

MICHIGAN
DOWNTOWN
ASSOCIATION



Downtown Management Report : 2024



MARKETING

8.3K



Facebook

1036



Google

12K



Website

5.3K



Instagram

INVESTING

DDA Grants
Awarded



\$100,000

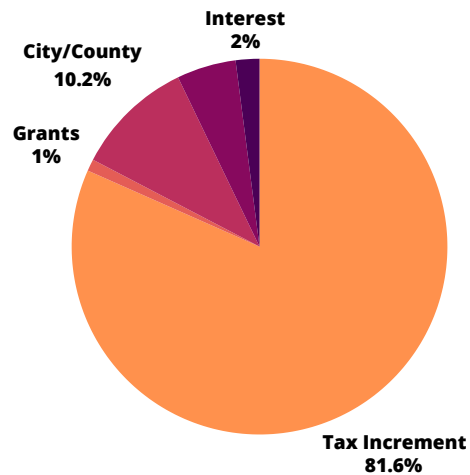
New
Businesses



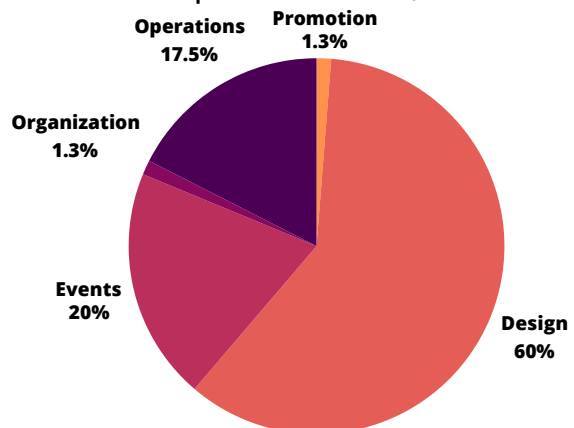
4

FUNDING

Income \$262,636



Expenses \$157,782



EVENTS

2024



CHANGING

2024 Projects



Holiday Decorations



Street Banners



CHANGING

2025 Projects



ParkMobile



Wayfinding



Art Instillation



Marketing

