

Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction

Vision: Small City Charm with Big City Choices

2016 DDA Annual Plan of Work

Economic Sustainability

- **Goal 1: Expansion of housing opportunities**
Action: Complete Inventory of potential spaces
Action: Enhance relationships with developers and owners
- **Goal 2: Enhance revitalization of downtown properties**
Action: Develop Partnership w/ DDA and funders
Action: Continue expansion of incubator program
Action: Continue expansion of façade improvements
Action: Enhance relationship with property owners

Social Interaction

- **Goal 1: Riverfront Development**
Action: Identify opportunities and roles for the DDA to be involved and supportive of riverfront development activities
- **Goal 2: Develop and integrate attractive linkages within district**
Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation, and aesthetics
- **Goal 3: Enhance program development efforts to support social interactions and further economic development**
Action: Integrate program efforts already being done in the community to expand offerings in downtown venue; link with events
- **Goal 4: Lead efforts to develop a branding strategy for Midland**
Action: Gather stakeholders in the community to develop a plan and concept

Infrastructure

- **Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs**
Action: Request presentation of recommendations by City Engineering Department
Action: Upgrade electrical infrastructure to support events and special lighting needs
Action: Integrate plans with developers and funders.



DDA Strategic Plan 2015 - 2020

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Economic Sustainability

Goal	Metric	Scope
Goal 1: Facilitate the expansion of housing opportunities in the downtown area	By 2020, 250 housing units developed in downtown footprint	Action: Complete Inventory of potential spaces Action: Enhance relationships with developers and Owners
Goal 2: Develop/maintain programs to enhance revitalization of downtown properties	By 2020, 100% of spaces are able to be occupied	Action: Develop Partnership w/ developers and funders Action: Continue expansion of incubator program Action: Continue expansion of façade improvements Action: Enhance relationships with property owners

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Social Interaction

Goal	Metric	Scope
Goal 1: Represent DDA interests in Riverfront Development activities	DDA is a regular participant in Riverfront planning	Action: Identify opportunities and roles for the DDA to be involved and supportive of riverfront development activities
Goal 2: Develop and integrate attractive linkages within the district	By 2020, a minimum of one initiative/linkage has been implemented	Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation, and aesthetics
Goal 3: Enhance program development efforts to support social interactions and further economic development		Action: Integrate program efforts already being done in the community to expand offerings in downtown venue; link with events
Goal 4: Lead efforts to develop a branding strategy for Midland	By 2017 plan complete	Action: Gather stakeholders in the community to develop a plan and concept

DDA Strategic Plan 2015 - 2020

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Infrastructure

Goal	Metric	Scope
Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs	By 2020, one unified look	Action: Request presentation of recommendations by City Engineering Department Action: Upgrade electrical infrastructure to support events and special lighting needs Action: Integrate developers and funders to develop a prioritized plan for implementation