

Strategy	Beautification Initiatives and Design			
Goal	Create a Destination			
Measurable Objective	Survey the public			
Actions	Design	Organization	Economic Vitality	Promotion
	Design Guidelines Demolition Ordinances / Blight Façade / Sign Grant Program Murals or Public Art National Registrar Designation Tree Ordinance / Installations Pedestrian Wayfinding Gateway Signage Boardwalk Installation	Youth Ambassador Program Update Master Plan	Available Properties Listings Business Directory/Guide Business Recruitment Incentives Downtown Open House	Newsletter Eblast Marketing
Impact Sharing	Community Roundtable	Community Roundtable	Community Roundtable	Community Roundtable
<i>(How will we share our work with our stakeholders)</i>	Business Roundtable	Business Roundtable	Business Roundtable	Business Roundtable
	Oakland County Times	Oakland County Times	Oakland County Times	Oakland County Times
	Social Media	Social Media	Social Media	Social Media
	Newsletter Eblast	Newsletter Eblast	Newsletter Eblast	Newsletter Eblast
	Digital Sign	Digital Sign	Digital Sign	Digital Sign

