



2010-2011 Work Plan for the Clawson Downtown Development Authority

Organization

- Establish a Volunteer Recruitment Program
- Establish Sponsorships

Design

- Complete the Streetscape project
- Adoption of a Complete Streets Plan
- Storefront program to assist businesses with window dressing and street appeal

Economic Restructuring

- Create a Business Recruitment Package
- Complete the Downtown Historic Walk

Promotion

- Continue existing events and add a winter holiday event
- Establish a Shop Local Program

This work plan was accepted by a unanimous vote of the Board at the regular DDA meeting Wednesday, April 21, 2010