Better Together: Imlay City's DDA Volunteer Program

Promotions:

This is an active committee that meets every Third Wednesday of the month at Tietz Restaurant at 8:30 am. Promotions concentrates on marketing the downtown's unique characteristics to residents, visitors, and business owners through advertising, retail activities, special events, and marketing campaigns to encourage commercial activity and investment in the area.

For the next fiscal year**, the goal of the Promotion Committee** should be to get back to the basics; create sophisticated joint retail events; and to promote the district to investors and new businesses.

Economic Restructuring:

The Economic Restructuring Committee is an inactive committee at this time, so interested parties can create a meeting date and time. This committee concentrates on strengthening a community's existing economic base while also expand-ing and diversifying it by helping existing businesses expand and recruiting new businesses to respond to today's market. This committee should have creative ideas of how to convert unused spaces into productive properties and sharpen the competitiveness of business enterprises.

For the next fiscal year, the **goal of the Economic Restructuring Committee** should be to create an entrepreneurial friendly setting that would move Imlay City Downtown into the 21st century economy while using education opportunities to retain those who currently do business in the Downtown.

Design:

The Design Committee is an inactive committee at this time, so interested parties can create a meeting date and time. This committee concentrates on the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes, and landscaping. This is done by encouraging maintenance, enhancing physical appearance, encouraging appropriate new construction, developing sensitive design management systems, and integrating long term planning.

For the next fiscal year, the **goal of the Design Committee** should be to design and install wayfinding signage and decorative poles in downtown Imlay City while adding esthetically pleasing bike rack and maintaining Depot Drive. There is also room to make suggestions on the design of a new train platform and physical improvements to the train viaduct.

Each of us have our interests; each of us have our talents; each of us have our ideas; so if we can organize these interests, talents, and ideas within the Imlay City DDA
we will be **Better Together!**

Want to Volunteer?

Name:_____

Profession:_____

Which Committee do you want to attend?_____

Phone:_____

Email:_____

Availability:_____