



**ECONOMIC VITALITY
2026 WORKPLANS**

Update: 08/2025

\$22,700 Projected 2026 Budget

Chairperson: Jennifer
Committee: Cassie
Taylor
Cathy
Harmony
HWLBA

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 2026:

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

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	Feb	March		
Marketing	Save the date, social media, contact businesses	Harmony/Cassie Jenny	Feb	April		
Retail Events	Determine dates or retail events for the year	Committee	Feb	April		
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 Day Out - April	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	Jan	April		\$1,500
Summer Sidewalk Sales - July	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	March	July	3	\$1,000
Downtown Days - September	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	June	Sept	3	\$1,000
Ladies Night Out - November	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	Aug	Oct	5	\$3,500
Shop Small Saturday - November	Plan, Market, Promote, contact businesses to participate	Harmony/Cathy	Aug	Oct	3	\$1,000
Dining/Shoppers Guide	Update, print every other year 2025	Jenny/Taylor Harmony/Cathy	Jan	Dec	2	\$2,500
Service Guide	Create, print in 2024/2025. Update every other year	Jenny/Taylor Harmony/Cathy	Aug 25	Aug 26	2	\$2,500
Total Budget for project 2.						\$13,000

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	June	Dec		\$2,000
Marketing & Promotions	Hire intern or volunteer for marketing, promotions, storefront	Intern	July 25	Dec	PT Seasonal budget not included in EV budget	\$5,000
Storefront	HDDA supported storefront	Intern	July 25	Dec		
Total budget for this project						\$2,000

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	Jan	Dec		\$2,000
Total budget for this project						\$2,000

5. Project/Activity: Business Rental Assistance Grant for 2 Businesses						
Projected Outcome: Assist a newer business with \$400 of rent for 6 months plus HWLBA 1 year membership						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Annual Meeting	Review current application update with any new requirements	Committee	March	Dec		
Promote & accept applications	Market, Promote, seek applications from businesses that are less than 5 years old	Committee	May	July		
Prepare Contracts	Review applications, award to one business, complete contracts	Missy	March	July		
Distribute Grants	Publicize grant recipient	Missy/Harmony Cassie	Jan	July		\$5,000
MSOC Mini Grants	Submit for Genisys Grant	Missy/Cassie	Feb	Dec	\$2,500	
Total Budget for this project						\$5,000

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			
HDDA Handouts	Create DDA & Thrive flyers, information, sponsorships for folders to hand out	Committee	Jan	Dec		\$300
Visit Businesses	Visit all Businesses	HDDA Board/ Cathy/Missy	Jan	Dec		
Total Budget for this Project						\$300