

**Main Street Clawson DDA  
Projects  
Dec2015 – Jun2017**

**FUNDRAISING**

- Downtown Neighbors Program
  - Corporate
  - Non-DDA Businesses
  - Resident
- Public Art Fundraising

**PLACEMAKING**

- Parking Signage
- Streetscape
  - Alley Improvement Design
  - Phase Two Landscaping
  - Age-Friendly Design Elements

**PROMOTION**

- Events
  - Block Party restructuring
  - History Month event
  - Retail event(s)
- Awareness
  - Social Media
  - Age-Friendly media

**POLICIES & PROGRAMS**

- Adopt
  - Downtown Design Guidelines
  - Public Amenity Policy
- Maintain
  - Business Resource Center
  - Community for a Lifetime