

Strategy	Storytelling			
Goal	Define, Promote and inform the public on what and where "Downtown Highland" is.			
Measurable Objective	Perform survey every two years to measure trends and improvements			
Actions	Design	Organization	Economic Vitality	Promotion
	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
Impact Sharing	Community Roundtable	Community Roundtable	Community Roundtable	Community Roundtable
<i>(How will we share our work with our stakeholders)</i>	Business Roundtable	Business Roundtable	Business Roundtable	Business Roundtable
	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

