

**Main Street Clawson DDA
Projects
July 2020– June 2021**

FUNDRAISING

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

PLACEMAKING

- Streetscape
 - Finalize Alley Improvement
 - Landscaping Maintenance Plan
 - Parking paint/stripping
 - Install new Public Art Silhouettes
- Develop Sustainability Plan

PROMOTION

- Maintain Annual Events and/or New Events Within COVID Guidelines
- Increase Awareness
 - Grow Social Media Reach
 - Downtown Ambassadors

POLICIES & PROGRAMS

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