

<b>Strategy</b>	Storytelling			
<b>Goal</b>	Define, Promote and inform the public on what and where "Downtown Highland" is.			
<b>Measurable Objective</b>	Perform survey every two years to measure trends and improvements			
<b>Actions</b>	<b>Design</b>	<b>Organization</b>	<b>Economic Vitality</b>	<b>Promotion</b>
	Pedestrian Wayfinding Selfie Spots Murals/ Public Art National Reg Designation Activate unused space	Youth Ambassador Program	Business Directory / Guide Business Recruitment Incentives Community Calendar Marketing Assistance Program	Ecommerce Shop with Google Sales Events
<b>Impact Sharing</b>	Community Roundtable	Community Roundtable	Community Roundtable	Community Roundtable
(How will we share our work	Business Roundtable	Business Roundtable	Business Roundtable	Business Roundtable
with our stakeholders)	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