

Main Street Clawson DDA
Projects
July 2019– June 2020

FUNDRAISING

- Implement Downtown Neighbors Membership Program
- Public Art Fundraising
- Develop Banner Program

PLACEMAKING

- Streetscape
 - Finalize Alley Improvement
 - 14 & Main Crosswalks
 - Parking paint/stripping
- Develop Sustainability Plan

PROMOTION

- Maintain Annual Events
- Develop
 - Summer restaurant crawl
- Increase Awareness
 - Grow Social Media Reach
 - Downtown Ambassadors
 - DDA Marketing Chat

POLICIES & PROGRAMS

- Adopt
 - Public Amenity Policy
- Maintain
 - Business Resource Center
 - Community for a Lifetime
- Develop
 - New TIF and Development Plan