet Web Services to update the DDA Website to a more friendly updated look.