



Preserving the Past with a Vision of the Future



Informational Meeting #2

December 9, 2024

PA-57 2018

Purpose of the Meeting

- To inform the public of the goals and direction of the authority, including projects to be undertaken in the coming year.
- This meeting is not for the purpose of voting of policy, budget or other operational matters.
- Informational meetings may be held in conjunction with other public meetings of the authority or municipality.

Mission & Vision Statements:

Mission Statement

Who we are & what we do: The Highland Downtown Development Authority (HDDA) is dedicated to the promotion of economic growth and historic preservation in Highland Station and the surrounding business district.

Vision Statement

What we see for the future: Our vision for the Highland Station district is to return Highland Station to its place as the center of our community and a destination within the region. One where attractive historical homes, vibrant small businesses, and healthy lifestyle amenities appeal to people of all ages.

Highland DDA Board Members

Roscoe Smith – Chair, Property Owner–DDA Resident

Michael Zurek – Vice Chair, Property Owner–DDA Resident

Christina Hamill –Treasurer and Business Owner (Christina R. Hamill, CPA) and
Resident of Highland

Rick Hamill – Township Supervisor, Resident of Highland

Matt Barnes – Business Owner (Fragments)

Cassie Blascyk – Property Owner–Resident

Taylor De Haan – Property Owner–DDA Resident, Business Owner (Sniffer Station),
Recording Secretary

Dale Feigley – Resident of Highland

Jennifer Frederick, Township Treasurer and Property Owner–Resident of Highland

Andy West – Business Owner, Vandrey Self–Storage

Michael Zeolla – Property Owner–DDA Resident

Melissa “Missy” Dashevich, Executive Director, Resident of Highland

Board Meetings

The Highland DDA Regular Board Meetings are held
On the third Wednesday of
Every Month
At 6:15 pm
In the Historic Steeple Hall
205 West Livingston
Highland, MI
48357

**In 2025 the Meetings will
be held on the
Second Wednesday of the
month at 6:15pm**



Annual
Main
Street
Accreditation
meeting
2024



February 2024

Partnerships/Memberships



Partnerships

- **Highland Township**
- **Highland Township Library**
- **Highland Township Fire Department**
- **Huron Valley Council for the Arts**
- **Oakland County Sheriff's Department**
- **West Oakland Transportation Authority (WOTA)**

Partnerships



**COFFEE
& CONNECTIONS:**
Empowering Local Business

OPEN HOUSE

PRESENTED BY:

**OAKLAND
thrive**

Highland
Downtown
Development
Authority

**HIGHLAND
WHITE LAKE**
Business Development

Coffee Collaboration

Four Committees

We are an accredited Main Street Oakland County Community and utilize the National Main Street Four Point Approach structured with four committees

- Design – Create an inviting atmosphere for all, create people centered spaces and celebrate historic charm.
- Economic Vitality–Provide resources, education to our businesses and strive to create a strong economic base.
- Organization – Build Leadership and strong organizational capacity, encourage community engagement and relationships with other organizations
- Promotions– Market district’s assets and unique features. (Create a place)

Statistics 2024

(Through 3rd Quarter)

- Public Investment – \$297,370
- Private Investment – \$663,873
- 8 Public Improvement Projects
- 9 Building Rehabilitation Projects
- 2 New Businesses
- 748 Volunteer Hours
- Advertising – \$10,019.25
- Special Events – \$27,971
- Sponsorship & Fundraising – \$15,055

DDA Projects/ Accomplishments 2024

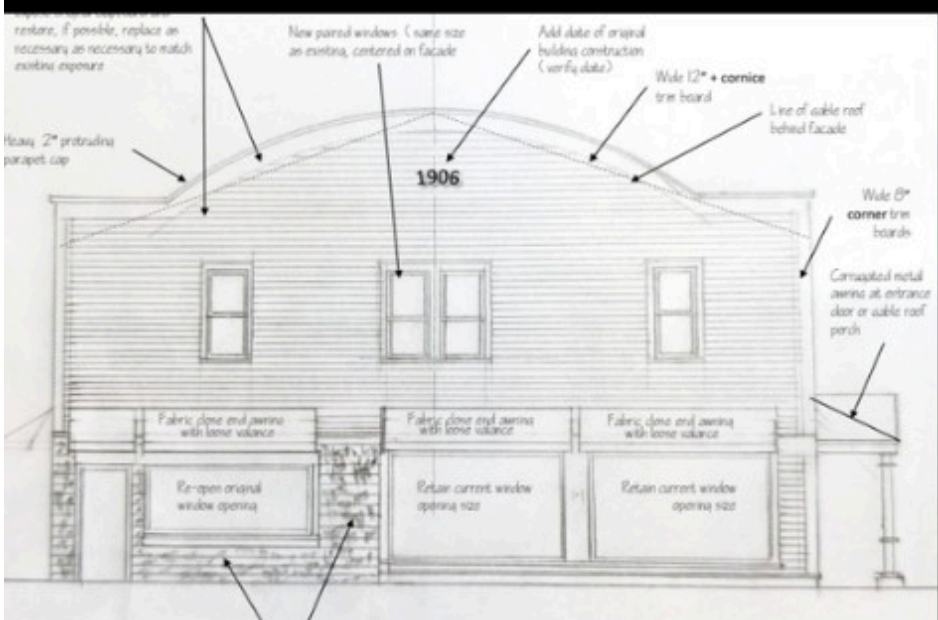
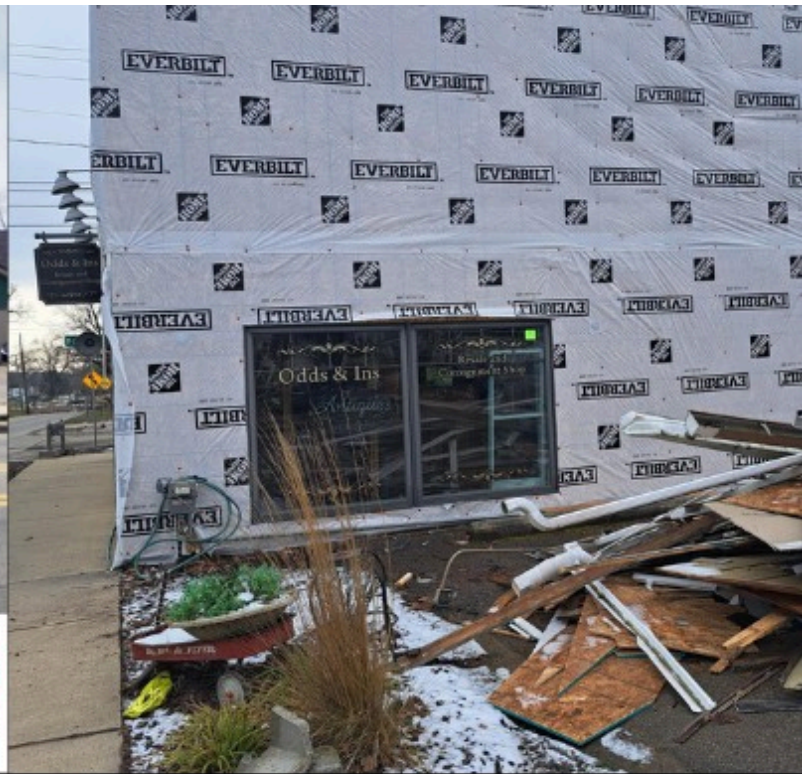
Design

Approximately \$59,069.51 (projected through December) has been spent:

- Seasonal streetscape
- Landscape and Maintenance
- DIA Inside Out Project and Ribbon Cutting
- Mural on the WOTA Building
- Engineering stages of of a Boardwalk to continue walkability to the Southside of the district.
- Banner Program
- Odds & Ins Facade Grant



Northfield, Vermont, USA



Odds and Ins

FACADE GRANT WINNER



DDA Projects/ Accomplishments 2024



Two Highland DDA Facade Grants were Awarded to this Project.

Main Street Oakland County Provided Free Design Services

DDA Projects/ Accomplishments 2024



Strolling Art Tour



Milford Rd and McPherson

DDA Projects/ Accomplishments 2024

Economic Vitality

- Just under \$6,100 has been spent to assist our small businesses with sales retail events and workshops (Quick Book Class Series)
- Meet with Business regularly to see what resources are needed
- Rental Subsidy Grant (\$2500) has been offered & in process currently
- Serve as a Liaison for grants and education
- Digital Market Place. ShopOCMainStreets.com



E commerce Platform



Cookie Crawl

DDA Projects 2024

Organization

- Approximately \$3500 (spent Outreach to the public)
 - Oakland County Digital Times Subscription
 - Participate with Township's Naturally Connected Printed Publication
 - Organization Policies/Procedures & Work Plans
 - Social Media
- Sponsorship Opportunity Catalog
- Shopper's Guide
- Volunteer Recruitment
- Maintain Business Database
- Maintain Website
- Marketing Media

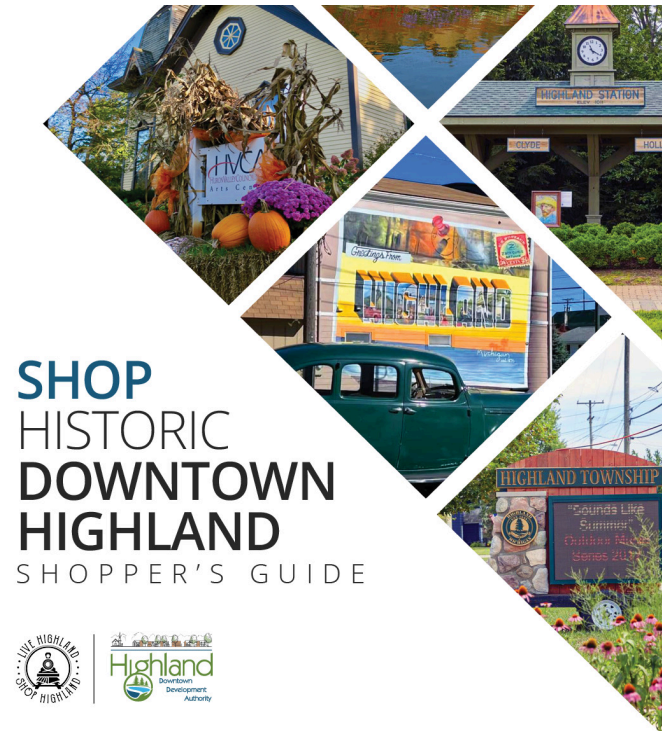
Volunteers



DDA Projects 2024



Fundraising



Live Highland Shop Highland

DDA Events 2024

Promotions

- \$8,000 for our successful growing Farmers' Market.
- \$35,000 will be spent on events and placemaking initiatives by the end of the year.



Celebrating Highland

DDA Hosted Events 2024

Ladies' Day Out – April

Founders Day Parade & Festival – May

DIA Inside Out – June through August

Red, White and Blue Fireworks Festivals/Craft Show – June

Farmers' Market – June through October

Sounds Like Summer Concert Series – July & August

Summer Sidewalk Sales – July

Michigan Downtown Day, Food Fest – September

Haunted Highland – October

Ladies Night Out – November

Small Business Saturday Collaboration – November

Festival of Trees – December

Holiday Photo Spots – December

Kris Kringle & Tree Lighting – December

JOIN THE PARADE



Event details for Downtown Highland Founders' Day:

- Saturday
May 18, 2024
- 9am-4pm
Parade at 10am
- Veteran's Park
200 W Livingston Rd, Highland

DOWNTOWN HIGHLAND FOUNDERS' DAY

PARADE & FESTIVITIES

DDA Events 2024



Farmers' Market New Location

DDA Events 2024



Skeleton Crew / Dale & Kris



Lieutenant Snyder

DDA Events 2024



DUKE'S RESTAURANT & BAR

The Winner - Pickle Pizza

Projected Projects 2025

- Design
 - Plans to connect sidewalks to the South – Boardwalk Project
 - Continue to maintain and improve landscaping
 - Continue to have seasonal installations
 - Continue banner program
 - Investigation of Outdoor Art Gallery
- Economic Vitality
 - More Workshops brought to our businesses
 - Services Guide (Similar to Shopper's Guide)
 - Retail Events
 - Liaison to grants and other educational opportunities
 - Continue Rental Subsidy (Service and Retail)
 - Continue Shop Oakland County Digital platform
 - Continue to partner with Oakland County's Thrive Program

Projected Projects 2025-Con't

- Organization
 - Continue to establish and maintain partnerships with other organizations
 - Community outreach to educate and advocate for the HDDA
 - Bring educational resources to our board, staff and volunteers
 - Recruit new and maintain existing volunteers
 - 2025 Volunteer Appreciation Event
 - Investigate a Youth Main Street Committee
- Promotions
 - Bring six concerts to Downtown Highland
 - Organize and plan two annual community festivals in Downtown Highland
 - Organize and plan annual tree lighting
 - Continue the Highland Farmer's Market
 - Continue to support the Retail Events and the Main Street small business Events.

We Love our Downtown



Girl Scout Troop



Fragments Ladies Night Out

A Place to Gather



Summer Concert with Local Business Pop-up

A Place to Gather



Tree Lighting

Create A Place/Celebrate



Downtown for Everyone

Celebrate our Community



Tree Lighting - Student Choir Performing

Happy Holidays!

