Ortonville DDA 2021 Recovery Planning Priorities Dashboard

Organization

Extension of Current Initiatives:

Implement Revolving Loan Program

- Evaluate Example Program for Our Use
- Engage MSOC around Grant Admin Evaluate Contracted Grants Admin

Priority of New Initiatives:

Volunteer Recruitment and Retention Program

- Create List of Need Areas to Match with Volunteer Interests - Be More Project Oriented
- Social Media for Outreach (indicate need areas)

Resource Development (Funding Diversification)

- Create a Sponsorship Program (Annual w/"Tiers")
- Create target list of Funders Aligned to Projects -Grants, Sponsorships
- Identify Grant Opportunities for workplan priorities across the 4-points.

Promotion

Extension of Current Initiatives:

- Evolution of #LoveOrtonville Campaign & Promotional Videos
- Fully Implement the Downtown Mobile App
- Research the Transition of Downtown Dollars to Digital Card Program

Priority of New Initiatives:

Communications and Marketing Program

- Build a public calendar of events page for planning.
- Create a plan to showcases the Downtown using media
- Downtown Ortonville Map – including businesses, services

Buy Local Campaign and Residential Connections

- Create Consumer Engaging activities – apptivities, Punch cards, online
- Create a Mechanism where businesses submit - 'what's new in local business' – for communication out to the public.

Design

Extension of Current Initiatives:

- Build Program Around Free Plant Swap Stand
- Evaluate Continuation of Light Pole Banner Program to M-15
- Assess Phase 2 Opportunity for Mural Program

Priority of New Initiatives:

Streetscape: Gateway Development M-15 and Wayfinding (in DDA)

- Continue to support the Village Wayfinding Committee
- Research grants to assist in replacing the trees in the business district.

Placemaking Programming and Development

- Develop a plan to create more welcoming places for visitors Downtown
- Continue to support the heritage garden project revision.
- Highlight historical or important buildings with signage. Develop our walking tour using the mobile app and self-guided map.

Economic Vitality

Extension of Current Initiatives:

- Restaurant Grant for Outdoor Dining – Continue to work with the Village on the program

Priority of New Initiatives:

Business Retention Program

- E-Commerce Programming and Development – including Virtual Main Street Platform
- Digital Analytics for Restaurants/Retailers Reimbursement- Technology Grant

Entrepreneurship Support and Programming

- Host the Retail Challenge
- Resource Directory for New Businesses in Ortonville
- Co-Working Feasibility Analysis including space identification