



ECONOMIC VITALITY

Chairperson: Jennifer
 Committee: Cassie
 Taylor
 Cathy
 Harmony
 HWLBA

Update: 07/2024

\$24,800 Projected 2025 Budget

Economic Vitality strengthens a community’s existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today’s consumers’ needs. Converting unused or underused property or space into economically productive property also helps boost the profitability of the district. The EV committee focuses on business retention, expansion and recruitment activities, and development of financing tools and provides training opportunities to businesses.

The Economic Vitality Committee has identified the following projects for 2025:

1. HDDA Business Team Meeting
2. Local First, Shop Highland
3. Shop Oakland County Market Place
4. Classes/Workshops for Businesses
5. Rental Assistance Grant
6. Face to Face Contact with Every DDA Business
7. Empty Building Tour

1. Project/Activity: HDDA Business Team Meeting						
Projected Outcome: Allow businesses to help plan the years retail events						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
HDDA Business Team Meeting	Schedule meeting March, contact businesses, discuss dates/details of annual events	Jenny/Missy/Cassie HWLBA	2/25	3/25		
Marketing	Save the date, social media, contact businesses	Harmony/Cassie Jenny	2/25	4/25		
Retail Events	Determine dates or retail events for the year	Committee	2/25	4/25		
Total Budget for this project						\$400

2. Project/Activity: Local First, Shop Highland retail campaign
Projected Outcome: To promote shopping at local businesses

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Spring Ladies Night Out - April	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	1/25	4/25		\$1,000
Summer Sidewalk Sales - July	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	3/25	7/25	3	\$1,000
Downtown Days - September	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	6/25	9/25	3	\$1,000
Ladies Night Out - November	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	08/25	10/25	5	\$3,000
Shop Small Saturday - November	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	8/25	10/25	3	\$1,000
Dining/Shoppers Guide	Update, print every other year 2025	Jenny/Taylor Harmony/Cathy	1/25	12/25	2	\$2,500
Service Guide	Create, print in 2024/2025. Update every other year	Jenny/Taylor Harmony/Cathy	8/24	8/25	2	\$2,500
Total Budget for this project						\$12,000

3. Project/Activity: Shop Oakland County Marketplace Online
Projected Outcome: To help local businesses market their products online

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
MSOC Marketplace	DDA pays subscription for Downtown businesses, discuss including all Highland businesses for a fee	Missy	06/25	12/25		\$1,600
Marketing & Promotions	Hire intern or volunteer for marketing, promotions, storefront	Missy/Intern	7/24	12/25		\$5,000
Storefront	HDDA supported storefront	Missy/Intern	7/24	12/25		
Total budget for this project						\$6,600

4. Project/Activity: Provide classes/workshops for businesses
Projected Outcome: To help local businesses stay educated and updated to run their business.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Classes/Workshops	Work with HWLBA and OC Thrive to plan a Class/Workshop Event for businesses, determine location, costs, market	Missy/HWLBA/Thrive	01/25	12/25		\$2,000
Total budget for this project						\$2,000

5. Project/Activity: Business Rental Assistance Grant
Projected Outcome: Assist a newer business with \$400 of rent for 6 months

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Annual Meeting	Review current application update with any new requirements	Committee	3/25	12/25		
Promote & accept applications	Market, Promote, seek applications from businesses that are less than 5 years old	Committee	5/25	7/25		
Prepare Contracts	Review applications, award to one business, complete contracts	Missy	3/25	7/25		
Distribute Grants	Publicize grant recipient	Missy/Harmony Cassie	1/25	7/25		\$2,500
MSOC Mini Grants	Submit for Genisys Grant	Missy/Cassie	2/25	12/25	\$2,500	
Total Budget for this project						\$2,500

6. Project/Activity: Face to Face Contact with every Business in the DDA District						
Projected Outcome: Talk to and inform every business owner to get them involved with the DDA						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
List of Businesses in the DDA District	Annually update list	Missy/Cathy Fire Marshall	On Going	On Going		
HDDA Handouts	Create DDA & Thrive flyers, information, sponsorships for folders to hand out	Committee	1/25	12/25		\$300
Visit Businesses	Visit all Businesses	HDDA Board/ Cathy/Missy	1/25	12/25		
Total Budget for this Project						\$300
7. Project/Activity: Empty Building Tour						
Projected Outcome: Promote vacant or underdeveloped properties to increase development in the DDA						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Planning Meeting	Plan event, date, time	Committee/Andy	3/25	4/25		
Tour	Determine details, put action plan in place	Committee/Andy	4/25	5/25		
Volunteers	Determine how many volunteers are needed	Committee/Andy	6/25	6/25		
Total Budget for this Project						\$1,000

The above projects result in a projected budget of \$25,000 for the Economic Vitality Committee