

Downtown Development Authority				
Economic Development				
	Recommendation	Lead	Partner	Progress Update
1	Target vacant or underused upper floors of downtown buildings for housing.			
1.1	Create a Master List of vacant/underused upper Floors	Caitlin Berard	MACC	
1.2	Gather information on the property owner, interest in investment or sale	Caitlin Berard		
1.3	Share information on MEDC Incentives for those interested in Rehab	Caitlin Berard		
2	Focus façade improvements on creating visually impactful repairs or improvements consistent with the historic nature of the building.			
2.1	Check with MEDC to see if there is any additional update on the Façade funds	Caitlin Berard	MEDC	
2.2	Actively promote and advertise the Façade funds in DDA Social Media and	Caitlin Berard		
3	Market downtown real estate development opportunities.			
3.1	Meet with the MACC to explore a partnership to advertise downtown property	Caitlin Berard	Marc Miller	
3.2	Contact MEDC CaT team to explore RRC advertising of Downtown Properties	Caitlin Berard	Dan Leonard	
4	Provide developer recruitment and education to potential small “mom and pop” developers.	Caitlin Berard	Chamber of Commerce/SBDC	
5	Offer trainings on customer service, merchandising, accounting, marketing, and social media in order to keep existing businesses downtown.	Caitlin Berard	Chamber of Commerce/SBDC	
6	Share market data with downtown businesses to help focus efforts in expansion and/or attracting businesses			
6.1	Meet with the MACC to have a streamlined packet of information	Caitlin Berard	Marc Miller	
7	Draft the specific “fee for service” arrangement with the Chamber of Commerce	ED Committee	Caitlyn Berard	
8	Market Data + Recruitment /Expansion			

8.1	Share with downtown businesses and property owners the retail leakage report to help focus efforts in expansion and /or attracting businesses to fill these needs.	Caitlin Berard	Business Owners, Chamber of Commerce
9	Active collaboration and participation in "Manistee Forward"		
9.1	Actively attend meetings, engage with the agenda items and use this group as a tool for conflict resolution, discussions or any support needs from other community organizations	Caitlin Berard	Manistee Forward/Marc Miller
Housing			
1	Adopt the Housing Mission for Manistee as recommended by Housing	Caitlin Berard	DDA Board
2	Create a DDA Vision for the identified Vacant properties and explore RRC	Caitlin Berard	
3	Discuss the concept of a shared asset for housing	Caitlin Berard	Thad Taylor/DDA Board