

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.

