

What are the DDA District boundaries?

[Click here for a PDF map of the DDA district](#)

What is the new market analysis/strategic plan?

The DDA received a Community Development Block Grant, supported by the City of Alpena, to develop a new market analysis and Strategic Plan. The DDA contracted with the firm of Beckett & Raeder to complete this study. Through many months of study and public input sessions the final market analysis and strategic plan was developed. The final presentation was delivered to the public on July 28, 2003. The entire plan is available to the public [here](#)

What is the implementation strategy of the DDA plan?

The DDA has established 4 committees based on the National Main Street Program. The tasks and goals of the new plan will be implemented through the work of these committees, who will then report to the DDA Board for final action.

Each committee is chaired by a DDA Board member, and composed of DDA board members, and volunteers from the community at large.

What are the committees and how can I join?

These committees are open to any interested party. To become involved call Wayne Calkins at 354-4860 or Lynn Kolasa at 356-6422. [Click here to see the DDA committee organizational chart.](#)

Design: Getting downtown into top physical shape. Capitalizing on its best assets such as historic buildings and traditional downtown layout as well as an inviting atmosphere created through window displays, parking areas, signs, sidewalks, street lights, and landscaping conveying a visual message about what downtown has to offer.

Organization: Getting everyone working toward the same goal building consensus and cooperation among the groups that have an important state in the district by using the common sense formula of a volunteer-driven program and an organizational structure of board and committees.

Promotion: Selling the image and promise of Downtown to all prospects by marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors. An effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns.

Economic: Finding a new purpose for downtown enterprises by helping existing downtown businesses expand and recruiting new ones to respond to today's market. Program will help convert unused space into productive property and sharpen the competitiveness of business enterprises.

What are other projects the DDA has completed?

The DDA was established in 1980. Through the years, the board has maximized its budget by matching for grants monies, partnering with the City, working with other community organizations, and by using its funds wisely. Some of the major projects:

- **Streetscape:** Designed and implemented current streetscape, including trees and pavers.
- **Washington Ave.:** Paid for improvements to Washington Avenue between 2nd and Chisholm Street
- **Waterfront Linkage:** Received CDBG grants to study and then implement the WATERFRONT LINKAGE (1990) This included: Reconfiguring Chisholm Street between State and Harbor Drive; adding screening wall and landscaping to screen the Harborside Mall parking lot; Improved the entrance to the Harbor, and built the FARMER'S MARKET structure behind City Hall
- **Old Fire Hall parking lot:** Helped the City pay for the new parking lot on the old Fire Hall lot at 3rd and River Street
- **North Riverfront Park:** Paid a share, with the City, for improvements to North Riverfront Park
- **Carter Street parking lot:** Purchased a vacant gravel lot from the DNR, and designed and developed it into a landscaped public parking lot.
- **Chisholm Street Park:** Purchased empty lot, designed and developed the Chisholm Street Park, with a five year landscaping program for a perennial garden. Continue to maintain the park. Installed sprinklers.
- **Waterfront Park:** Entered into a lifetime no fee lease with the Alpena News and developed the Waterfront Park, including the flag pole and landscaped base.
- **Culligan Plaza:** Design committee's landscape group has provided the landscaping at Culligan Plaza.
- **Mural:** Commissioned the mural for the old fur vault in Waterfront Park.
- **Bike racks:** Designed, built, and maintain the bike rack/planters for use by downtown businesses.
- **Street lights:** Purchased new historic street lights, which compliment the historic nature of our district.
- **Trash reciprocals:** Purchased new, more attractive trash reciprocals for downtown, which blend with the historic lights.
- **Banner program:** Began a banner program for the downtown area, which is now managed by the City of Alpena, supported by the DDA.
- **Christmas wreaths:** Designed and purchased the Christmas wreaths attached to the street lights; have adapted wreaths as lights changed.
- **Loans:** Contributed to Target Alpena for their Revolving Loan Fund, which has lent funds to many downtown businesses at low interest rates.
- **Parking:** Developed a parking management plan with 2 hour and all day parking areas for public lots.
- **Education:** Presented several educational seminars for the downtown businesses and general public.
- **Farmer's Market:** Received a USDA Rural Development grant to help promote the Alpena Farmer's Market; currently in progress.
- **Snow removal:** Worked with the City to try to improve snow removal in the downtown area.

- **Promotion:** Developed the Riverfest annual downtown activity through the DDA promotion committee. This Lafarge Riverfest is now totally self-sufficient.
 - Provides generic advertising for downtown;
 - supports Downtown Alpena Business Association activities, both financially, and with director's time.
 - Partners in advertising with Downtown Alpena Business Associated (DABA), and other community organizations
- **Bike Lending Program:** Partnered with the Convention and Visitor's Bureau to develop a bike lending program for the community. Received a Community Foundation Northeast Michigan (CFNEM) grant for this program.

How can I become a member for this Advisory Board?

There is a short application which is available at City Hall or can be downloaded ([Click here](#)). After submitting the application and proper review, suitable recommendation can be by the Mayor, City Council, or City Manager for appointment to this advisory board.