

Highland DDA

Downtown Development Authority



Informational Meeting #1

December 6th, 2021

PA 57 OF 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 Statement:

The Highland Downtown Development Authority (HDDA) is comprised of **residents, business owners, property owners, and community leaders**. We are dedicated to **historic preservation** and the promotion of **economic growth** in Highland Station and the surrounding business district, while remaining sensitive to those individuals already living and working in the area. We strive to **implement** our plans and **advocate** for improvements to the area. Our organization seeks **volunteers** as well as community and regional **partners** with a variety of skills, talents and perspectives. We also actively cultivate new leadership to ensure ongoing **energy and enthusiasm** for our community revitalization activities.

Vision:

Our vision for the **Highland Station** district is one of a charming modern hamlet where attractive **historical** homes, vibrant small **businesses** and healthy **lifestyle** amenities appeal to people of all ages, returning Highland Station to its place as the **center** of our community and a destination within the region. Highland Station will be an **active** place that promotes health, fitness and an appreciation for the natural **environment** as well as a center for the expression and enjoyment of the **arts** and a meeting place for exchange of ideas and information. Highland Station will be an **oasis and sanctuary** from the intense automobile driven development along the M-59 corridor and will exude a tangible feel and flavor that uplifts the body and soul.

Goals

- Improve the Economic Environment
 - Bring workshops designed for our businesses
 - Continue to educate businesses of what is available to them such as training, grants etc.
 - Retail events
- Create a There/There (Establish a Place)
 - Improve awareness of downtown
 - Events and festivals
 - Create a sense of community and belonging
 - Gateway – “You have arrived”

Goals

- Improve the Appearance of Downtown
 - Continue streetscape improvements
 - Wayfinding signage
 - A gateway – fits here too
- Continue to be involved with our Township Government and other Community Organizations.
 - Chill at the Mill
 - CRT – Community Round Table
 - Highland White Lake Business Association
 - Highland Township Public Library
 - Huron Valley Schools
 - Huron Valley Unity Project

Goals

- Build our Volunteer Base
 - Recruitment
 - Involve the younger population
 - Training
 - Show appreciation

Our Volunteers

This is a continuous effort through marketing and social media. We appreciate and value our volunteers. We will host another community Volunteer Fair on **March 23, 2022**.



Mark Your Calendar!

VOLUNTEER FAIR

Meet New People Share Skills Make A Difference

March 16th, 6:00-8:00

The Highland Station House
205 West Livingston Road
Highland, MI 48357

For More Information call 248-887-7200 or
Email highlanddda@gmail.com



Our Volunteers



**Thank you to our
amazing Volunteers**

Improvements/Design

Landscaping Enhancements and Maintenance Continues



Over 1500 bulbs were planted in late fall 2021

Improvements/Design

Landscaping Enhancements and Maintenance Continues



Native Garden Pictured

In 2021 a new design was incorporated for the streetscape gardens. The native plants are intermixed through a formalized palette of more consistent color and bloom time

Improvements/Design

Landscaping Enhancements and Maintenance Continues



Adopt A Garden Program
Promotes sense of pride and ownership of downtown
As well as Placemaking

Improvements/Design 2021

Banner Programs



Improvements/Design 2021

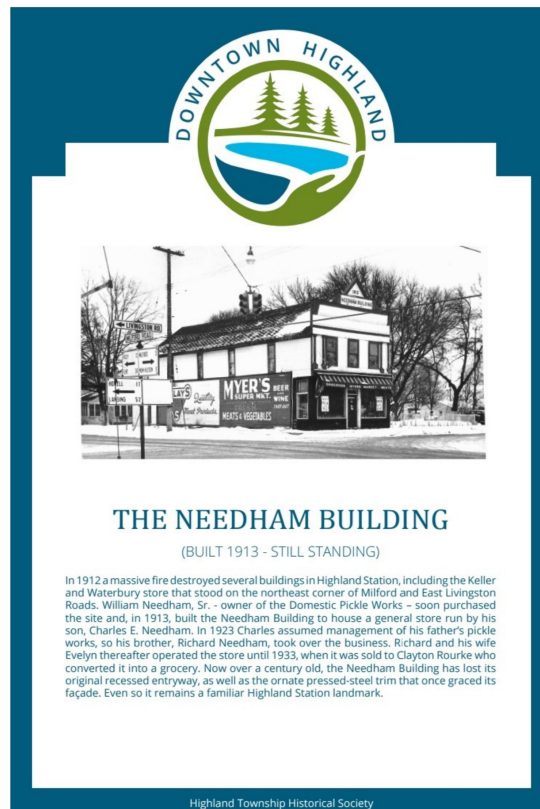


The New Winter Banner

Reflects the importance of preservation as well as the Importance of supporting local Businesses

Improvements/Design 2021

A grant was obtained from Flagstar made possible by Main Street Oakland County to fund this historical sign program.



Improvements/Design 2021

Studies were done in 2021 for the Arch Project and it was found it was not feasible because of a drain pipe under the road at the ideal location. Artistic cues will be taken from this arch design for monument sign/signs and way finding signs. Studies and Design will take place in 2022.



Economic Vitality 2021

It's all about the Businesses

- The DDA is the Oakland County liaison to the businesses. Providing grant and education information that is available.
- The DDA Board voted to earmark \$20,000 to fund the COVID-19 Business Information Grant to our DDA District Businesses.
- 15 Businesses applied and 13 businesses were awarded varying amounts. Two that did not were Businesses located out of the DDA District.

Economic Vitality 2021

Downtown Highland **Business Assistance Mini Grant Winners** Congratulations to all of our grant winners!

D's Cafe
Duke's of Highland
Fresh Hair
Highland Nail Spa
Highland Pets
Karen's School of Dance
Kristy Robinett
Milford Music LLC
Monolo Hair Studio
Schwartz's Delicatessen
Treger Studio of Martial Arts
10 and 2 Driving Academy
The Lift at STS



Economic Vitality 2021

Summer Sidewalk Sales July



Economic Vitality/Placemaking 2021



Scavenger Hunt

There are 8 hidden painted brick "books" around town...can you find them all? They will be on display thru November 15th. How many can you find?

Grab a clue sheet from any of the participating businesses, or visit our website highlanddda.com #highlandbookhunt

Win a
\$50.00 gift
certificate!

Economic Vitality 2021



Shop Small Saturday

Several Businesses Participated

DDA Promoted in Local Papers and on social Media

Banner Signs Posted Around Town in Prominent Locations

Economic Vitality 2021

Partnering with other Organizations

- In 2020/2021 the Highland DDA Sponsored \$2500 towards the Unity Dollar Certificates.
- Unity Dollars could only be spent in participating businesses in the District
- Sales using the program were tracked
- We found the sales leveraged were double the investment.
 - Unity dollars resulted in 2.5 times the amount invested. For example 2 \$10 certificates resulted in a \$50.95 Sale.



Economic Vitality/Promotions 2021



Shuttles

Retail Specials

Food and Snacks

Gift Bag Drawings

Economic Vitality/Promotions 2021



**Ladies Night Out 2021 Setup
November 30, 2021**

**Old Fire Station – Temporary
Township Offices**

HIGHLAND CHRISTMAS VILLAGE

Placemaking and Promotions

- In 2021 the HDDA partnered with HVCA once again to fund the outdoor art exhibit.



Outdoor Art Exhibit

Promotions 2021

CONCERTS JULY AND AUGUST 2021



The poster features a yellow background with a stylized acoustic guitar on the left. The text is in bold, black, sans-serif fonts. At the top, it says 'DOWNTOWN HIGHLAND' in a black box. Below that, 'SOUNDS LIKE SUMMER' is written in large, bold letters, with 'LIKE' in smaller letters between 'SOUNDS' and 'SUMMER'. To the right of 'SOUNDS' is a small logo for 'Highland' with the text 'Highland' and 'Development Authority' below it. Below the main title, 'CONCERT SERIES' is written in a black box. Underneath that, 'Tuesday 7pm-9pm Veterans Park' is written. The bottom section lists the concert dates and performers: 'July 6th - MICHAEL MAY & THE MESSAROUNDS' (Classic Rock, Blues, R&B, Country), 'July 13th - ITCHYCOO PARK BAND' (60's/70's Hippie for all the Family), 'July 20th - CARA' (Pop Folk), 'July 27th - BILL BYNUM & CO.' (Americana, Acoustic and more), 'August 3rd - IN FLIGHT' (Soul, Motown Funk, R&B), and 'August 10th - SOUND STATION' (Classic Rock).

DOWNTOWN HIGHLAND

SOUNDS LIKE SUMMER

CONCERT SERIES

Tuesday 7pm-9pm Veterans Park

July 6th - MICHAEL MAY & THE MESSAROUNDS
Classic Rock, Blues, R&B, Country

July 13th - ITCHYCOO PARK BAND
60's/70's Hippie for all the Family

July 20th - CARA Pop Folk

July 27th - BILL BYNUM & CO.
Americana, Acoustic and more

August 3rd - IN FLIGHT Soul, Motown Funk, R&B

August 10th - SOUND STATION Classic Rock

Promotions 2021

CONCERTS JULY AND AUGUST 2021



Placemaking/Promotions

- FARMERS' MARKET



Placemaking/Promotions



Placemaking/Promotions

Highland DDA hosts the Festival of Trees 2021
A tradition that has become a favorite for residents,
businesses and visitors alike.



Placemaking - Events

This is Veterans Park
across from the Highland
Station House on
Livingston Road



Placemaking/Promotions



The Highland DDA has photo points throughout the district, where families and friends could celebrate the season.

Placemaking/Promotions



The Highland Station Ticket
Gateway Park

A family enjoying a photo spot

Placemaking/Promotions

The Tree Lighting Returns in 2021 after the 2020 Shutdown

SHOW VIDEO

Placemaking/Promotions



Placemaking/Promotions



Future Plans - 2022

Placemaking/Promotions

- Continue the events we have established and those we have partnered with
 - Founders' Day Parade and Festival Virtual in 2021
 - Sounds Like Summer Concert Series
 - Farmers' Market
 - Downtown Contests
 - Annual Tree Lighting

Future Plans - 2022

Improvements and Design

- Reintroduce the Facade and Sign Grant Program
- Offer Historic Window Restoration Workshop
- Gateway Monument Signs
- Research Way Finding Signs

Future Plans - 2022

Improvements and Design

- Continue current banner programs
- Work with Businesses along streetscape to create uniformity and "WOW" factor with matching planters
- Begin Design of Monument/Gateway Signage and WayFinding Signage

Future Plans - 2022

Economic Vitality

- Continue meeting with retailers either in person or zoom
- Continue the retail sales events, possibly adding more
- Offer Educational Classes to our business - for example the Zingtrain classes that are happening currently.
- HDDA/Highland Township was asked by Oakland County to be a Partner (a spoke) of the Small Business Navigator Program.

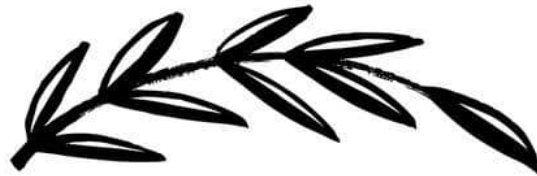
Future Plans - 2022

Organization

- Continue to grow our volunteer base
- Continue education for our board members and volunteers



Highland DDA



Thank you!

